

# RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



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TEN CENTS

## COOKIE PROBE VEERING TO RADIO

### Arts & Figures

In broadcasting

By CHAS. A. ALUOATE

INSTEAD of the fact that before an ever-changing picture brightly beclouded panels of digits, dots, dashes and lines, we primarily to our work in the 1962 RADIO ANNUAL TELEVISION YEAR BOOK, we meet with enthusiastic interest and information in its greatest international broadcasting industry.

Selected at random from among thousands of interesting items, we find that radio time sales had a 21.2% in 1961 over the drop in sales for 1960. Number of TV sets in use in the U. S. at the end of 1961 totaled 54,000,000. There are complete listings of all AM, FM and TV stations, with their personnel, advertising agencies and their activities, TV film producers, directors, commercials, news commentators, manufacturers and magazine articles by important executives around the world.

YOU'll find it all in this beautifully bound volume, now available ready for worldwide distribution without extra charge. It is paid subscribers to RADIO TELEVISION DAILY.

OUR ENTHUSIASM for this 5th Edition is no secret. Its preciseness and accuracy made possible only by the excellent co-operation from every branch of the industry. You can give our word for it that this 1962 RADIO ANNUAL AND TELEVISION YEAR BOOK is an informative and more practical than ever, and although we write it with proper modesty, the book of reference ever published for the broadcasting industry.



A station's programming is exposed every day. All you need do is look to see that WPIX-11 has a "network atmosphere" of network-proven and network-quality programs. And the finest national advertisers.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

### Atty. Gen. Takes A 'Ride' In 'Car 54' for Police

Atty. Gen. Robert F. Kennedy will salute "the unsung hero of law enforcement, the local police officer," with a special message in recognition of National Police Week on NBC-TV's "Car 54. Where Are You?" Sunday, May 13. This will mark the opening of the nationwide observance.

### Chapter in St. Louis Gets ATAS Charter

St. Louis — The charter of the ninth chapter of the National Academy of Television Arts and Sciences in this city was approved over the weekend by national trustees of the Emmy org. Mark Russell, executive producer, KM. OX-TV, was elected president of the new group.

Other elected officers of the St. Louis Chapter are: first VP, John Gunter, Gardner Advertising; second VP, Dolan Walsh, D'Arcy Advertising; treasurer, Keith Gunther, KSD-TV; and secretary, James Fasholz, Gardner Advertising.

### 'AB' Drama Harvests Plaudits of Audience

CBS-TV yesterday reported that reaction to its showing of "The Benefactors" Saturday night, calculated on the basis of viewer telephone responses, was 85 per cent favorable.

The show was an episode in the (Continued on Page 3)

### Anti-Gambling Drive Has Bet-Rings Relying On Air for Payoffs

By HARRY LANDO  
Washington Series of RADIO-TV DAILY

Washington — The Justice Department is probing radio stations which broadcast race results, it was learned here yesterday. The investigation coincides with closing down of a number of racing services which provided results to bookies by phone and wire. Attorney General Robert F. Kennedy says gamblers are now beginning to rely on race results given on radio stations.

According to Justice Department sources, the entire operation is being carried out in cooperation with the FCC, which queries stations believed to be aiding organized gambling. One case is cited in which a store sponsors race results, but the place is listed as being owned by wives of gambling figures.

The Attorney General has said (Continued on Page 8)

### 4 New Orleans Channels Pool Covering JFK Visit

New Orleans — WDSU-TV, WVUE, WWL-TV and WYES-TV will cooperate in bringing viewers an all-station simulcast of President John F. Kennedy's visit to this city on Friday. Remote units from WDSU-TV, WWL-TV and (Continued on Page 10)

### Music Center Asks R-TV Aid

Washington — The broadcasting industry is being relied on for extensive aid in raising \$1-million for a new national symphony center, according to BMI president Carl Haverlin. He told a press conference that stations are being asked to promote donations, by means of free spots, and the names of broadcasters who cooperate will be inscribed



Haverlin

In bronze on a "Broadcasters Gate" at the center, when finished.

A site near Washington, D.C., has been donated by Mrs. Jouett Shouse, chairman of the president's People-to-People Music Committee and a noted patroness of the arts.

Haverlin says broadcasters have done much to promote interest in symphony music and that radio stations are now averaging almost 10 hours per week of "serious" (Continued on Page 3)



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## Boston ETV Outlet Receives Ford Grant

Boston — WGBH, ETV station here, has received a grant from the Ford Foundation to establish video and audio links with WNBT, newly-established ETV station in New York.

Dr. Samuel B. Gould, president of Educational Television for the Metropolitan Area, commented: "We are gratified that the Ford Foundation recognizes the importance of establishing links between the various educational TV stations

## WANTED SPORTS-MINDED STATION IN PROGRESSIVE SPORTS-MINDED TOWN

Young well known Sportscaster with many years experience in NYC market 4 A sponsors. Network experience and top-rated nightly telecast CBS. Play-by-play telecasting Baseball Dodgers, Football Giants, N.Y. Knicks and college basketball, Ranger hockey Married, sports director, ability to sell own shows Write Box 172, RADIO-TV DAILY, 1501 Broadway, New York 36, N. Y.

## COMING AND GOING

MORT ROSENMAN, WTCN program manager, has returned to Minneapolis from Baltimore.

JAMES C. HAGERTY, ABC news chief, to Seattle today to address the 1962 Miller's National Convention.

JERRY LEIDER, CBS-TV director of special programs, has left on a three-week Caribbean vacation.

PROF JONES, WNAC sales manager, is in N. Y. from Boston to discuss promotion for the Yankee Network.

FRANK BOEHM, director of research and promotion for RKO-General national sales, to Bellville, Md.

DICK CONTINO in town for an appearance on the "Ed Sullivan Show" May 6.

BILL BRUNDIGE, KHJ sports director, to Las Vegas tomorrow to cover the 10th annual Tournament of Champions.

PHIL NORMAN, KNX personality, to Coronado, Calif., to attend the 41st annual Western Association of Food Chains convention.

## WGN IN-CAR RADIO STUDY TO BOOST CHI BILLINGS

Chicago — A new study of in-car listening by WGN could conceivably increase Chicago radio billings by 15 per cent, according to WGN manager Charles E. Gates. Titled "The Chicago and Auto Radio Audience," the study was made for WGN by the Research Guild and will be ready for distribution May 14.

Findings include the fact that more than 11 million Chicago-land families take to their autos for an average of over two trips every day of the week. More than 68 per cent of these trips are made with the radio turned on, adding an average 23 per cent on-the-wheel audience to the in-home listeners.

Other information: During the peak auto travel period of 6-9 PM weekdays, 41 per cent of all trips in the car are being made for recreation and 22 per cent are shopping expeditions. In any one day, more than 1 million Chicago metro area households can be reached in their autos, representing more than half of the entire market.

Although there are generally more men in cars, this is not true on Sundays, when women are in the majority in the 6-8 AM, 10-noon and 4-midnight periods. Peak car audience periods are 7 AM-5 PM and 7 PM weekdays, and 9 AM, 4 PM and 7-30 PM on Saturdays.

## Rust Pays \$1.3 Million For Rochester AM-FM

Rochester, N. Y. — The FCC yesterday approved sale of WHAM and WHFM here by Henry I. Christal Co. to Rust Broadcasting for \$1.3 million, including agreement not to compete in radio within 45 miles of Rochester for five years. William F. Rust, Jr., who already owns interests in the maximum seven stations, must dispose of one.

## WRIT B'casting FM

Milwaukee — WRIT has begun FM broadcasting to complement its regular AM programming. WRIT-FM is simulcasting the AM program.

## FINANCIAL

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	16 7/8	16 1/2	16 3/8
AB-PT	33 7/8	32 1/2	32 3/4
A. T. & T.	125 3/4	122 1/2	124
AVCO	25	23	23 3/8
CBS	39 7/8	38 1/2	38 3/4
Columbia Pic.	21 1/2	20 1/2	20 3/4
Crow-Coll	36 3/4	35 1/2	36 1/8
Decca	45	42 1/2	44
Disney	35 1/2	34 1/2	34 3/8
East Kodak	108 7/8	107 1/2	108 3/8
Gen. Elec.	41 1/2	40 1/2	41
Hazeltine Corp.	23 3/4	23 1/2	23 3/4
Magnavox	44 1/2	41 1/2	42 1/2
ACA	59 1/2	58 1/2	59 1/4
M-G-M	41 1/2	39 1/2	40 3/8
Plough	72	71	71
RCA	57 1/2	54 1/2	55 1/8
Storer	32 1/2	32 1/4	32 1/4
20th Fox	28 1/2	27 1/2	27 1/2
United Artists	31 3/4	30 1/2	30 3/4
Warner Bros.	15 1/2	15 1/2	15 1/2
Westinghouse	34 1/2	33 1/2	33 1/2
Zenith Radio	68 1/2	64 1/2	65 3/8

## AMERICAN STOCK EXCHANGE

DeSilo	9 1/2	9 1/2	9 1/2
Esquire Inc.	11 1/2	10 3/4	11 1/2
Filmways	8	7 3/4	7 3/4
AMPO	10 1/2	10	10
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	5 1/2	4 1/2	5
Screen Gems	18	19	19
Technical	15 1/2	15	15
TransPlamp	13 1/2	12 1/2	12 1/2
TransLux	14 1/2	13 1/2	13 1/2
TV Industries	2 1/2	2 1/2	2 1/2

## OVER THE COUNTER

Jerald	7 1/2
Meredith	30
MetroMedia	14 1/2
Official Films	7 1/2
Scranton	7
Sierling	7 1/2
Taft	20 1/2
Transcontinent	9 1/2
Wometco	14 1/2

Courtesy of National Association of Dealers

## IT'S JIM BACKUS, 'AUTHOR,' AGAIN

TV's 'Talent Scouts' Host Writes 2nd Book with Wife

Jim Backus, host of the forthcoming "Talent Scouts" weekly, hour CBS-TV program, and his authoress-wife, Henny, have had their second collaborated effort, "What are you Doing After the Orgy?" published by Prentice-Hall.

Backus, a veteran TV and film personality, and his wife humorously write about what they have experienced in their world-wide travels.

As host of "Talent Scouts," an living Mansfield-Peter Arnell TV package, Backus will replace "The Garry Moore Show" for 12 weeks on the latter's regular network time slot, starting July 3.

## Mo. Broadcast Day To Hear Blair Clark

St. Louis — More than 100 Missouri Broadcasters Association members and top advertising execs will attend the annual Broadcast Day observance at Missouri U on Wednesday, highlighted by a noon luncheon address by Blair Clark, CBS News VP and general manager. The all-day session is jointly sponsored by the university's School of Journalism and the MBA.

Other speakers and their topics are Chester Posey, McCann-Erickson Central Division VP and director, "The Personal Approach"; Matthew Culligan, general corporate exec, Interpublic, Inc. "Communication," and Nick Pentcheff of Radio Free Europe, "Radio Across the Iron Curtain."



## WBAB LONG ISLAND'S HOMEMAKER'S SWEETHEART

1440 AM — 102.3 FM  
BABYLON, NEW YORK  
AX 1-1180

# Time Forges TV, AM, FM Links in San Diego

## Fifth Market Group Sold for \$6,125,000

San Diego — Time, Inc. today becomes the licensee of GO-TV, KOGO Radio and GO-FM, adding to the fifth TV radio station property to publishing company's portfolio. The sale includes the O & O's in Denver, Grand Rapids, Indianapolis and Minneapolis - St. Paul. It also includes a division of Time-Life Broadcast, Inc. (Colorado), the KOGO stations to continue under direct supervision by general manager William E. Goetz, who will report to Hugh B. Terry, president and general manager of KLZ-TV and LZ, Denver.



TERRY

Under the terms of the closing agreements with the KOGO stations' staff was a group of executives from Time Inc., New York, headed by Andrew Heiskell, board chairman, Weston C. Pullen, Jr., president for broadcasting, and Frederick S. Gilbert, vp and general manager, Time-Life Broadcast, Inc.

### New Yorkers Present

The selling price of the KOGO stations was \$6,125,000. Seller was KOGO Broadcasting Corp., formerly owned by Fox, Wells & Fargo, a private investment firm of Stamford, Connecticut, by Newsweek, Inc., and individual minority stock interests. James E. Rogers, of Fox, Wells & Rogers, president of KOGO B.C., represented the sellers.

**Telex-News Employees Form Own TV-Film Firm**  
A TV newsreel and documentary filming firm, formed by several former employees of Telex-News, is operating under the name of TV Spot News, Inc., servicing independent and network TV stations. Executive editor Van Karbusch says the company has a 10mm sound and silent mobile unit in full operation with all new filming equipment.

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## Is Texas Panhandle Feeling Mutuel?

Houston—KHOU-TV (Corinthian) will carry a special half-hour program and discussion Thursday on the issue of legalizing parimutuel wagering on horseracing in Texas. News director Nick Gearhart will moderate the two-part discussion.

At one time parimutuel betting was legal in Texas, but for 25 years since its repeal by the State Legislature, the horse racing issue has not appeared in a Texas primary. The outcome of Saturday's primary will not be binding on the Legislature, however.

## 'Vital Job' by Radio In 'Informing People' Is Cited by Kennedy

Washington Bureau of RADIO-TV DAILY

Washington — President Kennedy and all 10 members of his cabinet today salute Radio, "the Sound Citizen," in formal opening of a month-long observance of 1962 National Radio Month.

Radio stations across the nation are presenting special recorded one-minute tributes to the President and all cabinet members to radio's valued contributions to the American way of life.

### Praised by Collins

LeRoy Collins, NAB president said the radio industry deeply appreciates the recognition given to this year's observance by Mr. Kennedy and his top-level aides in Washington.

President Kennedy's message, in part, follows:

"Radio performs many services, but its most vital job is informing the people. From the largest city to the most remote rural corner of our nation, citizens have the news with speed, accuracy and detail. An informed citizenry is the backbone of our democratic system. By broadcasting our failures as well as our successes, and dissent and disagreement as well as assent and agreement, radio helps our people to make the choices and the judgments that are the essence of freedom."

## 'AB' Drama Praised

(Continued from Page 1)

network's "Defenders" series, and dealt with the trial of a physician for having performed an illegal abortion. Three regular sponsors and 10 of the network's affiliated stations had pulled out for the episode's showing on grounds the theme of the broadcast was too hot to handle.

The viewer response was calculated from calls received at CBS-TV stations in New York, Los Angeles, Chicago, Philadelphia and St. Louis. In St. Louis, only a third of the calls were favorable, but in New York they ran nine to one in favor.

## KNX Sparks 3 Boys' Interest in Radio

Los Angeles—KNX today will have three local high school boys as guests as part of the observance of the 10th annual Boys' Week here. The event is sponsored by the Committee to Promote Boys' Welfare in conjunction with the city school districts. Robert F. Sutton, CBS Radio VP and KNX general manager, said all three boys have an interest in the field of communication, particularly radio.

## Bartley Plans to Call Seminar on Defense

West Coast Bureau of RADIO-TV DAILY  
Cottage Grove, Ore. — The Defense Department decision that modern navigation methods make unnecessary control of radiation from transmitters doesn't mean an immediate end to Conelrad, FCC commissioner Robert T. Bartley told the Oregon Association of Broadcasters here. He said the present system is a good one, and we must keep it until we have a better one.

### Will Outline Objectives

Bartley said he has asked the National Industry Advisory Committee to set up an agenda of objectives for state industry advisory committees to work on, and that he hopes within 60 days to be able to call a national defense seminar for early Fall.

The Defense commissioner said some stations in multiple station markets will probably continue to be silenced, or placed in a standby status, but in order to reduce mutually destructive interference while extending coverage of stations in other communities.

## 100 Newsmen to Europe On Gov't-Sponsored Tour

St. Louis — Steve Rowan, KM-OK assistant public affairs director will join nearly 100 national-wide newsmen in a two-week tour of Europe, leaving Washington, D. C., May 14.

The tour, sponsored by the U. S. Information Service and State Department, is designed to acquaint newsmen with the current European military and political situation.

They will visit military installations and diplomatic headquarters in four countries. While in Europe, Rowan will also record interviews for his "At Your Service" program.

## Music Center Asks Aid

(Continued from Page 1)

Muscle. He said the fund drive has no connection with BMI, although BMI is donating its facilities to further the drive. He added that not only broadcasting, but also other media, would be asked to participate.

## TvB Appoints Group To Coordinate Data

The TvB has appointed a committee, headed by Donald L. Kearney, sales director at Corinthian Broadcasting, to gather and organize TV marketing information for better utilization by advertisers.

The board will study existing data on audience characteristics, product profiles, consumption patterns and other information now being generally used by advertisers, and catalog this data in a central location for convenient access. It will also investigate the rental of electronic computers on a long-term contract basis.

### Eight on Committee

Other committee members are Theodore Shaker, president of ABC O-O TV stations; Martin L. Nierman, executive VP at Edward Petry & Co.; Lewis H. Avery, head of Avery-Knodel; Norman E. Walt, general manager of WCBSTV; H. Peter Lasker, sales vice at Crosley Broadcasting; Edward Benedict, national sales director, Triangle Stations, and Dr. Thomas E. Coffin, research director at NBC.

## Canadian Gen. Electric To Equip W. Indies TV

Special To RADIO-TV DAILY

Montreal — Canadian General Electric Co. has been awarded contract for transmitting equipment for the first TV station in the Indies. The station will begin broadcasting in November at Port-of-Spain, serving Trinidad and Tobago islands.

## 34.2 'Mutiny' Arbitron Highest for Pix on WCBSTV

The New York TV debut of "The Caine Mutiny" on WCBSTV's "Schaefer Award Theatre" Saturday night drew an all-time Arbitron high of 34.2, breaking records for feature films presented on the station. Arbitron also reported the film garnered 65 share-of-audience. Sponsored by F. & M. Schaefer Brewing, WCBSTV's "Award Theatre" pre-empted "The Late Show."

**VS** —national, Huntley-  
local, Hugh DeMoss...for  
complete news coverage from  
world and back again.

**S** —Ohio State Uni-  
versity basketball and football games,  
Cleveland Indians baseball, and Scioto  
County Fair.

**HER** —based on Crosley's  
radar weather service, a  
part of the U.S. Weather Bureau's  
National Weather System.

**IC AFFAIRS**  
Programs including "Probe"  
and "The Probe"—which cover the water-  
and people important in the  
... to create more informed,  
citizens.

**LW** representatives...  
you'll be glad you did!

**V C Columbus**  
NBC  
TELEVISION

**WLW-TV WLW-D WLW**  
Television Television  
Cincinnati Dayton Radio  
Broadcasting Corporation

...ressed some 100 at the organizational meeting in  
the Hotel Astor, proving himself a very able official:  
said the broadcasters will form a subcommittee  
for liaison with the Fire Department "to  
disseminate the basic principles of fire safety."

... Video projection of Picasso's paintings  
on last week's hour colorcast on WNBC-TV was  
provided by Cellomatic, audiovisual equipment and  
graphic arts division of Screen Gems. The Cello-  
matic animation projector is being used on 18 regular weekly and  
daily programs in the New York area alone. ... Bob Bergmann's Fil-  
mex company just returned from a shooting assignment at Paradise  
Island, Huntington Hartford's luxury resort. ... Enzo Stuarti dis-  
cusses his fabulous singing career with Liz Morgan Thursday on WJAZ.

... Meet: Jack Douglas, one of America's funniest author-  
comedians, who got his first professional experience as the drummer  
with the Buddy Rodgers band. He has been a  
top comedy writer since turning to writing gags  
in 1938. He wrote for such stars as Red Skelton,  
Bob Hope, Jack Carson, Johnny Carson, George  
Gobel and Jack Paar. Although never having seen  
a sports car race until driving in one, Douglas  
soon became the number five driver in the country  
and is the owner of more than 50 trophies col-  
lected during his racing career. He has just fin-  
ished his third book, "A Funny Thing Happened  
to Me on the Way to the Grave," which is his  
autobiography. His two previous books are en-  
titled "My Brother Was an Only Child" and  
"Never Trust a Naked Bus Driver." He is mar-  
ried to Oriental singing star, Reiko. They are the proud parents of  
Robert Douglas, nearly three months old. Jack, who has appeared  
in some of the top night clubs in the country, has also won a TV Emmy.

... "Password" is the latest video show to be converted into  
a best-selling parlor game. Others include "Camouflage," "Video Vil-  
lage," "Concentration," "Wells Fargo," "Wagon Train," "Make a Face,"  
"The Rifleman" and "Shotgun Slade." ... "Bungalow Nine," a hu-  
morous first novel by Norman Ober, CBS Radio program writing  
director, has been published by Walker and Co., New York. The  
novel traces one family's breakneck initiation into the folkways and  
mores of the "borscht belt." ... Allen Ludden fills in for the vacation-  
ing Johnny Carson tomorrow on "To Tell the Truth." ... Frank  
Bonnaea has joined the programming staff at KGW, Portland, Ore.,  
as color man for the Portland Beaver baseball casts. ... Airline Hos-  
tess School Dean Grace Downs: "Nowadays you don't have to be  
wealthy to give your son a medical education. You can just buy him  
a TV set!"

... Off the Record: Columbia Records has signed vocalists  
Steve Lawrence and Eydie Gorme to exclusive long-term recording  
contracts. ... The "Ben Casey" craze has hit the record business.  
"The Theme from Ben Casey" c/w "Dr. Kildare," by young West  
Coast classical pianist Valjean, has sold 133,000 in 12 days. Val-  
jean hails from Oklahoma U., where he started out as a pre-med  
student. ... Carlton Records has signed 19-year old newcomer Tony  
Richards to an exclusive recording contract. ... Managing director  
Al Hayhurst of the Berkshire Hotel is very proud of son Alfred J.  
Hayhurst, 3rd, who just turned 17 and signed for a three-year hitch  
in the Navy.



THOMPSON



DOUGLAS

... for the new educa-  
television station, to begin  
gramming this Fall.

Dais guests include: Dr. ...  
W. Gross, president, Ru-  
Richard D. Heffner, generab-  
ager, WNBT; John W. L...  
president and chairman c-  
board, Metromedia; Dr. J...  
Meng, president, Hunter Co...  
Leavitt J. Pope, vp in char-  
operations. WPIX; Dr. Haro...  
Stoke, president, Queens Co...  
Dr. George Stoddard, chan-  
and executive vice-president...  
York University; and Dr. Jo...  
White, president, National E-  
tional Television and Radio in-  
ter.

**Rubbermen Hear Wells**  
West Coast Bureau of RADIO-TV...  
Los Angeles — Bill Rub-  
KTTV's special events direc-  
will address the monthly d...  
meeting of the Los Angeles...  
ber Group today in the Biltm...  
Hotel here.

Ask Storer  
Television Sales  
why

**WJBK-TV**

is the

**No. 1 Buy  
in Detroit**



A STORER STATION

Presidental candidate against Franklin D. Roosevelt in 1936, will talk about the past 25 years of American politics Sunday in his second appearance on CBS-TV's "Washington Conversation"

In conversation with his host, CBS News Washington correspondent Paul Niven, he will give his impressions of the Kennedy-Nixon TV encounters.

The program is one of two that were taped with Landon in Washington last December. "Washington Conversation" is produced by Michael J. Marlow of the public affairs staff of CBS News.

## Milwaukee TV Outlet Gets 2 Press Prizes

Milwaukee — WITI-TV (Storer) has won honors in spot news reporting and public affairs in the annual Milwaukee Press Club TV news awards.

The George Grabin Award went to WITI-TV for "outstanding community service." The winning entry was a documentary on the city's school system's efforts on behalf of retarded children.

Coverage of Labor Secretary Goldberg's investigation of unemployment here won the Blatz Brewing Co. award for spot news coverage.

## 13 Weeks of Color

Charlotte — WBTV has begun a 13-week series of color movies, produced in conjunction with RCA, on its Wednesday night film feature, "The Best of Hollywood."

## Canada's TV Seen Cresting

Toronto — Convinced that competition from TV has reached its peak, one of Canada's largest theatre chains is planning to build a new movie palace here "second to none in North America." Also, the theatre will not be in the downtown area.

J. J. Fitzgibbons, Famous Players Canadian Corp., Ltd., president, said that since more than 90 per cent of Canadians now have TV sets, exposure may be said to have hit a peak. He added, "there is some indication that viewing is declining, too."

prices of the university's School of Communications and the Educational Foundation of American Women in Radio and TV. Nena Bad-enoch is chairman of the foundation's board of trustees.



CRAVEN

This year's seminar will be "A Study in Communication and Broadcasting with a View Toward Space Age Living, as Exemplified at the Seattle World's Fair—1962," and will be held in conjunction with the observance of Communications Week.

### Prominent Speakers Slated

Speakers include FCC commissioner T. A. M. Craven; NAB Code Authority director Robert W. Swezey; "CBS Reports" executive producer Fred W. Friendly; Hazel Robinson of Arabian TV; Stuart L. Hannon, Radio Free Europe Committee, Claude M. Blair, AT&T Space Communications; Carl T. Rowan, deputy assistant Secretary of State for public affairs; Bernard Kilgore, Wall Street Journal; Dr. Bernard Goiney, Hope Ship; Dr. Mortimer Adler, philosopher-educator; Dr. Athelstan Spiilhaus, scientist; author Richard Poston; architect Paul Thiry, and Dr. Erna Gunther, authority on Northeast Indian Art.

## Weather Bureau Hookup

Miami — WGBS has expanded its "Total Information News" service with broadcasts direct and live from the U. S. Weather Bureau five times daily.

However, the impact of TV on the Canadian movie business has been severe. Since 1954, roughly 1,000 movie theatres across the country have closed — 66 of them in 1961. The decline in movie attendance here is indicated by the drop in average utilization of seating capacity from 31.7 per cent of capacity in 1949 to 19 per cent in 1959.

## Primaries Videocast

Orlando, Fla. — Special coverage of local, county and state primary elections will be telecast next Tuesday night on WLOF-TV, sponsored by the Home Insurance Co. of New York.

The National Cash Register's memory complex computing system at Minute Maid's electronic center will be used during the telecast. Trends and variations will be analyzed and announced by the station's news and program staff and others.

## WABC's Anderson Aids DeeJay's MS Campaign

WABC morning air personality Herb Oscar Anderson has been named co-chairman of "Disk Jockeys for MS" for the 1962 Multiple Sclerosis Hope Chest Campaign.

The campaign will take place from Mother's Day, May 13, to Father's Day, June 17. Funds raised will help support research to find the cause and cure of multiple sclerosis which afflicts hundreds of thousands of Americans, mostly in the 20-40 age group.

## Long Island FMer Adds 19 Hours to Weekly Sked

As part of WALK-FM's 10th anniversary celebration W. K. Macy, Jr., Suffolk Broadcasting Corp. president, has announced that the Patchogue, L. I., station has added an additional 19 hours a week to its broadcasting schedule.

The corporation also operates two AM stations: WALK, Patchogue, and WRIV, Riverhead, N. Y.

## Redskins on WWDC

Washington—WWDC will carry play-by-play of all home and away Washington Redskins Games this season, and also serve as the key station for the Redskins Football Network.

### Weather-Girl Carol On Week's Vacation

June Graham and Jeanne Parr are filling in this week for Carol Reed on WCBS-TV's early-morning and late-evening weather reports. Miss Reed is on vacation, and will be back Monday.



By PETER C. DAVALLE

• • • The BBC has announced that it will soon start filming a new Shakespeare series. New title "Spread of the Eagle." The new series will comprise the "Roman" plays, including "Caius Julius Caesar" and "Anthony and Cleopatra." Transmissions are planned to start in Britain in the Spring of 1963

★ ★ ★

• • • Broadway's "Mr. Doolittle," Ronald Radd, now back in Britain, stars in the first ITV play to be produced since the Equity strike ended. It's "Night Conspirators," by "Daily Mail" drama critic Robert Muller. . . . A new Terence Rattigan play, "Footnote," will be screened by BBC-TV in January. Rattigan himself went to Rome, where Richard Burton is currently filming "Cleopatra," to get him to sign for the lead role. "Sorry I couldn't get Liz Taylor to sign too," he cracked to BBC producer Alvin Rakoff.

★ ★ ★

• • • Johnny Burnette gets a guest spot in ABC-TV's "Thank Your Lucky Stars" program; he sings the two songs from the U.S. charts, "Dreamin'" and "Clown Show" . . . Louis Armstrong and his boys being in Belfast the other day, Ulster TV grabbed them for a specially filmed featurette which they used in their weekly show business program "Preview."

★ ★ ★

• • • "Wagon Train," formerly a big hit on the independent networks, has now been booked by BBC-TV. First episode goes out, on national network, on May 6. . . . Southern TV will play the U.S. made "Tightrope" series this week. . . . The U.S. series, "Celebrity Golf," bows on Border TV next week. It did well on Scottish TV, I'm told. . . . NBC's "The World of Sophia Loren" will be screened by BBC-TV on May 1.

★ ★ ★

• • • Toronto-born Sydney Newman, supervisor of drama for ABC-TV since 1958, has gone over to the 'enemy' and become head of drama for BBC-TV. While with ABC, Newman was responsible for the dynamic "Armchair Theatre" series which were seen by 16 million people every Sunday. . . . ATV have dropped John Paul, star of "Probation Officer," because he was demanding more than \$2,000 per performance, almost 40 per cent more than he got before the Equity strike was settled. Ex-coal miner Windsor Davies replaces Paul—at approximately \$1,300 for each program!

★ ★ ★

• • • For the first time since commercial TV started up in 1955, BBC-TV claims equal viewing figures. Average BBC-TV audience in January-March this year was 7,500,000 compared with ITV's 7,400,000. More than 26 million listen to BBC sound programs each day—an increase of 1 million over last year's figure. . . . TV film producers (they made "Richard the Lionheart" and "Mark Saber") Eddie and Harry Lee Danziger, have made a \$600,000 cash bid to buy out any ordinary shares in the famous Gordon Hotels group.

★ ★ ★

• • • Although the Home office has refused to give the Isle of Man Parliament permission to go ahead with Britain's first commercial radio station, the island is going ahead with its plans for Radio MANX. The Screenwriters' Guild has drawn up a new fees agreement with the BBC.

### Ohio's McElroy Sums Up On WJW-TV's 'Caucus'

Cleveland — Ohio Atty Gen Mark McElroy, Democratic gubernatorial candidate, appears on WJW-TV's "Cleveland Caucus" Sunday to answer the question, "What can be done to raise money to run the state effectively?" The program, a WJW-TV public affairs presentation, has Sidney Adorn as moderator.

### Voters Meet Candidates Via WSUN R-TV Specs

St. Petersburg — Voters here were introduced to 15 candidates in the May 8 primary election by "Meet Your Candidate" programs on WSUN radio and TV. The candidates appeared on two half-hour TV shows, a half-hour radio show and an hour radio program moderated by news director Irwin Brown.

**New U.S.-Mexico Pact Covers 12-Channel**  
Mexico City—A new pact covering assignment and use of channels on both sides of the American-Mexican border has become effective last week. It replaces one in force since 1951.

### LWV to Hear, Honor Sarnoff, Dr. Odegaard

NBC chairman Robert Sarnoff and Dr. Peter H. Odegaard, who conducts NBC-TV's "Continental Classroom" course in American Government, will address 500 delegates to the 25th annual convention of the League of Women Voters now under way in Minneapolis. They will arrive Friday morning as the convention comes to a close.

Mrs. Robert J. Phillips, national president, will present an award to Sarnoff and a citation to Dr. Odegaard because of the "contribution the 'Continental Classroom' course is making to citizen understanding of government — an aim which parallels the purpose of the LWV."

#### Program Cited

Sarnoff's award is being given specifically "in recognition of appreciation of his outstanding contribution to the public enlightenment and good citizenship through NBC-TV's presentation of 'The Structure and Function of American Government' — a pioneering educational series 'Continental Classroom'."

### 'U.S. at Play' Is Theme Of 2nd Crosby Special

"America at Holiday" will be the theme of the second Bing Crosby special of the season May 14 on ABC-TV.

The special is being coproduced by Howard Leeds and Wynn, with director Stan Hanley. Musical director is David J. Tony Charmoli is choreographer and writers are Bill Morosini, Gordon Keller and Howard Morosini.

### NAFD Award to Jackson For Community Efforts

Hal Jackson, WWRL, has received an award from the National Association of Fashion Designers for his community efforts and philanthropic work. Jackson, a leader in the New York community, has raised over \$1 million for charities.

### Syracuse Grid Game Aired

Syracuse, N. Y.—Northwest Radio Network will broadcast the annual Syracuse U. alumni-city football game Saturday.

### Space Documentary On Tap for Sunday

"The Mastery of Space," an hour film produced by the National Aeronautics & Space Administration, will be presented Sunday on WPIX.

The film is narrated by Jack Whitaker, and includes footage not previously available. It was shot at Cape Canaveral, the Marshall Space Flight Center at Huntsville, Ala., the Goddard Space Flight Center at Greenbelt, Md., and at tracking stations throughout the world where contact was maintained with Major John Glenn, Jr., during his triple orbit of the earth.

#### Capsule Interior Shown

Special footage taken from a Mercury capsule at an altitude of 100 miles shows the curvature of the earth, land masses and continents as they appear on maps, and the sun "reflected like a gold coin on the sea." Other scenes include the interior of a space capsule filmed during flight, and highlights of Glenn's and Alan Shepard's space flights.

### Justice Eyeing Stations Which Air Race Results

(Continued from Page 1)

he believes radio stations will cooperate in shutting off information the gamblers need to operate. He is known to have made representations to a Canadian judge who is a member of a commission studying crime there about a Dominion station broadcasting race information used by bookies in Ohio.

#### FCC Acted Quickly

One of the services which supplied information to bookies and which went out of business voluntarily when Congress passed the nationalized crime laws, said that fact that three stations in Washington, D. C., would broadcast race results. The three stations immediately heard from the FCC. Only last November the commission reaffirmed its policy against the broadcasting of any information of help to gamblers. There was no information on how many stations have been challenged by the FCC, either on its own hook or upon request by the Justice Department.

# WOW!



## HENNESEY

He exploded a million laughs in a three-year network run. Jackie Cooper, starring as the navy's Dr.

Hennesey, often winds up sailing in hot water. But his ratings are always at high tide. • From October 1959 to date (NTI—total U. S. basis), Hennesey averaged a 37 share of audience. That's a greater score than averaged by the competition mustered against him—five programs on two different networks! • Now, NBC Films sails 96 half-hours of Hennesey into your area—as a first-run syndicated series. Here's a program with millions of loyal followers across the country, including thousands of fans right where you live. You get a ready-made local audience plus one of the nation's favorite stars at the helm.

And when it comes to sponsors, he's an ace at recruiting. Man your stations—with HENNESEY!

## NBC FILMS



## Golden Gate and its environs

By BILL SHEA

Francisco — A bill passed by the legislature, making man-to-man foreign language study compulsory for California pupils in grades 4, 5 and 6, is facing hard opposition in some educational circles but is unlikely to be vetoed or thrown out — at least by the Legislature. Ergo, because of the shortage and the good material available, state funds should be in good stead to boom in the near future. While there are only two stations at present in California — both in the north, a talk of soon starting a station in the south.

Meanwhile, KQED here and in Sacramento are expanded. KQED began beaming programs on the Golden Gate in June, and a year later began late afternoon courses in Spanish and Russian.

In 1958, the station introduced daytime service to school children. Highest on the curriculum list was instruction in foreign language. This marked the start of the now popular language courses with Dr. Manheim.

During the 1958-59 school year, the Amigos, (beginning Spanish was taught to Grades 4-6. The next year intermediate Spanish was for Grades 5-7. Finishing the 1960-61 school year the advanced course was offered to Grades 6-8. The classes are of such high quality that tapes of them are in use in Cleveland, Oklahoma City, Dallas and Pittsburgh. Recently, New York City schools showed interest in purchasing the

ED has worked out an incident hookup system with in Sacramento so that the stations may exchange programs. It is the first such incident hookup between educational TV stations in the nation. ED is derived from the Latin word "Erat Demonstrandum" — which was to be proved. Community sponsored and non-commercial KQED was not given hope for survival at first. Now has a current operating budget of \$100,000.

## Stress Challenges U.S. Parents and Educators

via DeHavilland challenges parents and educators for lack of understanding young children's educational needs on the Regents Educational Television Project program, "Literary Marks," May 11. Ed King is director.

## Dodge in New Drive Via Spot, Web TV

**Detroit** — Dodge is in the midst of a strong April-May TV campaign, including its first network participation in almost a year, via BBDO. The network and spot TV push dovetails with a current national spot radio campaign on over 300 stations in 75 major Dodge sales markets in all sections of the country.

8 on CBS, 7 on NBC  
The network TV campaign calls for 15 one-minute commercials, eight on CBS and seven on NBC, through May 23. Commercials are scheduled on "Checkmate," "CBS Reports" and "Eyewitness to History" on CBS, and the "Tonight" show on NBC.

More than 150 TV stations in the 46 leading Dodge sales markets from coast to coast are using 20-second and 60-second commercials—mostly in prime time—during the current three-week spot campaign.

## Panel of Press Experts 'Look at Soviet Union'

An Overseas Press Club panel of three reporters, authorities on Russian affairs, will be featured tomorrow on a special program, "Experts Look at the Soviet Union" scheduled for the NBC Radio network.

They are Aline Mosby, UPI correspondent in Moscow; Thomas P. Whitney, author of "Russia Is My Life," and Harrison Salisbury, former Moscow correspondent for the New York Times. Dorothy Gordon will moderate.

## Soupy Sales Among List Of New NARAS Joiners

Los Angeles — Active (voting) members recently admitted to the National Academy of Recording Arts and Sciences were Soupy Sales, Sid Avery, Milt Larsen, Tony Rizzi, Joe Howard, Jerry White, Norton Beckman, Boris Godoff, Benjamin Immersheim, Dale Anderson, George S. White-man, Don Fagerquist and Jimmy Joyce. They represent vocalists, musicians, art directors, songwriters and A&R producers.

## Met Life in TV Web Plunge

Metropolitan Life Insurance Co. has signed to sponsor a series of CBS News Extras in the Fall on CBS-TV, William H. Hyland, senior vp — sales, reported yesterday.

Douglas Edwards, will be anchorman of the news extras, the number of which will depend on major events.

The new series marks Metropolitan's network TV debut. The company has sponsored CBS News

## AGENCY NEWSCAST

By SHELBY COOPER

Los Angeles — Staff members of NBC-TV's "Today" show will appear on a luncheon panel today as guests of the Advertising Club of Los Angeles. The show is originating here this week, en route East from the Seattle World's Fair.

### Thought for Today

"With the increased reliance the FCC is placing on networks to lead in providing an improved and diversified broadcast service, station clearances are becoming even more in the public interest. If clearances were not obtained, advertisers would move to other media and the over-all result would be both lower quality (of programming) and a drop in news and public affairs broadcasts now provided by the networks at a loss."

—Sterling C. Quinlan  
ABC rep and General Manager, WBKB, Chicago

## Diet, Waifs, Nurses On 'At Home' Roster

Evelyn Cunningham, hostess of WLJB's "At Home Show," will interview several personalities starting Friday.

She will visit with Mrs. Nell Sailor, dietitian for the Visiting Nurse Service of New York, who will discuss the importance of diets on Friday.

Saturday Miss Cunningham will interview Luellen Lawrence and Pat Garland on the 170 babies stranded in New York's Metropolitan Hospital and now being cared for by the Welfare Department. Sunday, she will meet with Mrs. Stargust Whitman and Miss Ivy Tinkler of the Lincoln School for Nurses and discuss WLJB's nurse recruitment drive.

## 'Plague' Dramatized On 'Look Up and Live'

CBS-TV's "Look Up and Live" will present "The Plague," dramatized excerpts from the Albert Camus novel, on May 13. William Hamilton hosts the program produced by Richard Siemanowski for CBS News' public affairs department Joseph K. Chomyn is the director.

Raymond J. Leicht and William R. Watson Jr., have joined the TV department of Leo Burnett, Chicago, as copy supervisors. . . Howard Munce has been appointed art rep at C. J. LaRoche. . . Roy D. Sherwood has been promoted to the post of assistant advertising director at Falstaff Beer, St. Louis.

Procter & Gamble and Canada Dry have purchased participations, for three months beginning in July, on nine current NBC-TV evening series. P&G through Benton & Bowles, has participations on eight series, and Canada Dry, through J. M. Mathes Inc., on three.

James N. Harvey, senior VP at Richard K. Manoff Inc., has been elected president of the agency. . . John K. Mullaney has become assistant advertising — promotion director of WNAC-TV and Radio Boston. For the past seven years he held a similar post at WEEL.

Sam Dana has joined Kenyon & Eckhardt as a copy supervisor. Advertising Associates, Houston, has been retained by Jet Marine Inc., the Gulf Coast Fence Dealers Association and J. E. Younce Co.

Gillette Razors, via Maxon Inc., will spend over \$1 million between May 16 and June 16 to promote its new slim adjustable razor, with three weekly series on ABC-TV plus supplementary TV spots, and 160 deejays in the top 100 markets on radio.

General Foods has purchased full sponsorship of the Saturday "Bugs Bunny" show on CBC-TV, via McCannell, Eastman & Co., Toronto. . . Heitz Rent-a-Car, via Norman, Craig & Kummel, is launching a summer campaign on network TV.

## Competitor Honored By Milwaukee Outlet

Milwaukee—WMLI found itself in the unusual situation Monday of awarding a medal to a competitor. The station presented its Community Service Award to Andrew M. Sphaeris, president of WEMP, for "outstanding public service" in connection with the annual March of Dimes. Sphaeris is also a former Club Barker of the Variety Club here.

# OUT LAWLS



**HEADED YOUR WAY!** Don't call the marshal—call NBC Films. It's the best western hour ever released for a syndicated series. "Outlaws" rides in with fifty hours of programming that proved a big hit with network audiences. ■ You can see how big in a recent Nielsen MNA report (April 2-8). "Outlaws" raced ahead to capture its time period with a 34 share of audience. And how the action delivers men! "Outlaws" runs 67% in front of the closest competition in men viewers per set. ■ Round up "Outlaws" for your station. The bounty: A first-run syndicated series with a strong following in your area. One of America's leading actors, Barton MacLane, as a continuing star. Well-known Hollywood, Broadway and television performers in guest roles. And more viewers and sponsors for your station! ■ Here's a showdown to look forward to. Get your detailed description of "Outlaws" from



\*ARB. Feb. '62. Nielsen National. Jan.-March '62



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WEDNESDAY, MAY 2, 1962

15 CENTS

## RCA RAINBOW FINDS POT O'GOLD

### Industry Pins Hopes On Halting Regulation Texas Legislator

With the FCC's present course clearly charted toward increased federal control over broadcasting, the industry is pinning its greatest hopes on Congress to avert further governmental regulation.

That is why there's such an air of hushed expectancy concerning the "pivotal policy speech" by Walter D. Rogers (D. Tex.), a central member of the House Interstate and Foreign Commerce Committee, next week (May 10) at the fifth annual awards luncheon of the Station Representatives Association in New York's Waldorf-Astoria Hotel.

Discussed in many quarters as to whether of congressional tem-

(Continued on Page 8)

### Williams Elected Prexy Pennsylvania Ass'n

Leono Manor, Pa.—Robert Williams, WHLM, Bloomburg, has been elected president by the Pennsylvania Ass'n of Broadcasters at its three-day convention

Other officers are: 1st VP, Lester Rawlins, KDKA, Pittsburgh; 2nd VP, Samuel Altdorffer, WLW, Lancaster; secretary, Thomas Ziger, WMRP, Lewiston; and treasurer, Herbert Kendrick, WHLW, Harrisburg.

### TV Bill Signed by JFK

Washington Bureau of RADIO-TV DAILY — President Kennedy yesterday signed into law a measure authorizing the expenditure, over a five-year period, of \$32,000,000 for expansion of educational TV by non-profit educational organizations of the U.S.

### Local Talks in Toronto

Chicago—Ward L. Quaal, executive and general manager of WGN in this city, will address the Radio and TV Executives Club of Toronto at a luncheon tomorrow.

### YUGOSLAVIA 10TH IN TV 'INT'L HR.'

Joins in Program Swap  
Led Off By CBS O-O Show

Yugoslav Radiotelevision, publicly owned broadcasting company of Yugoslavia, has joined the second annual International Program Exchange being conducted by the CBS-TV o-o station, with a ballet titled "The Legend of Ohrid." It will be that country's first program seen in the U. S. and five other nations taking part

(Continued on Page 3)

### Stan Chase to Direct ABC-TV Show Search

The appointment of Stanley Chase, New York theatrical producer, as director of program development for ABC-TV was announced yesterday by VP Daniel Melnick.

Chase produced the "Three Penny Opera" which ran for seven years off-Broadway, and won two Tony Awards. On Broadway, he staged Graham Greene's "The Pot-

(Continued on Page 7)



CHASE

### NBC COLOR PACING FIRM TO BEST HALF-YR. EVER

With the NBC peacock currently spreading rainbow hues through 56 per cent of the nighttime schedule and another 11 per cent to be added in the Fall, the pioneering color network is pacing parent company RCA to its best half-year ever.

### Dotto Case Settled

David Robbins Productions yesterday was awarded \$140,000 and \$35,000 interest in a New York State Supreme Court case against Frank Cooper Associates involving the defunct "Dotto" game. Attorney Joseph Calderon claimed "Dotto" was based on a program segment idea of Robbins.

### Three H-B Cartoons Get Webbing in Fall

"The Jetsons," latest Screen Gems half-hour family situation comedy out of the Hanna-Barbera animation studios, will be seen Sundays at 7:30 PM on ABC-TV starting this Fall, John H. Mitchell, SG sales vice president, said yesterday.

Sponsors are Colgate-Palmolive and the Whitehall Labs division of American Home Products, Corp., both thru Ted Bates, and Minnesota Mining, thru MacManus, John & Adams. This will give H-B three half-hour animated series on ABC-TV next season, when "The Jetsons" joins "Flintstones" and "Top Cat" on that network.

NBC is "increasingly earning commercial benefits" from color, Dr. Elmer Engstrom, RCA president said and, as an example, noted:

"The unique advantages of color have played a key role in giving NBC more automotive business than the other two networks combined."

These were among the many highlights presented to an overflow annual meeting of RCA shareholders yesterday, with Gen. David Sarnoff, chairman, presiding. It was a session with the distinct glow of corporate success; reflecting management confidence in the future of electronics on earth and in space.

W. Walter Watts, group execu-

(Continued on Page 7)

### Jack Kiermaier Upped To CBS News Vice Pres.

John W. Kiermaier, public affairs director for CBS News, has been promoted to vice president, Richard S. Salant, president, said yesterday.

Kiermaier has been responsible for the development of such TV series as "Accent," "Calendar," "At the Source," "Washington Conversation," "Joint Appearance" and the CBS News "Dimension" on the CBS Radio Network.

### Howard Barnes Resigns

West Coast Bureau of RADIO-TV DAILY — Hollywood—Howard G. Barnes, has resigned as CBS-TV director of network programs, effective May 15. He will disclose his future plans at a later date.

### Let's Talk It Over

### 'Big Brother' Idea: Gov't Broadcasting Via Licensing Tax!

By ARTHUR PERLES

WE haven't the slightest doubt that Hofstra College's Prof. Harvey J. Levin, who chairs its Economics Dept., is as well-intentioned as he is learned. But we do have reservations on whether the good prof has done his homework adequately before coming up with this dilly:

Require broadcasters to pay royalties for license privileges. Use this money to finance a government TV network. It would supply public service and cultural programs which would take pressures off commercial broadcasters to provide them!

With one hand, the professor giveth; with the other, he taketh away.

(Continued on Page 8)



KIERMAIER



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## WWDC Sets Sked For Election Results

Washington — (RADIO-TELEVISION DAILY)

Washington — WWDC is arranging special coverage of the Maryland primary election returns May 15.

Robert Robinson, news operations director, said the first report will be broadcast as soon as the polls close, followed by bulletins throughout the evening until the count is completed.

WWDC will join with newspapers and other stations in a pooled effort to help tabulate the returns, and will also have an on-scene reporters in Montgomery and Prince Georges Counties, as well as in Baltimore.

*... a distinguished reputation for over 36 years  
... modern local public service programming*

**BORROWED** the best of CBS  
**BLU** a bright, lively station  
... prestige radio.

**WABE**  
scranton-wilkes barre  
and WDAU-TV represented by HR

## COMING AND GOING

**JAMES FASSETT**, CBS Radio's supervisor of music, to Rome to tape portions of the major European Music Festivals.

**MANNY REINER**, Ziv-UA vp in charge of foreign operations, leaves today on an eight-week swing through the Far East and Australia.

**MILTON P. KAYLE**, VIR Radio Corp. executive vp, to Florida on vacation.

**FRANK PAGE**, Ad-Image Inc sales representative, returns from Lawrence, Mass., where he met with WCCM officials.

**JAMES C HAGERTY**, ABC news chief, to Seattle today to address the Rotary Luncheon.

**JAMES M. DOLAN**, CBS Radio's director of sports, to Louisville, Ky. to supervise coverage of the Kentucky Derby.

**KATHY BARR**, recording star, to the Coast to do the Jerry Fielding album.

**ROSE MARIE** is in town to attend the CBS banquet and to tape a "PM East" interview.

**JACK HALEY, JR.**, Wolper Productions' "Biography" series producer, is in N.Y. to complete research for the documentaries.

**RALPH STORY**, KNX personality, has left L.A. on vacation.

## Mass. Video Channel Seeks Power Leap

Springfield, Mass. — TV station WWLP has applied to the FCC to increase its power from 219,000 watts to 2.2 million watts. William L. Putnam, president of the Springfield TV Broadcasting Corp., said if the increase is granted WWLP will have the world's most powerful commercial broadcast facility.

### All Areas Affected

According to Putnam, who described the eventual changes in a telecast to the Springfield audience last week, the new power will "substantially improve our signal in all areas, doubling the station's transmitting power in most directions and resulting in a ten-fold increase in radiated power towards the city of Springfield."

New equipment would be installed while the station is on the air, Putnam stated, but there will be no decrease in picture power at any time during the gradual change.

## New 'Call Me' Skein Eyes Canadian and U. S. Markets

Canadian songstress Janet Stewart, has just completed filming three pilot shows in color for a 15-minute TV series tentatively titled "Call Me," to be packaged by Emile Harvard in association with Feramac Film Productions, Toronto. Although the pilots are being shown first to the Canadian TV stations, the package is aimed at U.S. sales as well.

## Kirsch Convalescing

Marvin Kirsch, associate publisher and general manager of RADIO-TV DAILY, yesterday left the North Shore Hospital in Manhasset, L.I., to convalesce at his home, 12 Locust Drive, Great Neck. He underwent surgery a week ago.

## Hoosier Broadcasters Meeting on U. Campus

Bloomington, Ind. — Members of the Indiana Broadcasters Association, meeting here at the Indiana U. campus, will be guests Friday at the university's annual radio-TV awards banquet. Highlight of the banquet will be presentation of two scholarships by Mr. & Mrs. Sarkes Tarzian, owners and operators of WTTN and WTTV-FM here, and WTTV, Indianapolis.

## Wallace Is Leaving; 'PM' to End in June

Mike Wallace and Westinghouse Broadcasting jointly announced last night on the "PM" show that Wallace will be leaving and the series terminated June 22.

Wallace said he would continue his association with WBC, and handle a number of new projects for them, including a Latin America report similar to the "Closeup USA" he made in 1960.

He said that he and the company had agreed to withhold announcement of his departure pending new arrangements.

Richard Pack, WBC programming vp, said that since format and character of the show were so closely tied to Wallace's personality, the company decided to come up with a completely new show.

## CREATIVE ACCOUNT EXECUTIVE

10 years experience; ad mng & AE with major AA agency. Imaginative, versatile, good administrator—strong on merchandising & presentations. Know print, TV, films. Experience in clubs packaging, associations, appliances, onboard motors, juv. apparel—also drugs & cigarettes. Works well with people & budgets. Resume on request, NYC preferred.

Box 174, RADIO-TV DAILY  
1501 Broadway, New York 36, N. Y.

## FINANCIAL

(May 1)

NEW YORK STOCK MARKET

	High	Low	Chg.
Admiral Corp.	13 3/8	16 1/8	17 1/8
AB PT	34	32 1/2	23 1/2
A. T. & T.	124	121 1/2	124
AVCO	24 1/2	22 3/4	24 1/2
CBS	39 1/8	38 3/4	39 1/8
Columbia Pic	21 1/4	20	21
Crow-Coll	36 3/4	35 3/4	35 3/4
Dacca	45 1/2	43	45 1/2
Dinsey	35	34 1/4	34 1/4
East Kodak	109 1/2	106 1/2	107 1/2
Gen. Elec.	42 3/8	40 7/8	42 3/8
Hazelton Corp	23 3/4	22 3/8	22 3/8
Magnox	43 1/2	40 1/4	43 1/2
MCA	59 1/4	58	59 1/4
M.G.M.	41 3/4	40	41
Nat. General	7 1/2	7	7 1/2
Primmont	49 1/2	47 1/2	49 1/2
Plugh	71	69	69
RCA	58 1/2	55 1/2	57 1/2
Reiser	32 3/8	32	31 3/4
20th Fox	28	27 3/8	28
United Artists	31 1/4	30 1/4	30 1/4
Warner Bros	15 3/8	15 1/8	15 1/8
Westinghouse	33 3/4	32 3/8	33 3/4
Zenith Radio	68 3/4	63 3/4	68 3/4

## AMERICAN STOCK EXCHANGE

Capital Cities	16 1/8	16 1/8	16 1/8
Desilu	9 1/8	9 1/8	9 1/8
Esquire Inc.	11 1/2	11 1/2	11 1/2
Filmways	7 7/8	7 7/8	7 7/8
MTA	1 7/8	1 7/8	1 7/8
Reeves Sound	5 1/4	5	5
Technicolor	15 1/2	15 1/2	15 1/2
TelePrompTer	12 1/2	12 1/2	12 1/2
Trans Lux	14	14	14
TV Industries	2 1/8	2 1/8	2 1/8

## OVER THE COUNTER

Jerrold	14 1/2
Metrodata	26
Micromedia	14 1/2
Official Films	1 1/2
Scanlon	7
Sterling	2 1/2
Taft	18 1/2
Transcontinent	9 1/2
Wometco	21

Courtesy of National Association of City Dealers

## Kannapolis Gets Station

Kannapolis, N.C. — The broadcast bureau has just opened new class B FM station WNCN at Foy T. Hinson here.

## AIR CONDITIONERS! SALE

All Makes —  
— Lowest Prices —

Feeders — G.E. — York  
Westinghouse

Sales — Service —  
Installation —

FREE SURVEY

Call Jack Isaac  
Anith Trading Corp  
743 Fifth Avenue  
New York, New York  
PL 2-9550

# COLLINS HITS FCC POLICY IF 'TOO MANY STATIONS'

Washington—Radio is closer to more people than any other medium of communication, but over-population of stations must be cured if radio is to continue to fulfill its functions

Washington Bureau of RADIO-TV DAILY  
NAB president LeRoy Collins told the National Ad Club yesterday.

NAB president, kicking off a month, expressed confidence in radio's best days are ahead. Compliments are heard about its influence, about too much advertising and about quality of radio programming, he told the audience. "Complaints are justified," the station manager "not only so, but he is terribly troubled. He often finds himself in an economic box, however, because the FCC has authorized more radio stations to operate in his market than the market can possibly support on any reasonable basis."

Collins said he isn't arguing for a monopoly, that he believes in competition, but there is a limit to the number of stations each community can support. Beyond that limit, programming and community service suffer.

**Radio Research Program**  
Collins also noted that "NAB is sponsoring a research and training program, by which we will improve the content and consequence of what is broadcast and will conduct a wide variety of listening sessions for radio station personnel to enable the people on radio to do an even better job of serving the public. Radio is no frill, no luxury hanging out on the fringe of the national well-being. Radio is an essential adjunct to the security and survival of American," not as a Civil Defense instrument but as a medium reaching and unifying Democracy to all.

## Allen L. Wester Named WP Sports Director

St. Paul—Allan L. Wester has been named sports director for WP radio and TV and also will cover several sports shows prior to joining the station. Wester was with WVUE-TV and WDR, both New Orleans.

## Newsman Ned Calmer Now 'Views Press'

Older newsman Ned Calmer has taken over "WCBS-TV News Press" from Charles Collingwood in the program's new Sunday-time slot. Collingwood left post to assume new CBS News assignments. Calmer also serves as anchor man on CBS Radio's "World News Roundup," and broadcasts a Sunday news program on CBS-TV.

## 'NO AVG. VIEWER,' CBC PREXY SAYS

Wide Range of Tastes Creates  
'One of Biggest Headaches'

Special To RADIO-TV DAILY  
Montreal — CBC president J. Alphonse Ouimet has declared that one of the biggest headaches facing the network in its selection of programs is that there is no such thing as an average TV viewer—though everyone thinks he is one.

Ouimet told a Halifax club that the range of tastes is wide and that probably 70 per cent of viewers would not be satisfied with a complete set of programs made for the average viewer or listener.

"We are continually finding out things about people's tastes in broadcasting," Ouimet said, "which knock any ready-made calculations into a cocked hat: That the man who listens to CBC Wednesday night likes 'Bugs Bunny,' many jazz fans are keen followers of news commentaries and educational programs; a large percentage of sports fans are women."

## Foss Visits Kendall

Los Angeles—Lucas Foss, composer and California U. Music professor, will be Dr. Raymond Kendall's guest Sunday on KNX.

## Ormandy Launches 'Int'l Hr.'

(Continued from Page 1)

in the swap.  
Participation by Yugoslavia brings to 10 the number of countries sharing in the Broadcast exchange, which will be aired on the five CBS-TV 0-0 stations as "The International Hour." All participants have agreed to air the exchange programs on a sustaining

Commenting at a press luncheon honoring Eugene Ormandy yesterday, Merle S. Jones, president of the CBS-TV Stations Division, pointed out that international TV is developing at a remarkable pace. He noted that in 1956, there were about 9 million TV sets in non-Communist countries outside the U. S., and today there are 40 million. "If this growth continues," he said, "there will soon be more sets in the free world outside the U. S. than within, for the first time."

basis, free of sponsorship, to maintain the cultural effect.  
Premiering the series in the

## AB-PT \$30-Mil. Hqs. Will Rise 40 Stories In Upper Manhattan

American Broadcasting - Paramount Theatres will announce the starting date "within a couple of weeks" for construction of a \$30-million, 40-story headquarters tower along New York's Columbus Ave. from 66th to 67th Sts., now the site of — among other things — St. Nicholas Arena, a once-famous fight mecca which has also been the scene of banquets, galas, dances, revival meetings and, when first built in 1894, ice skating.

**Removal Has Begun**  
AB-PT has begun moving its employees and offices from several of the buildings involved, and other tenants have been notified to vacate within the next two months. The ABC broadcasting division owns most of the property, except for two large apartment houses and two co-op apartment buildings.

The headquarters tower will be the tallest structure in the vicinity of the Lincoln Square Urban Renewal Arena, where \$250 million of concert and opera halls, apartments and a Fordham U. campus are being constructed. John G. Preston is in charge of planning the skyscraper and Austin & Co. builders and engineers, drew up the plans.

## In Dual Role

San Angelo — Jim Rogers has joined KWFR as a deejay and assistant engineer. He was formerly with KGLF.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

**Sharp Commentator Picked as 'Key Woman'**

Columbus, O. — Fern Sharp, news columnist and hostess of WBNS-TV's "Sharp Comments," has been selected the first "Key Woman of the Year" by the Kinder Key, an organization which works to raise money for projects at Children's Hospital.

**Trans-Lux TV Adds 2 'Knowledge' Shows**

New "Frontiers of Knowledge" programs completed for distribution by Trans-Lux TV Corp. are "The Miracle of Speech" and "Tikal: Ruins of Greatness." The series, narrated by host John B. Roberts, is produced by WFIL-TV, Philadelphia, in cooperation with Pennsylvania U.

"The Miracle of Speech" reveals the technical progress made in speech correction therapy, and explains the intricate tests developed by researchers which have enabled them to pinpoint causes of many speech disorders.

"Tikal: Ruins of Greatness" takes viewers on location to the dense forests of Guatemala, where archeologists are attempting to unravel the mystery surrounding the collapse of the Mayan civilization.

**Dick Stewart to Lead No. Calif. Fund Appeal**

*West Coast Bureau of RADIO-TV DAILY*  
San Francisco — Dick Stewart, host of the "KPIX Dance Party," has been named honorary chairman of the Northern California fund-raising campaign by the National Cystic Fibrosis Research Foundation.

The campaign begins in September, with a nationwide goal of \$2 million.

**WCBS Names Krakowsky Assistant News Director**

Irwin Krakowsky has been appointed WCBS Radio's assistant director of news and public affairs, it was announced by Joseph Dembo, the station's news and public affairs director. He has been with WCBS for three years before that with UPI. Krakowsky replaces Norman Kramer who joined WCBS-TV, New York, as a public affairs producer for that station.

**HOWARD E. STARK**  
Brokers and Financial Consultants  
Television Stations—Radio Stations  
50 East 58th Street  
New York 22, N. Y. ELderado 5-0405



By TED GREEN

• • • As a result of the unusual hat she wore during her Easter Sunday broadcast, Gloria Okon has been given the name of "Rosebud" by her WPIX crew . . . Harry Novik, general manager of WLIB, constantly keeping in the forefront of public service programming, now has five solid hours such broadcasting every Sunday, all of them especially important to listeners in his area. . . . The axing of many new shows this season because of poor ratings points up more strongly than ever the popularity of Mitch Miller's "Sing Along" programs. NBC-TV brass renewed the bearded one's "Sing Along" for another two years, taking the series through the '64 schedule. . . . Budweiser Beer, via D'Arcy Advertising, has bought a 15-minute record program, Monday through Friday, for 52 weeks on WWRL, New York's 24-hour-a-day Negro market radio station. Hal Jackson will host the show.



MILLER

• • • Meet: Mannie Greenfield, just elected president of the Personal Managers Conference East. After graduating from NYU with a journalism degree, he entered show business as a press agent for various radio artists and then to personal management, where he soon established himself as a topnotcher. Among his clients are Lawrence Welk, Billy Daniels, Percy Faith, Dan Blocker, Mamie Van Doren and Margaret Whiting. As president of the Conference, Greenfield heads up some 51 of the top personal managers in the East who represent the vast majority of variety, TV and stage and screen artists throughout the country. A similar organization exists on the West Coast headed by Bill Loeb.



GREENFIELD

• • • Beethoven's "Fidelio" will be heard Saturday on WOR's new weekly opera series, "Radio's Golden World of Opera." . . . Seven-teen hours before Mayor Wagner announced at a special press conference that he was positively not a candidate in the upcoming gubernatorial race, WNBC-TV's Gabe Pressman broke the story on his evening newscast. Gabe revealed the mayor's intentions at 6:30 PM Friday, and Wagner affirmed the exclusive at 11:30 AM the following day. It's not the first time Gabe has scooped the town. . . . Aside to "Naked City's" producer Herbert B. Leonard: How come Gary Saunders, (we just found out his name) doesn't do more in the acting department? This tall, handsome guy must have had some experience with a Police department: his knowledge of police seems total.



PRESSMAN

• • • The cast of "Bye Bye Birdie" threw a birthday party at the Buck Stage Restaurant for Bill Joyce, and never did we see so many show biz people. Incidentally, manager-host Patsy finally found an old-time player piano with several hundred music rolls. It was great fun for the patrons to play their old-time favorites. . . . CBS newsman Allan Jackson begins his second "tour" of speaking engagements to journalism and broadcasting classes at colleges around the country. On Saturday he lectures at Abilene Christian College; May 10 at Texas Women's College, and on May 11 he will address the Communications Award Banquet at Texas Christian U. in Ft. Worth. Jackson plans to speak before student bodies at 25 universities. . . . Lee Jordan will play host to Ray Bolger and Eileen Herlie of the hit "All-American" show scheduled for Saturday on his WCBS Radio "Music of Broadway."

'Line of Sight' Explores TV in Anaheim's Schools  
Los Angeles — KTLA has featured Anaheim city school district's closed-circuit instructional TV system through "Line of Sight," with Bill Stout as the program's host. The program will show the odds used and classes in action.

**3 Sponsors Renew Shrine Tilt on NBC**

NBC-TV's coverage of the season East-West Shrine Bowl, Dec. 29 from San Francisco's Kezar Stadium will be sponsored by Savings & Loan Foundation, Reynolds Tobacco and C. & P. Palmolive, via McCann-Erickson, William Esty Co. and Ted Bates & Co., respectively. The three advertisers also sponsored the classic last year.

This will mark NBC-TV's 38th consecutive year of coverage of the event, the 38th since its inception in 1925. The game will feature outstanding senior players and the 1962 collegiate season.

**Bonn, Gittleman, Steinfeld In New Posts at CBS-TV**

Ron Bonn and Philip Gittleman have been named associate producer of CBS-TV's "Cale" series, while Warren Steinfeld has been appointed features editor of the newly created position. The report to Mel Ferber, producer of the series is produced under overall supervision of John Kiermaier, PR director, News just promoted to vice president (see Page 1, this issue).

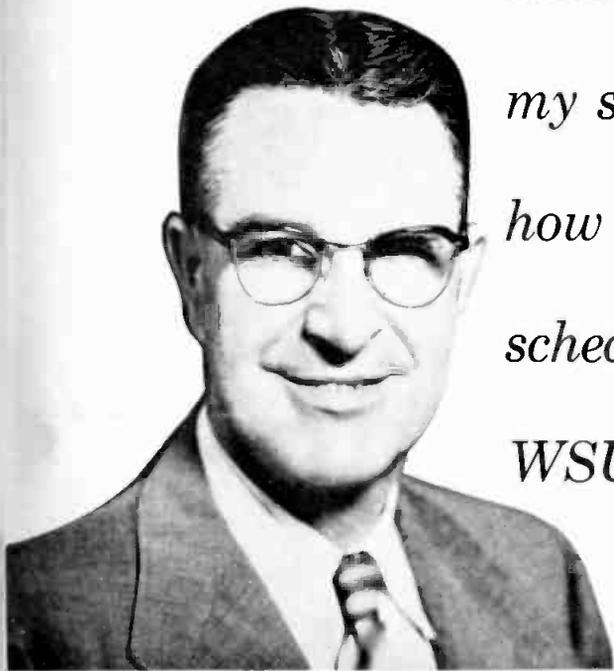
**L.A. Channel Honored By Cal. Women's Club**

*West Coast Bureau of RADIO-TV*  
Los Angeles — The 1962 award of the California Federation of Women's Clubs has been presented to KTTV "for its outstanding policy of public information programming."

The federation, composed of 627 clubs and more than two women, held its annual convention here last week.

**MGM Signs Boris Sagal To Long-Term Contract**

*West Coast Bureau of RADIO-TV*  
Los Angeles—Boris Sagal, rector of pilots for NBC's "Kildare" and the upcoming "Benedict" series, has been signed to a long-term contract, to head Robert Weisman announced. Scheduled to direct his first "Dr. Kildare" episode, "Operation Lazarus," Sagal's new contract calls for feature and TV productions.



*“who knows  
better than  
my salesmen  
how our spot  
schedule on  
WSUN pays off?”*

THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa-St. Petersburg buy

**WSUN radio 62**

TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES:

Venard, Rintoul & McConnell

SOUTHEASTERN REPRESENTATIVES:

James S. Ayers, Inc.

“Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?” This is how most local advertisers feel about the Suncoast’s greatest coverage radio station. It will pay off for you, too!

## Official Sells WNBC 'Trouble with Father'

Official Films' sale of "Trouble with Father" to WNBC-TV points up the programming longevity of a more than 10-year-old series, according to Seymour Reed, president of the TV distributing company. Deal calls for a three-year lease of 130 half-hour episodes, which are being programmed in a daytime strip by the network O-O flagship.

Originally seen on ABC-TV from 1951 to 1955, the series was acquired for syndication by Official in the Summer of 1955. Since then, it has been sold in 124 markets, not counting renewals and multiple sales in a single market.

Official acquired "My Little Margie" at the same time in 1955, following a three-year run on CBS-TV and NBC-TV. At present, it is still being seen in New York on WCBS-TV and on three other CBS O-O stations, with a fifth, KMOX-TV, St. Louis, picking it up next September.

### Pitch for Safety

Boston—WCOP has joined the Registrar of Motor Vehicles office in a crackdown on reckless drivers, with a saturation campaign of safety announcements to help cut the accident rate.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.

**DUNNAN & JEFFREY, Inc.**

730 Fifth Avenue, New York 19, N. Y.

PLaza 7-9500

MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

## AGENCY NEWSCAST

By SHELBY COOPER

David G. Watrous, president of Earle Ludgin & Co., has been elected chairman of the Chicago council of the 4A's, succeeding John V. Sondberg, of J. Walter Thompson. Other board officers elected are Arthur W. Schultz, of Foote, Cone & Belding, as vice chairman, and Robert Ross of Leo Burnett, secretary-treasurer. New board members are David Guerrant, Robert Shirey and Hal Thurber.

Kemper Insurance, via Clinton B. Frank Advertising, Chicago, will switch its Fulton Lewis Jr. commentary in San Francisco to KKHI May 21, for 52 weeks. Continental Baking and General Foods, New York, have also made spot buys on the station, via Ted Bates & Dancer-Fitzgerald-Sample, respectively.

Harold Cabot Agency, Boston, has announced appointment of new staff members Raymond H. Welch Jr., Richard M. Welsh; Frank N. Moore; James Richards, and Sargent Goodchild. . . Ronald L. David has been appointed associate radio-TV producer for Zimmer, Keller & Calvert agency, Detroit. John R. McCarthy, Fuller & Smith & Ross VP, has

### Thought for Today

*"In this job a man is a sort of combined lantern slide lecturer and train dispatcher; if you feel confused at times, you're not alone. News of wars, mayhem or revolutions is not the most gentle or genteel ending to a Sunday evening at home, but that's the way the world is. I had a friend once, a retired ambassador, who said: 'Every time I tune in, the news is so bad I get to wishing the commercials were longer. News is the unusual, so the fact that so much news is bad news must mean that life in general is getting along all right. If most of the news was good news, it would mean that life in general was pretty bad.'"*

—Eric Sevareid  
CBS-TV Newsmen

been named an account group manager.

Hendrick Bouraem, Jr., has joined Lennen & Newell as a TV program supervisor. He was previously broadcasting VP at Ogilvy, Benson & Mather. . . Rolt Smith has been elected a senior VP at Ted Bates. . . Mary K. Kallgren has joined the media department of Garfield, Hoffman & Conner.

Rives Dyke & Co., and Goodwin, Dannenbaum, Littman & Wingfield received a silver medal and a merit award respectively, at the fifth exhibition of Southwestern Advertising Art in Houston. Herbert P. Halpern has rejoined Winus-Brandon, St. Louis after two years as TV supervisor for Procter & Gamble.

Alliance Manufacturing has transferred its account to Geyer, Morey, Madden & Ballard, as a result of the closing of Dancer-Fitzgerald-Sample's Chicago office. . . Leonard Ruben has joined the staff of Compton Advertising as an art supervisor. . . Mary Chester has joined Fuller & Smith & Ross, to work on the National Cotton Council and Lehn & Fink accounts.

### STORK NEWS

Mr. & Mrs. Harold Black have become parents of their third son, Andrew McDonald. Father is production manager of the advertising and sales promotion department of the CBS-TV Stations Division.

## Taft Stock Trade On N. Y. Exchan

Traded in the shares Broadcasting Co. was taken morning on the New York Exchange, with the assigned ticker symbol (TV) by the Exchange were 100 shares of common, all outstanding as of last May 15,137 shares reserved for and 15,624 shares reserved under options granted under Taft option and stock bonus properly traded over the course of last Nov. 15—their stockholders.

Taft, headquartered in Cincinnati, has been in broadcast since 1939 and currently TV and radio stations in Cincinnati, Columbus O., and J. Ham, plus a TV station in Dayton, Ky. A wholly owned subsidiary, Cincinnati Bowl, operates a bowling center in Cincinnati.

## Wolper Sets 4 Dramas For Ziv-UA's 'Story of'

It is Court Busan of RAD, Los Angeles. . . Wolper Productions has set four dramatic documentaries as segments in Ziv-UA's "Story of" series, which Jesse will produce for series producer Mel Stuart.

Exec producer David L. has slated "United Nations," "Press Agent," and "Business Tycoon" to mid-May.

## ABC-TV Names Shaw Sta. Relations Director

Donald S. Shaw, Jr. has been promoted to ABC-TV station relations director. He was station clearance director since 1955.

Replacing Shaw is Joe Aquino, who has been station clearance department manager for six years. Cucinotta, an account executive since clearance department since 1957, becomes TV clearance manager.

## Deejays Honor Weezy As 'Good Music' Man

Chicago—Bandleader Pat Weezy will be presented with Records' "Good Music" trophy tonight on NBC-TV's "Bob Hart Show." The trophy accompanied by a scroll and 200 disk jockeys, and will be presented by WCFL deejay Rapchak.

# ARTIST UNIT PRODUCES 1-FEATURE RADIO SKEIN

**Worth**—The Radio-TV Commission of the Southern Baptist Convention reports 51 stations in 24 states have already used its new radio program called "Patterns," composed of 30 taped features a week, longer than 90 seconds, and with a wide variety of subjects presented by well-known talents. The service was begun in December.

Only of the features are on tape, unidentified and subjects of general interest. Another tape, sent at the same time, contains 10 inspirational features, each drawing a spiritual application. The tapes are non-denominational, save a tag which says, "Produced by the Southern Baptist Radio-TV Commission."

**10 and 1,010 Minimum**  
The commission plans a minimum of 520 inspirational "Patterns" a year, and 1,040 general features. Each station accepting the service can play the 20 identified features if they also play the 10 identified features in a ratio of at least one identified for every two general features.

The commission also produces other weekly radio programs and syndicated weekly TV programs. Director of the agency is Paul M. Stevens.

## DAU-TV First

**Anton-Wilkes-Barre**—WDAU became the first station in Delaware and Northeastern Pennsylvania to present broadcast editions on vital issues.

# ABC Radio Staying In Black

(Continued from Page 1)

He voiced his optimistic evaluation of color on these bases: a greater volume of color programming sparked by last Fall's Disney show; entrance of practically every U. S. manufacturer in marketing of color sets; an announced intention to broadcast this Fall; RCA's improved high-fidelity color tube, indeed a year ago, and its "New" tuner for color picture reception in difficult reception

## Sarnoff Cites Scrutiny

Stating that NBC is now present in news reportage, its man, Robert W. Sarnoff, observed that "the broadcasting industry is under the government's strict scrutiny at this time," and that his increased attention in Washington has raised some clear questions, and we have taken forthright positions on them. We have resolutely opposed the direct reg-

## 'Dr. Kildare' Moonlights With Vocal of His Theme

**Richard Chamberlain**, star of NBC-TV's "Dr. Kildare," is making his debut as a singer with a vocal rendition of the theme music from the series, on MGM records. Publishers are **The Big Three** (Robbins, Felst, Miller).

## Lanny Ross Begins Tour

Lanny Ross tomorrow will begin a cross-country trek in Williamsburg, Va., where he will emcee the Betty Crocker annual Homemaker's Award dinner.

In Hot Springs, Ark., May 10, the radio and TV star will open the Southern Club for that week. He will then return to New York and will take part in a celebration for Mary Roebling's 25th anniversary with the Irving Trust Co., Trenton, N. J. May 23.

Ross will then make a quick trip to Minneapolis for a dinner in honor of the retiring General Mills Co. board chairman.

## KBOX Adds Two

**Dallas**—Ken Dove has joined KBOX and will fill the 5:30-9 AM slot. Another addition in the deejay lineup is Gary O'Shea, who will headline his own midnight-5:30 AM program.

ulation of networks as being wholly unnecessary. Since a network is essentially a program service, such regulation could open the door to government interference in programming.

He also manifested his pride in the fact that "we had the industry's outstanding record of program success in the current season," leaving "fewer programs to replace in next Fall's network TV schedule."

Dr. Watts reminded the stockholders of Gen. Sarnoff's recent prediction on color TV and stated: "...our investment in color already appears to be one of the soundest the company has ever made."

Robert Sarnoff also reported that NBC Radio, "which like all radio networks has been struggling to adjust to the impact of TV, operated in the black throughout all of 1961... and its profit trend is continuing in 1962."

# NARAS to Pick 40 'Grammy' Winners

(West Coast Edition of RADIO-TV DAILY)

**Los Angeles**—Top finalists competing for "Grammy" Awards in 40 categories have been disclosed by the National Academy of Recording Arts and Sciences.

The nominees were determined by membership balloting last month, and members will now vote to select winners. Categories represent various fields of vocal and instrumental performances, engineering, composition, album art direction, etc., in both classical and other than classical recordings including popular, jazz, country and western, etc.

Tabulation is being handled by the accounting firm of Haskins & Sells. Winners will not be disclosed until the disk academy's fourth annual awards presentations May 29 at simultaneous banquets in Los Angeles, New York and Chicago.

## Len Hensel Appointed WSM Nat'l Sales Head

**Nashville**—Len Hensel has been appointed national sales manager for WSM. For the past eight years he has been associated with Ziv-UA, serving as regional sales manager for the last two. Prior to that, he was program director and commercial manager for WOWL, Florence, Ala., and account exec for WAPI, Birmingham.

## Stan Chase to ABC-TV

(Continued from Page 1)

ting Shed," Eugene O'Neill's "Moon for the Misbegotten" and "The Cave Dwellers" by William Saroyan.

Before turning to producing in 1954, Chase was a script consultant to the CBS-TV Story Department. In '51, he was associate producer and writer for "Startime," telecast by WPIX.

## Vicar General to Offer Mass on WWLP Telecast

**Springfield, Mass.**—The Rt. Rev. John F. Gannon, Worcester Diocese vicar general, will be the guest-celebrant on WWLP Sunday of "Chalice of Salvation" (weekly telecast of the Holy Mass) from Chapel of Christ of the Airwaves in the station's studios.

## OBITUARY

### Edward Read Gardner

**St. Louis**—Edward Read Gardner, 65, former treasurer of Gardner Advertising Co., died of a heart ailment at his home in Asheville, N. C., where he had lived since his retirement in 1952. Surviving are his wife, a son, a daughter and two brothers.

**NEW YORK SOLD OUT**  
Only a few mezzanine places available.

## AWARDS LUNCHEON

# 1962 AMERICAN TV COMMERCIALS FESTIVAL

**GRAND BALLROOM  
WALDORF-ASTORIA  
NEW YORK CITY**

**Friday, May 4th**

Presentation of Awards and Screening of top film and videotape selections from 35 Product Classifications by prominent advertising executives from live regional TV Commercials Councils

*Workshop on Trends  
& Techniques  
10 A.M. to 12 Noon*

*Cocktails . . . Exhibits at Noon*

**EXTRA! Stan Freberg! Speaker  
"Art For The Sake of Money"**

**Premiere! "Heartbeats of '62"  
Film Review of the Year's Trends**

*Regional Festivals  
to follow:*

- May 11th — Sheraton-Chicago
- May 16th — Park Plaza, Toronto
- June 7th — Sheraton-Dallas
- June 13th — The Beverly Hilton

Ad Clubs, Agencies, Advertisers, Production Companies and others wishing to book the Winners, or Top 200, or any of the 25 Product Category Reels or to arrange special workshops, contact



*Wallace A. Ross, Director  
40 East 49th Street  
New York 17 — EL 5-5877*

**NEW YORK SOLD OUT**  
Only a few mezzanine places available

## Home Products Signs For Huntley-Brinkley

American Home Products Corp., via Ted Bates & Co., has purchased alternate-day sponsorship of NBC-TV's "The Huntley-Brinkley Report," beginning Oct. 2.

R. J. Reynolds Tobacco Co. recently renewed its alternate-day sponsorship of the program for next year.

## Air Defense Command In New 'Profile' Series

Ent Air Force Base, Colo.—The U.S. Air Defense Command will be featured in "Profile," Mutual Broadcasting System's new five-minute weekly scheduled to start Friday.

Leading off the series is "Eyes of Defense," an on-the-spot report from Laredo, Tex., where ADC has a radar space sensor station reporting data on orbiting objects to the Space Detecting and Tracking Operations Center in Colorado Springs.

## Rogers Talk to Reps Awaited by Industry

(Continued from Page 1)

per, Rogers is ranking member of the I & F Legislative Oversight Subcommittee and, moreover, an avid foe of Washington dominance over radio and TV.

Rogers has spoken out sharply in the past to affirm broadcasters' rights to utilize public frequencies "for private profit so long as the public benefits from balanced programming . . . and real competition results in a better product."

Of special interest to the station reps also will be the congressman's thinking on local market programs which were the subject of the recent FCC hearings in Chicago.

Another feature of the SRA luncheon will be presentations of the Silver Nail Timebuyer of the Year Award and the Gold Key for outstanding leadership in advertising.

## Press Parties to Fete 'Emmy Award' Hopefuls

Nominees for the 14th annual Emmy Awards will be feted at press parties in Los Angeles and New York, it has been announced by the National Academy of TV Arts and Sciences. The Los Angeles party will be held Tuesday at the Beverly Hills Hotel. The New York party will take place May 14 at Sardi's East. Host for both parties will be NBC. Final winners will be announced on "The Emmy Awards Show" on NBC-TV May 22.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Warner Brothers is moving right along with plans for its new TV series, "Gallant Men," scheduled to start filming May 14. The series is a collection of dramas involving a U. S. Army unit in Italy during World War II. It is set for showing on ABC-TV in the Fall, starring Robert McQueeney and Williams Reynolds. Thirteen stories already have been purchased.

☆ ☆ ☆ ☆

• • • Beverly Trading Corp. is introducing a new multiple, vitamin, Unipac, to the trade. It will be distributed nationally via retail outlets by R. E. Barry & Associates and will be backed by national radio and TV advertising, according to E. J. Schwam, BTC president . . . Charles Isaac will produce "The Real McCoys" for executive producer Irving Pincus for the 1962-63 season. The series moves to CBS-TV in the Fall and enters its sixth year of production . . . "Dennis the Menace" has been renewed for the fourth year by Kellogg Company and Best Foods.

☆ ☆ ☆ ☆

• • • In a talk before the Hollywood Ad Club Monday, A. C. Nielsen Jr., revealed that as recently as 1955 westerns occupied only 5 per cent of evening schedules, with general drama using better than 30 per cent. In the next four years, westerns went up to 22 per cent with drama dropping to 8 per cent. Since 1959, however, drama has increased while westerns have decreased. Nielsen made a major point of quality, explaining there is little difference in the size of the audience watching various types of programs, but there is a wide swing within groups, leading to a conclusion that audiences watch good programs and ignore bad ones. Although westerns might outnumber drama three to one, a good drama will attract a bigger audience than a bad western, according to Nielsen, which also plans to include transistor radio listening in its reports.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

Actually, according to a press handout from New York University's Institute of Economics Affairs, Prof. Levin, writing in its May issue of "Challenge," means to help broadcasters "who would not be constrained to provide such services, which normally lose money."

But the educator is hardly in a position to theorize on what the broadcasting industry really needs. Least of all, it — and the public, even more so — want Big Brother funneling whatever it interprets as "news" for the citizenry's mass consumption. Shades of George Orwell! It could bring "broader and more effective use of the broadcasting spectrum," he says. Yes, we reply, for whatever political elements hold national sway at a given time!

**S**HOULD we allow the Commission to "charge the industry for its coveted operating privileges and use the proceeds to enhance and diversify their service?" Without sounding like a presumptuous Indian, we mutter, "How?"

Repeatedly, this column has called for less interruption by the FCC in the proper functioning of our nation's radio and TV commercial services. Broadcasters themselves have learned through years of travail what the listener and viewer want and also what they need most. These are being supplied in an increasing abundance; restraints, such as the NAB codes, against those who would over-emphasize profit-motives on the national and localized levels are now strongly evident and in force. By dint of bettering program product, sponsors are being signed for important public service shows, from space exploration to critical elections coverage.

No, professor, the FCC cannot — and should not — "specify in a more tangible fashion the kind of service broadcasters must render." In our enlightened democratic system, we're ahead if they find out and deliver the goods on their own.

And again, "no" — this time to the needs for "new forms of competition." New forms will arise naturally within the laws of unfettered competition.

What we'd prefer seeing is the evolution of a more resultful educative system from grade through graduate schools, so that the broadcast audience in adulthood will not have to be weaned for appreciation of truly cultural programming. Doesn't the shoe belong on the other foot, professor?

## SMPTA Told Ben Of Slower TV Tape

West Coast Bureau of RADIO

Los Angeles — Economically possible by RCA's recent patent enabling its TV order to be operated at conventional speed, was developed before the Society for Picture and Television Recording convention in progress here.

A H Lind, manager of recording products, pointed out that the slower speed 7-1/2 inch second permits doubling the amount of information to be recorded on a given length of tape.

Small Reels Advant

"The major saving is in the slower tape speed," said Lind, "initial tape cost." Additional savings result from use of smaller reels, which reduces shipping and storage costs. Further, the advantage of the recording time on a reel size is of substantial importance in some applications.

With the addition of a vision accessory, all RCA recorders can be operated either 15 or 7-1/2 inch second tape speed for recording and playback, Lind pointed out. The change in speeds is accomplished by multiple switching operation.

In introducing two-patter operation, Lind RCA has protected the changeability feature of tapes recorded on one machine may be played on any other.

## '62 Sales Set New High For Conn. State Network

Waterbury, Conn.

figures so far this year seven-station Connecticut Network are pulling ahead previous records, according to Charles Bell, VP of New Spot Sales, the network.

New accounts signed to include La Rosa Market Hicks & Greist; Canadian Authority, via Burns Advertising and one of the Republican national hopefuls, via G. F. & Co. Two food companies expected to start advertising in May.

## ATU Expanding Sc Into Feature Film

ATU Productions, producing "syndicated" TV and commercials, will enter the motion picture field with a length film titled "The and the Whale," a folk story made in Greece this year with Greek actors.



Established February 9, 1937

90, NO. 85

THURSDAY, MAY 3, 1962

TEN CENTS

## WANTED: NEW BROADCAST LAW!

### Roll-Call Majority Fays House Version All-Channel Bill

Washington Bureau of RADIO-TV DAILY  
Washington—The all-channel TV set bill won easily on roll call vote, 279-10, after a series of proposals to require all VHF stations to simulcast HF and to permit multiple channels to own up to five UHF channels in addition to the full complement of VHF.

In opposition to the measure, it would require that all TV stations in interstate commerce be licensed to receive all channels, regardless of what was deemed as additional expense to broadcast on channels they might use during the time the stations would survive, also, around the argument that the bill would affect the Interstate Commerce

(Continued on Page 5)

### Westinghouse Asks OK 10-Mil. WINS Buy

Washington Bureau of RADIO-TV DAILY  
Washington—Westinghouse Broadcasting has filed formally with the FCC for approval of the \$10 million purchase of WINS, New York, from Gotham Broadcasting.

### Overseas TV Gallops Ahead; U.S. Product Demand Grows

The swift growth of overseas TV highlighted the first annual sales meeting of NBC International in New York, now considering this new equation: total of TV sets abroad will exceed those in the U.S. by year-end.

NBC International (NBI) representatives are now screening over sixty new series for over-the-air distribution. Alfred R. Stern, vp, NBC Enterprises, and board chairman of NBI, said: "Five years ago, our international staff comprised ten people

(Continued on Page 9)

### After Cooperating For Years — NAB, AFA Fuse

The NAB has affiliated with the Advertising Federation of America, according to a joint announcement by Letroy Collins, president of the NAB, and C. James Proulx, AFA president and general manager. Both organizations have cooperated for years on projects of mutual interest, including legislation and education. Currently, they are cooperating on the recognition program for broader public appreciation of advertising.

### Dr. Gould Gets 'Lift' From Video's 'Pros'

An outpouring of more than 300 members of the Academy of TV Arts and Sciences and their guests yesterday served as an open-hearted expression of best wishes for the success of Dr. Samuel B. Gould as president of New York's new Channel 13—hereinafter to be called WNDT (for "new dimensions in TV").

Many of those at the ATAS luncheon tribute to Dr. Gould represented industry firms that

(Continued on Page 10)



DR. GOULD

### RACING RESULTS PERIL LICENSES

FCC Says Karig Station  
Illegally Used Airwaves

Washington Bureau of RADIO-TV DAILY  
Washington—Martin R. Karig and his associates in radio stations and applications for new stations in New York State are in trouble with the FCC over alleged misrepresentations and use of one station to transmit horse racing results for illegal purposes.

Karig holds a CP for WJZR, Johnstown, N.Y. and the FCC has started proceedings looking

(Continued on Page 11)

### TV Gross Still Rising; Webs Up 10% in Jan.

Network TV gross time billings rose 10.4 per cent in January, the TVB reported yesterday. The total was \$65,530,658, versus \$59,375,571 for January in '61.

Billings for ABC-TV totalled \$16,673,662 in January, up 4.9 per cent from \$15,898,310 of the previous year. CBS-TV billings were \$25,498,117, an increase of 13.9 per cent over '61's \$22,378,008.

(Continued on Page 9)

### CARTA to Hear Cash On Video Moral Issues

TVB president Norman E. Cash will discuss "Television: The Moral Issue of Our Time" as the principal speaker this week at the CARTA First Friday luncheon in the Rose Restaurant on West 52nd St. Reservations are being handled by Ward Sillaway at NBC.

### 'Gray' Areas Prohibit 'Piccemeal' Altering Of Old Act—Quaal

Toronto—There are so many "gray" areas of interpretation concerning the present Communications Act—lifted directly from the 1927 Radio Act—that "what this country needs" is a brand new law based on the first amendment of the Constitution, preserving freedom of speech.

New legislation is urgently required, not only to update the Communications statutes, but to define limits of Federal government involvement in broadcasting.

These are the thoughts of Ward L. Quaal, executive VP and general manager of WGN-TV, expressed yesterday at a luncheon of the TV Executives Club in this Canadian metropolis. Quaal's remarks came toward the close of a hard-hitting speech in which he again lashed out at the FCC's recent Chicago TV-program hearing as "unfortunate" because it came at a time when the three network networks there are awaiting license renewals. He holds this opinion,

(Continued on Page 12)

### Scherick Names Ayres Veepr in TV Net Sales

Charles Ayres has been appointed as ABC VP and associate sales director for the TV Network. He will report directly to Edgar J. Scherick, VP in charge of TV Network Sales.

Ayres previously was eastern sales manager for ABC-TV and before that was vice president of National Broadcasting Radio net.



QUAAL



AYRES



Established Feb. 9, 1937

Vol. 90, No. 85 Thurs., May 3, 1962 10 Cts

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Pittsburgh's Telethon For Children's Fund

Pittsburgh — Approximately 100 movie theatres in the greater city area are cooperating with Variety Club's drive for handicapped children. During the first two weeks of May collections are being taken up in theatres. Cotton wrappers for children are being used to collect for the telethon this weekend on KDKA.

Theatre groups cooperating include the Tri-State Drive-in Association, the Allied Motion Picture theatre owner, the Stanley Warner chain, Associated Theatres and the William Penn Theatre. This phase is directed by Hatty Feinstein, Bill Moelan and Ernest Stern.

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COMING AND GOING

JAMES C. HAGERTY, ABC News chief, off to Miami to attend PR seminar today and tomorrow at the Key Biscayne Hotel

JOHN YRBA, KTVY VP and manager of the production division, in N. Y. for meetings with clients and agencies following recent 4A annual convention in White Sulphur Springs, W. Va

GEORGE and BETTY SKINNER, WSTC-AM-FM (Stamford, Conn.) personalities, off to the West Coast to tape shows at the Seattle World's Fair and in California.

AARON BECKWITH, BBDO-TV Veep, off to L. A. in connection with the Red Skelton show and for other properties. He returns to N. Y. on Tuesday.

MILTON KAYLE, VIP exec, has returned from his Florida trip.

JACK REYNOLDS, WNBC-TV public affairs manager, to Columbus, O. today to attend the OSU Radio and TV Awards meeting

GERARD W. PURCELL, talent manager and his clients, trumpeter Al Hirt and actress Manique van Vaaren, arrive in N. Y. on Sunday after a 17-day European tour.

GERALDINE BROOKS, has returned from Hollywood after guest roles in "GE Theatre," "Coin's Hundred" and "Perry Mason" shows

S L "STRETCH" ADLER, KTLA VP and general manager, in N. Y. from L. A. for meetings with Paramount, agencies and reps.

Louisville Stations in Gait For 88th Kentucky Derby

Louisville — WHAS and WHAS-TV will provide extensive coverage of the 88th Kentucky Derby on Saturday, with radio reports beginning at 9 AM and TV picking up activity at 2 PM

The stations will use 14 staffers at the track and around Louisville to check on the day's happenings, with interviews to be conducted with racing fans arriving at the airports and train depots

WHAS will have 10 engineers on duty to control 13 microphone locations. Microphones will be everywhere there is action, in the stands, the infield, even on the track and along the rails. WHAS production manager and sports-caster George Walsh will be executive producer and anchor man for radio.

Old Films to Be Shown. WHAS-TV, with 21 engineers on duty, will broadcast until 5 PM with views of Churchill Downs and the thousands who have massed there. Special live and taped interviews will be shown, along with films of early Derby races

Youth Forum Goes To 'The 21st Century'

Dorothy Gordon's "Youth Forum" will travel to the Seattle World's Fair, with three special hour programs in the WNBC-TV series to cover the topic, "Youth Dips into The 21st Century." They will be aired on TV May 20 and 27 and June 3, and on WNBC Radio May 27, June 3 and 10

The National Aeronautics and Space Administration, holding its national conference at the Fair May 8-10 on the peaceful uses of space, is incorporating the Youth Forum into one of its conference sessions.

Chronic Diseases Scroll For TV's Betsy Palmer

TV actress Betsy Palmer will be presented with a scroll of honor May 13 by the Jewish Chronic Disease Hospital, for her efforts on behalf of the institution's September campaign. Presentation will be made at the hospital's 37th anniversary dinner at the Waldorf-Astoria.

Trans-Lux President Gathers Films Abroad

Richard Brandt, Trans-Lux Corp president, is on a trip to Copenhagen, Spain and France to acquire new product for Trans-Lux Distributing Corp. He will also attend the Cannes Film Festival

This trip is in line with the major expansion plan announced by Trans-Lux in January. At that time, Brandt stated that the 1962 release schedule would be the most ambitious to date

Brandt, who will confer with leading European producers, said he "hopes to obtain" as many films as he feels will provide fine entertainment to supplement present releases

John Crosby to Present So. America Impressions

Boston — John Crosby, critic columnist, will start a new series on WBZ's "Program PM" beginning May 15 "Impressions: South America" it's a five-minute feature based on Crosby's visit

FINANCIAL

(May 2)

NEW YORK STOCK MARKET table with columns for High, Low, and various stock symbols like Admiral Corp., AB.T., T & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE table with columns for Capital Cities, Desilu, Equire Inc., etc.

FCC Cancels 2 TV CP. The Federal Communications Commission has canceled CPs issued to H. M. Fuerst, for a new TV station on Channel 3, Alamosa, Colo. The permits had no technical extensions.

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# Ky. Broadcasters, N.J. Managers to Meet

## Basilewski, Cox Join Corinthian's Tower Louisville Session

Louisville — The Kentucky Broadcasters Association, at its spring meeting May 16-17 at the Corinthian Hotel, will hear talks by executive VP Vincent Wasilewski; Kenneth Cox, chief of the NBC Broadcast Bureau, and Dick Tower, Corinthian Broadcasting Corp. administrative VP. Other directors and committees will meet the evening of May 15, and a business session set for the morning of May 16.

Wasilewski will discuss the "Washington Scene" at the May 16 luncheon, with a Q-A session following; Tower will talk on "A Broadcaster Looks at His Industry" in a keynote address May 16 at 10 AM, and Cox will point up current and future developments before the FCC on May 17 at 10 AM. A Q-A session follows.

### Three Confabs on May 16

May 16 at 3:30 three simultaneous meetings will be in progress: a sales panel, featuring George Ciser of Ashland Oil & Chemical, J. J. H. Phillips of Ohio State and C. C. Halyard, WCMJ, Cincinnati, as moderator; an engineering panel, featuring Wilbur Johnson of WAVE, Louisville, and John Tower of WHAS, Louisville, moderated by Francke Fox of WFLN, Harlan, and a TV meeting, chaired by Sam Livingston of WBD-TV, Paducah. During the May 16 dinner, presentation will be made of the UK-FA Awards, the Farm Bureau Radio, National Safety Council Awards and the Kentucky Mike.

## Fisch Names Chairman of '62 UJWF Campaign

Los Angeles — Walter M. Mirisch, chairman of the Amusement Industry section of the United Jewish Welfare Fund, has named the following campaign division chairman: for Revue Productions, Albert Dorskind, chairman, and George Stern, co-chairman; for independent TV and radio stations, Ben Hoberman; for NBC, Gene H. Stanley; for recording companies, Alan Livingston, and for UA, Lewis J. Rachmil.

## CBS Foundation Grant

But 'Stairs' in Spotlight — CBS Foundation grant has made possible an exhibit, "Stairs," put together and circulated by the New York Museum of Modern Art, currently shown at the California Institute of Technology. The exhibit traces the role of stairs in architecture throughout history.

## Merv Griffin Hosting 'Tonight' for Second Week

Merv Griffin will serve as host of NBC-TV's "Tonight" show next week, producer Perry Cross said yesterday. Griffin, star of "Play Your Hunch," will replace Zsa Zsa Gabor, originally scheduled for the week of May 7. Miss Gabor had to withdraw from the show because of legal matters connected with loss of her west coast home in the recent forest fires. She will be rescheduled at a later date.

## Canadian R-TV Sets Fill Big Home Market

Special To RADIO-TV DAILY

Montreal — Domestic sales of made-in-Canada TV sets in Canada during 1961 totaled 355,763 units, according to the Bureau of Statistics. Like sales of radios totaled 529,417.

The production of entertainment-type electronics receiving tubes in 1961 amounted to 13,165,108 units, while shipments totaled 14,551,886 valued at \$9,764,818.

Production of industrial, military and power type electronic receiving tubes in 1961 amounted to 608,664, and the shipments to 661,300 valued at \$4,156,232.

The production of TV picture tubes in 1961 amounted to 593,188, and the shipments to 591,684 valued at \$11,980,356.

## Love Comes to KBTW In Form of Acc'l Exec

Denver — Victor Love has joined the local sales department of KBTW as an account exec. He was advertising manager of the Denver TV Guide magazine for five years, before which he operated his own agency, Love Advertising, and film production company, Ad Film, Inc. Love also served as the Colorado sales manager for United Film Service for four years.

## Expect Passage Today Of Satellite Measure

Washington Herald of RADIO-TV DAILY

Washington — The House adjourned yesterday without finishing debate on the communications satellite bill, but a test vote turning down a Rep. Emanuel Celler (D., N.Y.) proposal that the system be Government-owned seemed to indicate little difficulty in passage today of a bill calling for private ownership.

## San Antonio Station Bid

San Antonio — Manuel G. Davila and Willie G. Egerton, doing business as the D&E Broadcasting Co. and Great State Broadcasters, have filed an application with the FCC for a new standard station here on 1540 kc. A hearing is slated for June 13, with a pre-hearing conference on May 24.

## GHOST'S JUSTICE WINS BAR AWARD

Miami — WGBS has been honored by the Florida Bar Association for its "A Ghost Pleads for Justice" special program and documentary on the Joe Peel trial.

The bar association presented an award to the station at a banquet climaxing the annual convention of Florida lawyers, which was attended by the governor and by Louis Nizer, noted attorney and author.

"A Ghost Pleads for Justice" was presented last June, and dealt with the trial of the man accused of Judge Chillingworth's murder.

## Citizens of 2 Cities Buy Texas Outlets

Lufkin, Tex. — A new corporation composed of Lufkin and Tyler citizens has purchased Forest Capitol Broadcasting Co. here, which operates KTRE, KTRE-TV and has half-interest in the Vumore Co., a community cable TV system.

Called Forest Capital Communications Corp., its chief execs are general manager Richard Lewin and chief engineer Fred Hill, both of Lufkin; Mrs. Lucille Buford of Tyler, principal owner of KLTV-TV, Tyler; KLTV-TV general manager Marshall Pengra of Tyler; and other Tyler residents, Robert Buford, Geoffrey Buford and Gerald Buford.

R. W. Wortham, Jr., of Lufkin, is president of the Forest Capital Broadcasting Co. The local radio station was originated in 1947 and the TV station was opened in 1955. Both the local and Tyler TV stations are primarily NBC affiliates, but carry CBS and ABC programs.

## Steig Cartoons Inspire Series

Ziv-UA has contracted with Mel Brooks of Crossbow Productions and with Jaguar Productions for writing and production of a new TV series, "Dreams of Glory." A situation-comedy series, it will be based on a series of cartoons by the veteran and

## Conn. Station Prexy Tops Speaker List For Jersey Execs

New Brunswick, N.J. — Station managers of the New Jersey Broadcasters Association will hold their all-day Spring meeting here May 17 at Wood Lawn, located on the women's college campus of Rutgers.

Among the speakers will be Daniel Kops, president and general manager of WAVZ, New Haven, Conn., a top proponent of broadcast editorializing, and Benjamin Gaguine, prominent Washington Broadcasting attorney.

Discussing the upcoming promotion of National Radio Month, NJBA president Glenn Jackson of WTTM, Trenton, noted: "Time was, when a good radio broadcaster was a guy who sat around on his decibels wondering which good client should be the recipient of the fine adjacency that was going to be available in a couple of weeks on his great entertainment medium."

### Broadcaster 'Happy Guy'

"Times change, and now you find the good radio broadcaster is a guy wide awake, on his toes, active in civic affairs, knowledgeable on all matters pertaining to his community . . . a salesman, a news-gatherer and, in short, a busy and happy guy. His station is a source of much information, a respected voice in the community . . . it hums, it whistles . . . it sings . . . being a pleasant companion, as well as advisor," Jackson declared.

## WLOF-TV's Brechner On Orlando Civic Group

Orlando — Joseph L. Brechner, president and general manager of WLOF-TV, has been appointed by Mayor Robert Carr to serve on Orlando's Citizens Advisory Committee for Community Improvement for one year. The committee will advise and assist in the city's Urban Renewal Program.

WLOF-TV has taken vigorous editorial positions on area problems, including urban renewal, and recently was the only voice to urge that a previously defeated bond issue involving needed civic improvements be placed again on a ballot for vote on May 29.

widely known William Steig.

Brooks will write the pilot and a number of the subsequent episodes, and Dick Brill, of Jaguar, will be producer. Shooting will begin later this year, with the series expected to be ready for the 1963-'64 season.

**Missouri U. Award  
To Pauline Frederick**

Pauline Frederick, NBC News' UN correspondent, has won a Missouri U. honor award for distinguished service in journalism. She was the only broadcaster among the five U. S. winners of news awards.



By TED GREEN

• • • Jack Sterling will headline a memorial program for his old friend and colleague, Bill Vance, who died last Fall. Jack is lining up top talent for the program, to be held in Westport early next month . . . WCBs Radio's Ken Banghart has expanded the interview portion of his "At Your Service" . . . Gloria Lambert, featured on Mitch Miller's "Sing Along," will do Summer stock this season. She's discussing "Brigadoon" as her first vehicle . . . Audrey Meadows in town to tape the daytime "Password" . . . Jayne Meadows visiting Little Rock and Chicago on behalf of the National Association for Mental Health. She's Bell Ringer campaign chairman for the second year in a row . . . Tracy Butler, who went to Hollywood this week for a major studio screen test and some TV shots, had nothing but praise for William Morris Agency and William Treadwell: "Two wonderful agents." It apparently makes no difference to Hollywood that this green-eyed, red-haired young beauty didn't win last year's Miss Rheingold contest (even tho' we thought she was a shoo-in!)



BUTLER

• • • Gene Krupa will play a one-nighter with his quartet at the Upstairs Room in his hometown of Yonkers, N.Y., on May 13 . . . Columbia recording artist Jerry Vale opens May 13 at the Frolic, Revere, Mass., for two weeks . . . Cannonball Adderley and his quintet, following jazz concerts on the West Coast this week-end, jump to Binghamton, N.Y., to play at Harper College May 11 . . . Kai Winding and his trombone septet, Verve recording artists, will play a one-nighter May 12 for the State Teachers College of Fredonia, N.Y. . . . At the Grotto Restaurant on W. 46th St. Lillian Roth, Susan Strassberg, Mimi Benzell and Al Kelly talking over told times.

• • • Meet: Richard Alan Simmons, producer-writer for the "Dick Powell Show," is currently being mentioned as a strong Emmy contender for his script "The Price of Tomatoes," which received high critical acclaim. On a recent trip to New York Simmons sold an original story idea to Universal-International via long distance telephone for possibly one of the highest prices in film history. Prior to Simmons' work with the "Dick Powell Show" (for which he'll also be working next season), he was producer-writer of the "Alcoa-Goodyear Theatre." A native of Canada, he began his career writing radio scripts for the Canadian Broadcasting Corp. After a brief stint with NBC, he wrote 30 feature films for Universal, Columbia and Republic Studios.



SIMMONS

• • • The May issue of Sepia Magazine profiles Dolores Coleman, who has been singing from a wheelchair ever since she was shot in the leg trying to protect her husband during a holdup . . . Joey Dee, who rose to fame as a result of the Twist, spends his spare time listening to classical music . . . Former Hollywood actress Gita Hall will be making TV and radio appearances throughout the country on behalf of Chock Full O' Nuts, for which she's home economics director . . . Enoch Light's new "Vibrations" album on Command, features a seldom heard instrument—the ondoline—which has been used on radio and TV to create suspense.

• • • The Vanta Co., Division of Shawmut, Inc., Stoughton, Mass., and Montezuma, Ga., has appointed Wexton Advertising for a program of national advertising and promotion. George Gilbert, Wexton VP, will serve as account exec, assisted by Miss Penny Morell, fashion and marketing consultant for the agency . . . Robert S. Taplinger Associates has added Houston Fearless Corp., Wilson Brothers, Universal Surgical Supply and United Scientific Laboratories for corporate public relations.

**Kiddie Shows 'Adopted'  
N.Y. City Departments**

WPIX this week launched a "Community Service Project" on behalf of five New York City departments. Five of the station's kiddie shows have "adopted" city departments of health, sanitation, traffic, fire and police. Every day the show's emcees delivers a message from the "adopted" department.

**Lasker Award Given  
To WBAL-TV Today**

Mrs. R. Sargent Shriver, sister of the President and wife of the Peace Corps director, will present an Albert Lasker Memorial Journalism Award today to WBAL-TV, Baltimore, for outstanding reporting on medical research and public health programs during 1961. The 13th annual presentation will take place at a luncheon given by the Albert Lasker Foundation in New York's Sheraton-East Hotel.

**For 'The Dark Corner'**

WBAL-TV's award is for "The Dark Corner," a program first aired last Dec. 11 on the problem of mental retardation, written and narrated by Reif Hertzgang. Station will receive \$2,500, an engraved citation and a gold certificate of the Winged Victory Society, symbolizing, in this instance, victory over death disease. Mrs. Shriver is a consultant to the President's Commission on Mental Retardation.

The principal speaker at the luncheon, which Mrs. Shriver will also address, will be Secretary Abraham A. Ribicoff. Chairman of the affair is Howard Rusk, associate editor of the New York Times.

**ATS Reps for KSYD-TV**

Advertising Time Sales Associates has been named exclusive national rep for KSYD-TV, Wichita, Kan. The station is managed by Stuart W. Klein.

**Pa. AP Broadcasters  
List Award Winners**

Philadelphia — WRCV-TV, NBC 6-o here, won three awards in the 1961 competition of the Pennsylvania AP Broadcasters Association, as judged by broadcast members of the Chesapeake AP Broadcasters Association. The station was named No. 1 for Outstanding Coverage of a Special Event; Outstanding Reporting, and Outstanding News Operation. WCAU-TV, CBS 6-o here, was cited for Outstanding Commentary.

Radio winners included, in the over 150,000 population category, WCAU, for Editorializing and Outstanding News Operation; WPEN here, for Outstanding Women's News and Outstanding Reporting, and WPBS here, for Outstanding Commentary.

**Farm News Honored**

Radio winners in the under 150,000 population status were WILK, Wilkes-Barre, for Outstanding Commentary and Outstanding Farm News; WHLM, Bloomsburg, for Outstanding Sports Reporting and Outstanding Coverage of a Special Event; WGAL, Lancaster, Outstanding Women's News; WRTA, Altoona, for Editorializing; WEJL, Scranton, for Outstanding Reporting, and WLAN, Lancaster, for Outstanding News Operation.

**Ralph Wilson Transfers  
To KNX Technical Staff**

West Coast Branch of RADIO-TV DAILY Hollywood — Ralph Wilson is being transferred by CBS to KNX as an audio technician from television at Television City. He joined KNX in March, 1951, and transferred to Television City last year.

13th Annual  
WHITE MOUNTAINS'  
FESTIVAL of the 7 ARTS  
July 6th to 23rd  
SKY HIGH in the  
WHITE MOUNTAINS  
5 LAKES • 5,500 ACRES  
Lake **TARLETON** Club  
Pike • New Hampshire  
Information: Walter Jacobs

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SPORTS-MINDED STATION  
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Young well known Sportscaster with many years experience in NYC market. 4-A sponsors. Network experience and top-rated nightly telecast. CBS-play-by-play telecasting. Baseball Dodgers, Football Giants, Knicks and college basketball, ger hockey. Married, sports director, ability to sell own shows. Write Box 172, RADIO-TV DAILY, 1 Broadway, New York 36, N. Y.

# Kids Influence Parents on Buying via TV Ads

## WJXT Study Finds Children Under 13 Help Move Goods

Jacksonville—A large percentage of metropolitan Jacksonville parents surveyed for WJXT, indicated some level of influence on their children under 13 years of age in purchasing products advertised on TV. The station offers 17 hours of weekly programming geared to children and commissioned the study as an aid for advertisers interested in reaching and selling moppets via video. Conducted by William Wahl Associates, an independent research firm affiliated with Gallup and based in West Palm Beach, the survey consisted of personal interviews with parents in 355 TV homes last January. WJXT said that even though results provide encouraging indications, it is concerning the survey merely a "pilot study."

**'Very' or 'Slightly' Strong**  
Almost half the respondents indicated that their children under 13 had either a "very strong" or "highly strong" influence on their purchasing, and over half noted the same degree of influence on the part of their youngsters 7-13 years of age.

Therefore, said the station, the results indicate that younger children probably have almost as much purchasing influence as older children, except in regard to "very strong" influence, where 35 per cent of the parents indicated older children to only 13 per cent for the younger set.

## Tom Marks KFRG Sales Mgr.

West Coast Bureau of RADIO-TV DAILY  
**San Francisco** — Tom Marks is being promoted to sales manager at KFRG. Before joining the KFRG sales staff, he was an account executive at KRON-TV.

## ABC-TV Entering Syracuse In Fall via New Channel 9

Primary affiliation with ABC-TV of a new Syracuse, N. Y. station, effective Sept. 15, was jointly announced yesterday by Robert L. Coe, ABC Station Relations vice president, and Asher S. Markson, president, Channel 9, Syracuse, Inc. This will enable ABC-TV to be the first time to provide network service in the Syracuse market. Call letters for the station have not been assigned at this time.

Channel 9 Syracuse, Inc., is an interim group comprised of 10 applicants for the new Syracuse channel allocation, who will operate the station until the FCC approves one applicant.

Coe said, "This cooperative action by Channel 9 Syracuse, Inc.

## KTTV Unit Sews Up Tape Rights for Fair

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — Exclusive rights for mobile videotape production at the Seattle World's Fair have been granted to KTTV Productions, according to John Vrba, VP, manager of the Times-Mirror Broadcasting Co. division. Contract was negotiated by Robert Fierman sales manager for KTTV Productions, and John P. Heverly, VP manager of Marion Films, Seattle.

"Background of the Seattle World's Fair for live videotape commercials represents an outstanding opportunity for advertisers to use what might be called a \$100 million set," Fierman stated. "KTTV will supervise and produce tape commercials in black-and-white as well as in color."

## All-Channel Bill Passes

(Continued from Page 1)

Act to tell manufacturers what they could make and sell and the public what it could buy.

It was a small minority, however, and Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee, along with other members of that committee, carried the day with arguments to the effect that the only thing holding back direction and successful operation for many new UHF stations is the fact that few sets can receive the channels. They also warned that shifting of present VHF stations to UHF would follow if the bill failed.

The Measure now goes to the Senate, where the Commerce Committee has already held hearings, but has held up action pending House passage.

may well be an example to similar groups in other cities, such as Rochester, N. Y. and Grand Rapids, Michigan."

The ten applicants who formed Channel 9 Syracuse, Inc. are: WAGE, Inc.; Veterans Broadcasting Company, Inc.; Syracuse Television, Inc.; WRG Baker Radio & Television Corp.; Onondaga Broadcasting, Inc.; Syracuse Civic Television Association, Inc.; Ivy Broadcasting Company, Inc.; Six Nations Television Corp.; Salt City Broadcasting, Corporation and George P. Hollingbery.

## RONSON TEES UP PAAR FOR COURSE

NBC Beards Shaver Co.  
For Weekly Participations

Ronson Corp., via Papert, Koenig, Lois, has purchased weekly participation in NBC-TV's "The Jack Paar Show," to be aired in color Fridays, 10-11 PM., beginning Sept. 21. The previously announced premiere date was Sept. 14.

Paul Orr, producer of Jack Paar's former NBC-TV program, and Paul W. Keyes will be coproducers of the new program. Keyes will also be head writer. Jose Melis will be the show's musical director. He served as music director of the late-night broadcasts of "The Jack Paar Show" since the program's inception.

## Comic-Book Series To Feature TV-Folk

A number of popular TV cartoon characters will begin appearing in print this June, in a new series of comic books to be published by Pocket Books Inc., under the Gold Key trademark.

Hanna-Barbera characters Huckleberry Hound, The Flintstones, Quick-Draw McGraw and Yogi Bear, with Bugs Bunny, Lassie, Heckle & Jeckle and even "National Velvet" characters, will appear in the comic-book series.

Stories adapted from motion pictures and TV programs will also be published.

## ABC Films Ups Cohen To Ass't Int'l Sales Dir.

ABC Films has named Gilbert S. Cohen to the newly created post of assistant director of international sales, as a result of the increasing importance of that division.

Cohen has been with the company since 1959, as director of film operations. For eight years before that he was a film editor with ABC-TV.

## Panel on 'Human Rights' Spurs 'Liz Morgan Show'

A special panel discussion on "Human Rights" will be featured on WJRZ's "Elizabeth Morgan Show" tomorrow. Taking part will be members of the New York City Commission on Human Rights: Eleanor Clark French, commissioner; Madison S. Jones, executive director, and Cyril Tyson, assistant director of community relations.

## Long Island Station Begins Safety Series

A new public service series, "Safety Is No Accident," begins Monday on WHLI Hempstead, L. I., in cooperation with the Long Island Association's safety council.

Paul Godofsky, president of WHLI, has announced extension of WHLI-FM's broadcast schedule to 10 PM daily. WHLI-AM must continue to sign off at sundown, in accordance with FCC regulations.

It will feature interviews with experts in the field of accident prevention.

John Clayton, the station's public affairs director, said: "We hope that through the medium of radio the tremendous toll of human lives sacrificed so needlessly through carelessness, can be reduced by an appreciable degree."

## Human Rights Group Broadcasts Objectives

The New York City Commission on Human Rights (formerly Intergroup Relations) will seek to spark citizen participation and cooperation in its anti-bias programs and projects on WEVD today and WJRZ tomorrow. Madison S. Jones, CCHR's newly appointed executive director, will be featured guest on both programs.

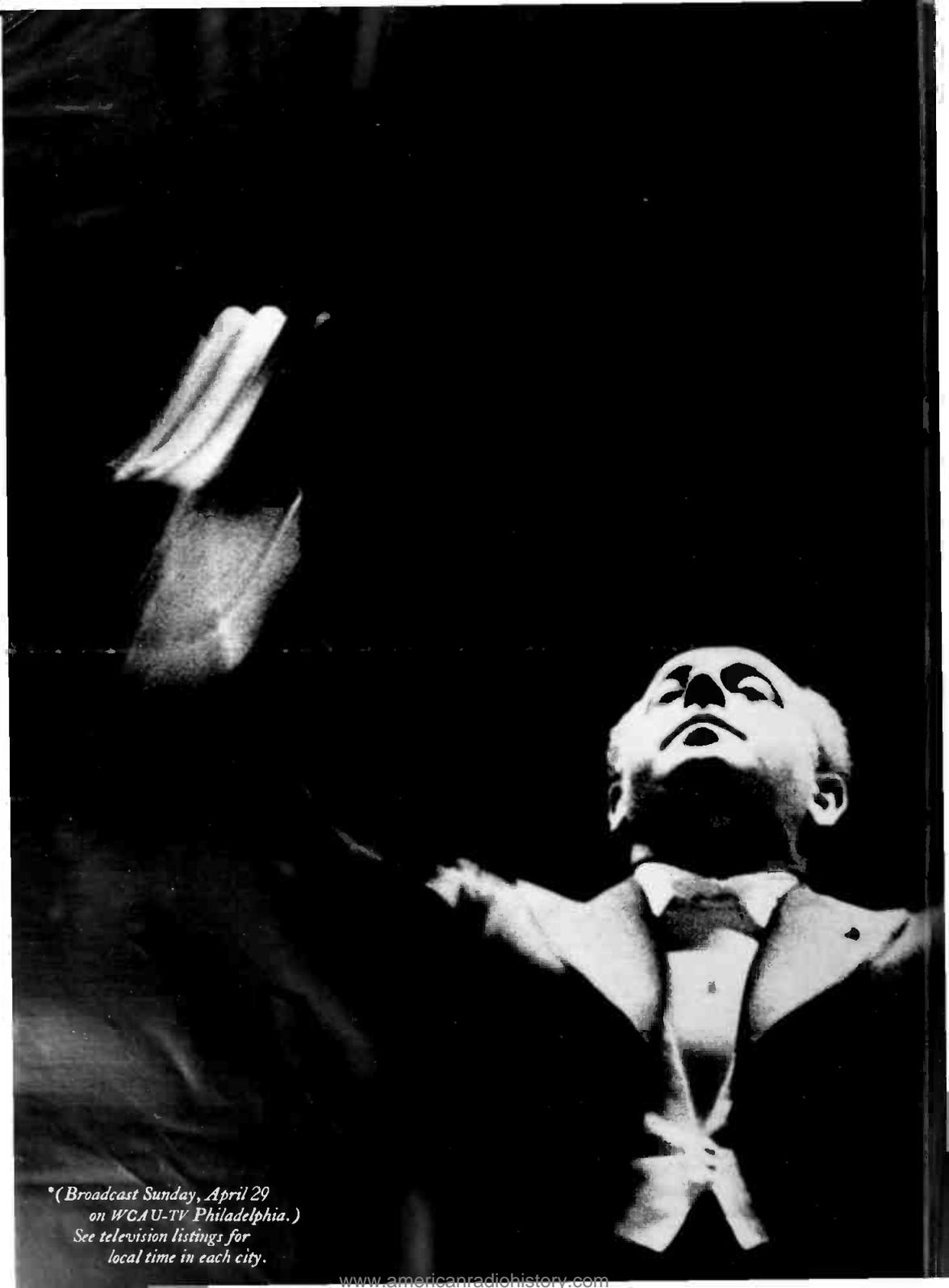
Tomorrow, Jones will present a civil rights citation to "City Reporter," moderated by Ruth K. Hill. On Friday, he will appear with others on "The Elizabeth Morgan Show." The challenge of inter-racial housing and education will be discussed.

## Jeanne Crain to Portray Schizo on 'Steel Hour'

Jeanne Crain portrays a schizophrenic in "The Other Woman" on CBS-TV's "U. S. Steel Hour" May 16. Hugh Reilly, regular in the "Lassie" series, and Lloyd Bochner co-star with Miss Crain.

## 'Law Day' Feature Stars Son-Dad Team

Fort Wayne—"Law Day" was observed here Tuesday by a father-son team of attorneys comparing notes on the practice of law in Indiana since the turn of the century, on WOWO's "Program FM." Also, in the regular weekly call-in show, "Briefcase," members of the county bar association answered listeners' legal questions on the air.



*\*(Broadcast Sunday, April 29  
on WCAU-TV Philadelphia.)  
See television listings for  
local time in each city.*



# Overture!

Tonight, Thursday, May 3, viewers tuned to WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis\* will witness a gala premiere...when "The International Hour" presents Eugene Ormandy and the world-renowned Philadelphia Orchestra in a program devoted to the music of MacDowell, Copland, Sousa, Bernstein and other major American composers. Produced on tape by CBS Owned WCAU-TV in Philadelphia, this hour-long concert will also feature two distinguished American soloists: pianist John Browning and baritone William Warfield, performing at Philadelphia's Academy of Music.

It is only the beginning! In subsequent weeks, "The International Hour" will bring local audiences fine music and dance programs produced by broadcasters in Argentina, Mexico, Canada, Australia, Italy, Japan, Great Britain, Yugoslavia and Ireland—forming the second International Program Exchange, the series inaugurated by the five CBS Owned television stations last summer. (In the Exchange, participating foreign broadcasters will receive "Eugene Ormandy's Sound of America.")

This cultural interchange, a friendly overture designed to strike a note of international understanding resounding far beyond time of broadcast, is symptomatic of the dedication and showmanship which have made the five CBS Owned television stations leaders in their local communities.

**CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc.

# 137 Nominees on Ballot for Annual Emmys

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES is voting on 137 nominees in 27 categories for the 14th annual Emmys to be awarded May 22 during an NBC telecast originating from the Palladium in Hollywood, the Astor Hotel in New York and the Sheraton Park Hotel in Washington. NBC garnered the most nominees, at 55, followed by CBS' 45, ABC's 35, 1 syndicated show and 1 other.

Because the national interest in the Lt. Col. John H. Glenn, Jr., orbital flight and the "Tour of the White House" by Mrs. John F. Kennedy led to cooperative coverage in TV by the

three networks, these two events have been removed from consideration in the balloting for the Emmy Awards, being considered outside the regular categories.

The Emmy nominations for 1961-'62 were announced by Academy President Robert F. Lewine, after nomination approved by the academy trustees at their meeting in this past weekend. Entries for nominations were made by 6,000 members of the academy in eight cities and the list was formulated, based on these entries, by the National Committee.

The nominations in the 27 Emmy Award categories

**★ Program Achievement in Humor**

- ANDY GRIFFITH SHOW.....NBC
- BOB NEUHART SHOW.....NBC
- CAR 54, WHERE ARE YOU?.....NBC
- HAZEL.....NBC
- RED SKELTON SHOW.....CBS

**★ Program Achievement in Drama**

- BEN CASEY.....NBC
- THE DEFENDERS.....NBC
- THE DICK POWELL SHOW.....NBC
- THE NAKED CITY.....NBC
- PEOPLE NEED PEOPLE — (Alcoa Premiere).....ABC
- VICTORIA REGINA — (Hallmark Hall of Fame).....NBC

**★ Program Achievements in Variety and Music Variety**

- GARRY MOORE SHOW.....CBS
- HERE'S EDIE — 4/9/62.....NBC
- JUDY GARLAND SHOW — 2/25/62.....CBS
- PERRY COMO'S KRAFT MUSIC HALL.....NBC
- WALT DISNEY'S WONDERFUL WORLD OF COLOR.....NBC

**★ Music**

- HELL TELEPHONE HOUR.....NBC
- LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC.....CBS
- IN JAPAN — 2/6/62.....NBC
- NBC Opera.....NBC
- THE THIEF AND THE HANGMAN — 10/15/61.....NBC

**★ Program Achievement in News**

- CAPITAL CITIES BROADCASTING FOR THE EICHMANN TRIAL — Syndicated Douglas Edwards With the News.....CBS
- EYEWITNESS (with Walter Cronkite).....CBS
- HUNTLEY-BRINKLEY REPORT.....NBC
- NBC-TV GULF INSTANT NEWS SPECIALS.....NBC

**★ Program Achievement in Education and Public Affairs**

- ABC'S WIDE WORLD OF SPORTS.....NBC
- HELL AND HOWELL CLOSE-UP.....NBC
- CBS REPORTS.....CBS
- DAVID BRINKLEY'S JOURNAL.....NBC
- HOWARD K. SMITH — News and Comment.....NBC
- NBC WHITE PAPER.....NBC

**★ Writing Achievement in Comedy**

- ROLAND KIBBEE, BOB NEUHART, DON HINKLEY, MILT ROSEN, BERNIE CHAMBERS, DEAN HARGROVE, ROBERT KAUFMAN, NORM LIEBMAN, PHIL SHARPE, CHARLES SHERMAN, HOWARD SNYDER — Bob Neuhart Show.....NBC
- NAT HIKEN, TONY WEBSTER, TERRY RYAN — Car 54, Where Are You?.....NBC
- STAN FREBERG — Chunking Chow Mein Hour.....ABC
- CARL REINER — Dick Van Dyke Show.....CBS
- ED SIMMONS, DAVID O'BRIEN, MARTY RAGAWAY, ARTHUR PHILIPS, AL SCHWARTZ, SHERWOOD SCHWARTZ, RED SKELTON — The Red Skelton Show.....CBS

**★ Documentary Writing Achievement**

- AL WASSERMAN, AL ZEGART — Battle of New Orleans (NBC White Paper).....NBC
- JAY McMULLEN — Biography of a Bookie (CBS Reports).....CBS
- GEORGE LEFFERTS — Porex Specials for Women.....NBC
- ARTHUR HOLCUI — Walk in My Shoes — (Hell and Howell Close-Up).....NBC
- LOU HAZAM — Vincent Van Gogh: A Self Portrait — 11/17/61.....NBC

**★ Directorial Achievement in Drama**

- ARTHUR HILLER — Naked City (various episodes).....CBS
- BENZ KULIK — Shining Image — (Dr. Kildare).....NBC
- GEORGE SCHAEFER — Victoria Regina — (Hallmark Hall of Fame).....NBC
- FRANKLIN SCHAFFNER — The Defenders (various episodes).....NBC
- ALEX SEGAL — People Need People — (Alcoa Premiere).....NBC
- JACK SMIGHT — Come Again to Carthage — (Westinghouse).....NBC

**★ Directorial Achievement in Comedy**

- SEYMOUR BERNS — Red Skelton Show.....NBC
- IFAVE GEISEL — Garry Moore Show.....NBC
- JOHN HIKEN — Car 54, Where Are You?.....NBC
- JOHN RICH — Dick Van Dyke Show.....NBC
- RUD YORIKIN — Henry Fonda and the Family.....NBC

**★ Film Direction and Scenic Design**

- MILLIP BARBER — Twilight Zone.....NBC
- CHARLES LISANBY — Garry Moore Show.....NBC
- JAN S. OTT — Theatre '62.....NBC
- BURF SMIDT — The Power and the Glory.....NBC
- GARET SMITH — Perry Como's Kraft Music Hall.....NBC

**★ Cinematography for Television**

- WALTER CASTLE, HASKELL BOGGS — Bonanza.....NBC
- GEORGE CLEMENS — Twilight Zone.....NBC
- JOHN S. PRIESTLEY — Naked City.....NBC
- WALTER STRENGE — Wagon Train.....NBC
- TED VOIGTLANDER — Ben Casey.....NBC
- RAY BLANCHARD — Vincent Van Gogh: A Self Portrait.....NBC

**★ Achievement in Children's Programming**

- CAPTAIN KANGAROO.....NBC
- NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERT.....CBS
- LEONARD BERNSTEIN.....NBC
- 1, 2, 3, GO!.....NBC
- SHARI LEWIS SHOW.....NBC
- UPDATE.....NBC
- WALT DISNEY'S WONDERFUL WORLD OF COLOR.....NBC

**★ Performance by a Leading Actor**

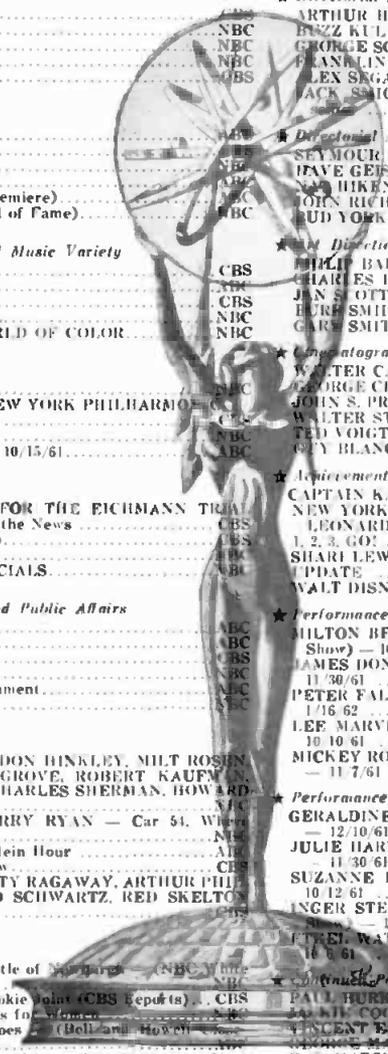
- MILTON BERLE IN DOYLE AGAINST THE HOUSE — (Dick Show) — 10/21/61.....NBC
- JAMES DONALD IN VICTORIA REGINA — (Hallmark Hall of Fame) — 11/30/61.....NBC
- PETER FALK IN THE PRICE OF TOMATOES — (Dick Powell Show) — 1/16/62.....NBC
- LEE MARVIN IN PEOPLE NEED PEOPLE — (Alcoa Premiere) — 10/10/61.....NBC
- MICKEY ROONEY IN SOMEBODY'S WAITING — (Dick Powell Show) — 11/7/61.....NBC

**★ Performance by a Leading Actress**

- GERALDINE BROOKS IN CALL BACK YESTERDAY — (CBS) — 12/10/61.....NBC
- JULIE HARRIS IN VICTORIA REGINA — (Hallmark Hall of Fame) — 11/30/61.....NBC
- SUZANNE PLESCHETTE IN SHINING IMAGE — (Dr. Kildare) — 10/12/61.....NBC
- INGER STEVENS IN THE PRICE OF TOMATOES — (Dick Powell Show) — 1/16/62.....NBC
- FRED WATERS IN GOODNIGHT SWEET BLUES — (Roulette) — 10/8/61.....NBC

**★ Continued Performance by a Leading Actor in a Series**

- PAUL HURDIC — Naked City.....NBC
- JOHN COOPER — Tennessee.....NBC
- VINCENT EDWARDS — Ben Casey.....NBC
- CHARLES MARWELL — Route 66.....NBC
- E. G. MARSHALL — The Defenders.....NBC



# NBC Telecast May 14

(Continued from Preceding Page)

## Lead Performance by a Leading Actress in a Series

HEDE BERG — The Gertrude Berg Show	CBS
LEY BOOTH — Hazel	NBC
NA REED — The Donna Reed Show	ABC
Y STUART — Search For Tomorrow	CBS
A WILLIAMS — Pete and Gladys	CBS

## Performance in a Supporting Role

JAFFE — Ben Casey	ABC
IVY JONES — Victoria Regina — (Hallmark Hall of Fame)	NBC
KNOTTS — Andy Griffith Show	CBS
ACE McMAHON — Naked City	ABC
HE C. SCOTT — I Remember a Lemon Tree — (Ben Casey)	ABC

## Performance in a Supporting Role

LA BROWN — Victoria Regina — (Hallmark Hall of Fame)	NBC
ENE COOPER — But Linda Only Smiled — (Ben Casey)	ABC
EN DEWHURST — I Love Lucy	NBC
ACKETT — A Certain Time, A Certain Darkness — (Ben Casey)	ABC
Y WICKEN — The Gertrude Berg Show	CBS

## Performance in a Variety or Musical Program or Series

ADAMS — Here's the Idea	ABC
OL BURNETT — Garry Moore Show	CBS
Y COMO — Perry Como's Kraft Music Hall	NBC
Y GARLAND — Jack Warner Show	CBS
Y MONTAND — Yves Montand in Broadway	ABC

## Leading Daytime Program

LINKLETTER'S HOUSE PARTY	CBS
NDAR	CBS
OX SPECIALS FOR WOMEN	NBC
AT	NBC
EDICT IS YOURS	CBS

## Woman of the Year

GRAPHY OF A BOOKIE JOINT — (CBS Reports)	CBS
Y GARLAND SING	CBS
ORIA REGINA — (Hallmark Hall of Fame)	NBC
ENT VAN GOGH: A SELF PORTRAIT	NBC
AK IN MY SHOES — (Bob and Hessel Close-Up)	ABC

## Instrumental Music Composed for TV

ERTS BELASCO — Vincent Van Gogh: A Self Portrait	NBC
QUET RUSSELL BENNETT — Project 20	NBC
HARD RODGERS — Winston Churchill — The Valiant Years	ABC
ARD STEVENS — The Price of Tomatoes — (Dick Powell Show)	NBC
N WILLIAMS — Alcoa Premiere	ABC

## Acting Achievement in Drama

RY F. GREENBERG — People Need People—(Alcoa Premiere)	ABC
K LAIRD — I Remember a Lemon Tree — (Ben Casey)	ABC
SINALD ROSE — The Defenders (various episodes)	CBS
Y SERLING — Twilight Zone (various episodes)	CBS
HARD ALAN SIMMONS — The Price of Tomatoes — (Dick Powell Show)	NBC

## Acting Achievement in Music

ME ROYACE — Garry Moore Show	ABC
Y ONOBU — Garry Moore Show	CBS
ING RUMBLE — Perry Como's Kraft Music Hall	NBC
LAMBURNE — Victoria Regina — (Hallmark Hall of Fame)	NBC

## Acting Casting for Television

AR BOYALIAN, ROBERT COLLINSON, BERNARD FRIEND, LORA DAVIS, WALTER KATZ, LAWRENCE SILK, HAROLD SILVER, LEO GOLDBERG — Twentieth Century	CBS
ESTON FAY, GENE PALMER — Wagon Train	NBC
STANTINE GUCHES — U.S. #1: American Profile	NBC
GH CHALONOPKA, AARON NIBLEY — Naked City	ABC
CHARLD L. VAN ENGER, A.C.E. — Bus Stop	ABC

## Acting Achievement in Technical Achievement

VIDEO TAPE EXPANDER, OR VTX — slow motion tape developed by ABC — Mr. Albert Malzng, Chief Engineer, Video Facilities, ABC
TEC — device to correct timing faults on tape playbacks
OW MOTION KINESCOPE — as developed by CBS
TRIPLEAVED SOUND — an NBC development which provides an emergency circuit available whenever there is a failure of the regular network television sound.

# 'HUNCH,' 'TRUTH' DEALS TOP BIG G-T FORTNIGHT

The deal for "Play Your Hunch" to go in as the Summer replacement for "The Bob Newhart Show" on NBC TV, and renegotiation of CBS TV's contract for the nighttime "To Tell the Truth" chimed a tremendous two weeks of G-T according to Bud Austin, New York executive.

Hunch, which debuted in December 1959, rose into the Wednesday 10 PM Newhart spot next month. Mary Griffin continues a series of both the daytime and nighttime show.

Meanwhile, Austin and we have just renegotiated a virtually unprecedented two-year contract with CBS for the nighttime Truth effective December 1962. This is the show which has been on since 1949 prime time through 1964.

### Starts June 18

Truth goes daytime on CBS June 18 under a firm 52-two week deal. Willie Stein, who has been a creative producer on the nighttime Truth, will receive producer status on the daytime show. Austin revealed Bud Collyer, the show's nighttime host, will double in this capacity on the new afternoon slot. Current plans call for an entirely new panel for the daytime stanza.

Wrapping up G-T's "fancy fortnight," Austin noted, "was CBS-TV's slotting of 'Password' for Fall in the 6:30 PM slot Sundays. The show, of course, also continues day time. When re-runs of 'The Rebel' start June 27 on NBC-TV G-T will have a total of 32 half-hours on the air per week—which must be," Austin declared, "some sort of record for an independent package."

## Gary Crosby to Appear On Dad's ABC-TV Spec

Gary Crosby has been signed to appear on the Bing Crosby special on ABC-TV May 14, sponsored by Eastman Kodak Co. and Alberto Culver. Other stars on the show include Bob Hope, Edie Adams, the Smothers Brothers, and Pete Fountain.

## VFW Plaque Honors Station's Air Opinions

Cleveland — The Cuyahoga Council of the Veterans of Foreign Wars has presented KYW-TV with a plaque honoring it for series of "challenging editorials on problems of civic importance to Greater Cleveland."

## NBI Reveals Demand For Shows Overseas

(Continued from Page 1)

and our available library tallied some 18 TV series. In 1961, we shipped 7,500 reels of NBC film prints, duplicates and sound tracks overseas. We intend to maintain and increase our leadership in the field.

Clifford W. Slaybaugh, NBI director, commented:

"Entertainment values are more or less universal. Listings of the top-20 nationally rated shows in the U.S. are quite similar to any hypothetical list of the big audience builders overseas."

NBI officials from abroad who have come to New York for the meetings include Alastair MacKenzie, Latin America; Gerry Adler, Europe; William Kreitner, Far East; George Harper, Canada; Lane Blackwell, Europe; James Inch, Canada; and Will Roland, Europe.

## TV Gross Still Rises

(Continued from Page 1)

NBC-TV billings totalled \$23,358,879 in the month, against \$21,099,253 a year ago, up 10.7 per cent.

In the first month of '62, daytime billings rose 14.9 per cent while nighttime billings were up 8.3 per cent.

## Texan Claims Tiniest Channel

Alpine, Tex. — Although residents of this state are world-renowned for "thinking big," Gene Hendryx claims his KVLS-TV here is "the world's weakest TV station." It operates at 170 watts, from 6:30-11 PM, and has its ABC programs relayed here from its nearest TV neighbor 134 miles to the northeast, in Monahans.

Says Hendryx, "Normally, we reach out about six miles in each direction from town. We're in a valley, you know. Sometimes folks in Marfa (26 miles away) can receive us." He said it is try-

ing to get KVLS-TV's power upped to 480 watts so he can reach Marfa regularly.

Although his station may not fit into Texans' big scheme of things, the 5,000 inhabitants of Alpine apparently feel Hendryx deserves more than a pat on the back for his service. They recently gave him a dinner at \$10 plate . . . and let him keep it profits.

## Hertz to Take Ride As Gleason Sponsor

Hertz Rent-a-Car, via Norman, Craig & Kummel, has signed as a sponsor of CBS-TV's new Jackie Gleason Show, which debuts Sept. 29 as a weekly Saturday night comedy-variety hour. It will replace "Perry Mason" in the 7:30-8:30 PM time slot. This marks the second year in which Hertz has used prime-time network TV to stimulate broader use of rented cars.

The Gleason show will carry a series of Hertz commercials featuring an original musical theme created by composer Richard Adler and sung by the Hi-Lo's vocal group. The commercials were introduced nationally during the present week.

## Pollock Is WABC-TV's Ad Research Director

Lawrence J. Pollock has been appointed advertising research director for WABC-TV, as part of a departmental reorganization program.

Pollock has been the station's director of research and sales development since 1958, and before that he was manager of the ABC Radio network's research department.

## Three Stations Signing Off

*Washnat n Bureau of RADIO TV DAILY*

Washington—The FCC's broadcast bureau has granted permission to KPAS, Banning, Calif., to remain off the air until Aug. 1; KVOY, Yuma, to remain silent until May 31, and to KLYK, Spokane, to remain off the air until July 9.

## LATINS PRAISE YANK MUSICIAN

*S.A. Plays Lindsay Music  
In Birthday Salute to JFK*

Music by American composer Murray L. Lindsay will be featured in special broadcasts in Nicaragua and Guatemala honoring President Kennedy's birthday on May 29. The people of these countries and Bolivia are enthusiastic over his compositions and stylings of Latin music, they are calling him the "Crusader for Pan Americanism" and the "American Chopin."

The music is broadcast in these countries from tapes sent by the composer. In all, there are now 38 melodies, ranging from piano solos to full orchestral versions.

## Int'l TV Conclave Hears Visual Electronics Execs

James Tharpe and Donald Quinlan, Visual Electronics Corp. execs, are among the few American broadcast industry representatives invited to present papers to the second International TV Symposium in Montreux, Switzerland, now through Saturday. Visual was one of only four U.S.-based companies invited to exhibit products and deliver papers.

Tharpe will deliver a paper entitled "Automatic Operation of a TV Broadcast Station," citing the increasing number of automation systems being installed in U.S. TV stations. The paper to be given by Quinlan is "Transistorized Studio Switching Equipment," and will cover the advantages of transistors in the design of electronic equipment.

## New WCIV to Join NBC as Color Affil

WCIV-TV, owned by the First Charleston Corp., will begin operations about July 15 in Charleston, S. C., as an NBC affiliate, it was announced by Harold E. (Hap) Anderson, president of the station. Lee Gorman is its executive VP-sales manager, and William E. Lucas, former program director at WSAV-TV, Savannah, is station manager.

Able to transmit in color, WCIV-TV will have a full power range of 100 kw visual transmitted from a tower 789 feet above average terrain and will offer a third network TV service to 15 South Carolina counties.

## Morheim Asso. Producer For ABC-TV's 'Combat'

Louis Morheim, writer and associate producer of the motion pictures "Ma and Pa Kettle," "For Men Only," "Magnificent 7" and others, has been named associate producer of "Combat," ABC-TV hour series which bows Oct. 2. Robert Bles will produce the show under executive producer Selig J. Seligman.

Simultaneously, Seligman, who is president of Selmur Productions, a wholly owned subsidiary of American Broadcasting-Paramount Theatres, announced the series will be filmed at MGM Studios, with a start scheduled for June.

Last season, Morheim was story consultant for "Rawhide," and prior to that was story editor on the "Sherlock Holmes" series. "Combat" stars Vic Morrow and Rick Jason.

## Nebraska C Salutes Ra

Lincoln, Neb. — Gov. Morrison has proclaimed National Radio Month on Nebraska as recognition of the achievements of radio in the state.

The proclamation states that radio broadcasting is an "essential service in creating public opinion to constantly changing conditions" and that radio "consistently offer facilities for furthering of civic projects."

On behalf of the National Broadcasters Association, Brent Arden E. Swisher, Omaha, presented Gov. Morrison with the newest model portable radio. Thirty-five and five FM radio stations are members.

## Academy Hails Dr. G

*(Continued from Page 1)*

have made sizeable contributions to the Educational Broadcasting Corp., formerly identified as ETMA.

Following a gracious invitation by New York chapter president Betty Furness, Dr. G called upon the "pros" before them for their continued support, stating that "we begin with the assumption that our effectiveness will be in direct proportion to our freedom of expression."

In terms of ETV, he stated it is not enough for us to be diverting or amusing; our purpose is to enlighten you. "I have expressed eagerness to assist in your active participation in programming. If we cannot make arrangements in keeping with the very nature of non-commercial TV—within the scope of our resources, then let us be completely frank and admit the two choices are given us: an inferior piece of work or close up shop. Personally, we were asked to make such a choice, I would prefer closing."

## Green Jeans has Hono Of Opening Chimp Isl

Philadelphia — Green Jeans' personality on TV's "Captain Kangaroo" will be a special guest Sunday Philadelphia Zoo, officially naming Monkey Island.

## Trent Tapped Ago For Kellogg Commem

Philadelphia — WCAU-TV's Trent has been engaged by Kellogg breakfast foods for the consecutive year, to deliver news commentaries at luncheon of the Supermarket Institution May 14-16 in Chicago.

## News Flashes From Coast-to-Coast

### 'The Sixth Sense'

St. Louis—The TV Committee of the St. Louis Junior League will present a series of four programs, "The Sixth Sense," on KTWI, beginning this weekend. They will deal with "The Sounds of Music," "The Story of Jazz," "Feet in Motion" and "Modeling Space."

### WRCP-TV 'Bulletin'

Chattanooga — WRCP-TV has begun "Bulletin," bringing to-

## STORK NEWS

Claire & Howard Monderer are parents of a girl, born Apr. 26 at George Washington U Hospital in Washington. Dad is an attorney for NBC.

gether four top newsmen—Mort Lloyd, John Gray, Don Fischer and Roy Morris—in a half-hour telecast of the latest developments in regional news, weather and sports, with interviews spotlighting prominent personalities. Assisting with the interviews is Joan Barty.

### Owens in Publicity Spot

San Antonio—Gerry Owens has been named publicity director for KONO-TV. He succeeds Pattie Legate who has held the post for the past four years and is moving to Los Angeles.

### TAB Cites Slater

Dallas—WFAA religious director Norvell Slater has received a Certificate of Merit from the Texas Association of Broadcasters and Howard Payne U. for his outstand-

ing contributions to the association's 1961 Radio Workshop.

### Sponsors Gals' Tourney

Scranton-Wilkes Barre — WDAU-TV sponsored its 4th annual Women's TV Bowling Tournament, drawing 400 teams from eight states. Promotion director Doug Holcomb called it one of the station's most successful promotions.

### Tips for Trips

Stamford—A Saturday morning series of tips for week-end motoring has begun on WSTC-AF-FM in cooperation with the Connecticut AAA. Short trips to interesting points for one-day or weekend sightseeing are provided.

## Sponsor AFL ABC-TV in Fall

ABC-TV has renewed its contract with the professional American Football League for exclusive coverage for the third year, with sponsorship to be shared by Gillette, via Maxon, P. Lorillard Co., via Greyhound, and Ford's Lincoln Financial Division, via Kenyon & Eckhardt.

### On 15 Sundays

ABC-TV will televise regular season games on 15 Sunday afternoons, one Saturday afternoon Thanksgiving Day, plus the championship game at the end of the regular season. As in the past two years, ABC will televise two games each Sunday, one in the East and one in the

## Coaches Recruited Series on KCMO-TV

St. Louis City — KCMO-TV on May 11 will debut "Big 8 Football" half-hour series featuring former U. coach Dan Devine and former U. coach Jack Mitchell. The program will be telecast live on KCMO-TV for 13 weeks and will be available for stations in Kansas and Missouri.

The series will include a recap of the past week's games, upcoming games and filmed highlights of the Big 8 Conference. Annually, the two coaches will select players from their respective teams.

## Barr Gets Award in Vocational Center

John Barr of WWRL has been named to receive an award by the Vocational Center and Workshop Center for his contributions in bringing harmony and understanding to the center and for his participation in the development of guidance programs for youth." The award was made by Kate J. Hicks, executive director of the center.

### Mfrs. - Reprs.

Marketing promotional record company  
Seeks experienced reps with established following—alleged lines—in following territories:

- Western Pa. and West Va.
- Mo., Kansas, Iowa & Nebraska
- Texas, Oklahoma

State territory covered, lines carried, type of accounts contacted. Reply to Mail.

Interviews in territory within two weeks. Write.

Box 175, RADIO-TV DAILY  
1501 Broadway, New York 36, N. Y.

## AGENCY NEWSCAST

By SHELBY COOPER

Cott Beverages, New Haven, spot campaign in New York and Connecticut. The campaign will run weeks longer than any previous Cott Summer TV schedule.

An average of 70 spots per week will be delivered in both states, using four New York outlets and three Connecticut ones. In addition to advertising the regular line of beverages, the campaign will introduce a new product, Cott Lemon Twist, for which special ads featuring "Twist" dancers and music have been created.

The Premium Advertising Association of America will hold its annual meeting June 6 at the Hotel Astor. The session will open with a "continental breakfast," and close with a theatre party at the Broadway hit, "I Can Get It for You Wholesale."

Fuller & Smith & Ross has named Leonard L. Davis Jr., and

## FCC Moving Against Race-Result Airings

(Continued from Page 1)

toward its revocation. Also in the balance is license renewal for WSPN, Saratoga Springs, formerly 12.5 per cent owned by Karig and currently 35 per cent owned by Kenneth H. Freebren, a former Karig business associate in the station.

In the same proceedings, the FCC will toss in an application by WRSA, Inc., for a new station in Troy. Karig owns 50 per cent of this application. To be considered also, will be application of Genkar, Inc., of which Karig is VP, and has agreed to buy 25.2 per cent of the stock for a new station in Gouverneur.

The hearing on all these applications will be held in Saratoga Springs at a later date, the FCC announced.

### Several Issues Listed

The hearing issues will include such matters as Karig's past connections with WSPN, misrepresentation or omission in reports filed by that station, whether Karig has directly or indirectly been interested in two AM stations at Saratoga Springs.

Also whether Karig misrepresented finances in an application for an AM station at Johnstown, whether financial statements of WRSA were misrepresented, whether Karig was interested in two successive applications for a new station at Hudson Falls for the purpose of blocking another application, and finally whether WSPN facilities were used to transmit horse racing results for illegal purposes.

Monday launches a Summer TV and Connecticut, via Riedl & to the end of September, seven

### Thought for Today

"In whatever direction we look from Tokyo to Melbourne, or the emerging markets of India, Pakistan, the Middle East and Africa, we can see nothing but restless people, impatient for the better things of life, being taught by advertising along with many other educational tools what some of those better things might be and creating an incentive to earn the money to buy them."

—Norman H. Strouse,

President.

J. Walter Thompson

Leonard Arnow, director and manager respectively of public relations in the New York office . . .

Needham, Louis & Brorby has appointed Charles B. Shank as copy supervisor in its Chicago office, and John Connor copy director in New York.

Drewry's beer & ale, via Mat-Farland, Aveyard, will sponsor a special showing of the 1950 MGM film, "To Please a Lady," with Clark Gable and Barbara Stanwyck, on WFBM-TV, Indianapolis, May 27 as a pre-race special. The film is an auto-race feature.

Telesynd division of Wrather Corp. has retained the Henry J. Galland agency . . . Ben Colarossi, for the past five years executive producer and art director for Warwick & Legler, has joined Kenyon & Eckhardt.

Lee Kahn has been named administrative director for Zakin Co. She was formerly media director at Irving Serwer Advertising . . . Lawrence E. Babb Jr. has joined the staff of Daniel F. Sullivan agency, Boston.

## Music Fairs Merge, Set Fall Date in Chi

Chicago — Final negotiations are under way to consolidate the International Sound Fair, originally scheduled for Detroit's Cobo Hall, into the World's Fair of Music and Sound which will be presented Aug. 31-Sept. 9 in McCormick Place here.

Officials of both fairs announced jointly that the consolidation continues to maintain the name of the Chicago show. World's Fair of Music and Sound Aaron D. Cushman continues as president, with Coleman Finkel and Dick Schory in charge of business seminars.

### Unity Called Vital

"The consolidation," they pointed out, "stemmed from recognition of industry needs for one unified show where dealer business meetings, educational clinics, diversified products and entertainment talent of the highest caliber are presented."

## SMPTe Talk Delays Slow Playback of Video

"Slow-Motion Playback of Video" will be the theme of an SMPTe, New York section, meeting May 16 at the Carnegie Endowment Center, United Nations Plaza.

Since playback of fast-action shots at a slow rate cannot be accomplished conveniently with intermittent projectors, an arrangement using continuous motion projection will be described which permits playback at rates as low as 3 frames per sec.

The address and presentation will be delivered by J. R. Whitaker, CBS-TV engineering department.

## WEDDING BELLS

### Everson-Copeland

Bob Everson, KTRH country & western music deejay, and Tommie Copeland were married in Houston, Tex., last week.

## WANTED—A JOB FOR MIKE!

Economic facts of life have forced WJZZ-FM to drop an all-jazz format to duplicate mass appeal AM music. The change means WJZZ Manager Mike Lawless is looking for a new post. He's 30, with ten years background in radio . . . record shows, sports, play-by-play, news, programming, promotion of live concerts and MC work. He'd be a valuable addition to any station's staff.

Call Ken Cooper, WJZZ owner, N. Y., CI 5-0668

## RAB COUNTS 183.8 MIL. WORKING RADIOS IN U.S.

There are now 183.8 million working-order radio sets in the U. S., making a total gain of 70 per cent over the last decade, Radio Advertising Bureau has announced. RAB emphasized that its estimate includes only working-order sets, and allows for obsolescence and non-working sets in its computation.

More than 60 million sets have been sold in the last three years, the bureau said. In 1961, 22 million sets were sold at retail, a figure which RAB called "an all-time high — dramatic proof of the surging vitality of the medium." There are now 126.9 million home and portable sets in use; 46.9 million auto radio, and 10 million sets in public places.

RAB also reported: There are three times as many radio sets in use as the combined net paid circulation of all English-language daily newspapers in the U.S.; there are more than three times as many radio sets in America as TV sets, and there are 3.4 radio sets per every U.S. home.

The RAB estimate is for sets in use as of Jan. 1, 1962. The bureau reported that radio set sales to dealers ran 16 per cent above 1961 during the first three months of this year.

## 'Roundtable' Highlights R. I. Constitution Change

Providence — WJAR-TV here featured a taped half-hour "Roundtable" discussion yesterday, dealing with the revision of the Rhode Island state constitution. Proposed legislative changes discussed concerned the local government's role in civic issues.

David Warren, of the station's staff, moderated, with local attorney William Edwards as the guest. Both men are on the governor's commission for the planned revision.

## DJ Ted Conners Named Co-Chairman of MS Drive

Ted Conners, disk jockey on WLAC, Nashville, has been named co-chairman for the "Disc Jockeys for MS" campaign. He joins Herb Oscar Anderson, WABC, in spearheading the drive.

## R-TV, Papers Pool Staff For Tex. Election News

San Antonio — Combined staffs of the San Antonio Express, San Antonio News, KENS and KENS-TV will team up Saturday to bring South Texas residents primary election results. The returns will be broadcast from the News and Express newsrooms.

## WNAC Aids Polio Alert

Boston — WNAC, cooperating with the state's Health Department, is alerting the public to the oral polio vaccine program via a number of its daily shows. The station has also recruited women volunteers to help speed up the program throughout the state.

## Wolper Spec Is U.S. Entry

The Wolper-Sterling hour special, "Hollywood: The Golden Years," has been selected as the official American documentary entry in the Eurovision Grand Prix for TV Films 1962, taking place in Cannes May 9 through 15.

Produced by David L. Wolper in association with Saul J. Turell, "Hollywood" made its network debut last November, sponsored by Procter & Gamble. P&G has scheduled a second telecast for this Summer, after which the show goes into Sterling Television's new syndication package, "The Special of the Week."

## Quaal, in Toronto, Asks New Broadcasting Law

(Continued from Page 1)

Quaal stated, even though his own station, WGN-TV, several months ago received a three-year license renewal.

"We should have been called to an accounting in Washington under the normal quasi-judicial processes of the FCC with all the rights of due process to the stations involved. In the course of the March 19 week of testimony by public witnesses, many of these witnesses made sweeping assertions without consideration of the facts involved. The licensees were not permitted through counsel to cross-examine the witnesses."

The Commission, Quaal told his auditors, must determine whether a station is fulfilling the intent of Section 303 and, he said, "cannot go beyond this point" because it is "precluded from involvement in the program structure of the licensee."

Turning to radio's "population explosion," he observed: "I still feel today, as I have throughout these 27 years of mine in broadcasting, that radio is the greatest mass medium of all times." He added, "...we have learned the hard way, that in our business, additional competition does not necessarily mean a better product."

## Video to Accelerate Speedway's Festival

Indianapolis — Complete TV coverage of this month's events preceding and including this city's annual "500" automobile race May 30 will be presented on WLWL.

Special events leading up to the race include the "500 Festival" open golf tournament May 26 and 27, the Festival parade May 28, and filmed highlights of daily time trials at the track, beginning Monday.

Because live telecasting is not permitted of either the parade or the race itself, the station has set up a tight schedule for transportation, processing and editing of film and tape so that highlights of both events may be aired as soon as possible. Charlie Brockman will narrate the majority of the programs.

## Petry Names Trauner Head of Radio Research

Mel Trauner has been appointed director of radio research at Edward Petry & Co. He had formerly been director of radio and TV research for The Bolling Co., and before that held similar post with Headley-Reed and Mutual Broadcasting.

## 'Dennis' No Meno Both Backers Ren

Corn Products Co., via & Newell, and Kellogg broods, via Leo Burnett, have renewed their joint sponsorship of "Dennis the Menace" on CBS-TV for the coming 1962-63 season. The show will continue in the same afternoon time slot it has held the past three years.

## Preakness Decree Local TV Blackout

Washington Bureau of RADIO-TV

Baltimore — For the first in 15 years, live telecast of the Preakness, Maryland's most famous horse race, will not be available in this area. CBS-TV advised WMAR-TV, as well as WTOP-TV, Washington, and AL-TV, Lancaster, Pa., that they will be blacked-out for live coverage of this year's run.

The decision, according to a network source, was made by the Jockey Club under terms of a new three-year contract for telecast rights to the race signed last November. Officials decided on the blackout in the interests of increased attendance at the track.

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FRIDAY,

TEN CENTS

## TV EXPORT-CONTROLS REBUFFED

### Frankie in British TV Debut; All for Charity

London—Frank Sinatra will make his British TV debut on June 2 in a one-hour show—and he won't get a cent for it. He's asked that the fee, reported to be about \$9,000, go to Invalidd Children's Aid. A midnight show Sinatra will give at London's Royal Festival Hall on June 1 will be recorded. Transmission will be the following night.

### Man O' World' Lures Duff to London

Cost Bureau of RADIO-TV DAILY Hollywood — Edward Dukoff will leave for London Tuesday to meet with client Craig Stevens for ATV toppers Val Parnell, Howard Grade and ITC chief Mike Fort; they will view the first complete episodes of the new Stevens series "Man of the World," being shot on location in Europe, the Middle East and the British Isles. Interiors are being filmed in London.

While in London, Dukoff, on behalf of Jay Ward Productions, will finalize various production deals with ATV and ITC on the

(Continued on Page 5)

### STORM-TOPPLED TOWER 'SUB' SET

Kalamazoo, Mich. — Plans today are under way to replace WKZO's tower which was blown down by 70-mph winds Monday afternoon and completely destroyed. A Fetzer Broadcasting Co. spokesman said that had the tower fallen to the North instead of to the East, damage would have been much more extensive. Despite the mishap, programming was uninterrupted. The 330-foot self-supporting tower was in the station's nighttime directional array.

### Hodge Named Gen. Mgr. of Northeast Radio Net

Paterson, N. J. — Frederick W. Hodge has been appointed to the newly created post of general manager by Northeast Radio Network which operates in upstate New York, between Albany and Buffalo, through five FM o-ers, 12 AM affiliates in principal markets. Ivy Broadcasting Co. is Northeast's parent firm.

### WQXR Loses in Protest Against Riverhead AM

Washington — The FCC, with chairman Moynihan and commissioner Hyde dissenting, has turned down the protest of WQXR, New York, and has granted the application of Patchogue Broadcasting for a new AM station on 1570 kc, daytime only, with directional antenna, 1 kw, in Riverhead, N. Y. The case had been remanded to the FCC for reconsideration of the WQXR appeal.

### Ben Strouse Heads NAB's FM Committee

Washington Bureau of RADIO-TV DAILY Washington—Seven leading FM broadcasters were named by President LeRoy Collins today as members of the NAB's 1962-63 FM Radio Committee, with Ben Strouse, president and general manager, WWDC-FM, Washington, designated as chairman. Appointed to serve with him are:



STROUSE

N. L. Bentson, president, WL0L-FM, Minneapolis; Everett L. Dillard, owner and general manager, WASH-FM, Washington; Merrill Lindsay, executive vice president, WSOY-FM, Decatur, Ill.; Fred Rabell, co-owner

(Continued on Page 5)

### BMI, ASCAP Defend Copyright Extension As Gov't Fights Move

Washington Bureau of RADIO-TV DAILY Washington — BMI and ASCAP found a rare area of agreement between them when both testified yesterday in favor of a bill which would have the effect of putting a five-year moratorium on expirations of copyrights, aimed at keeping the status quo in this connection until Congress has an opportunity for complete revision of present copyright laws.

A Justice Department statement, on the other hand, argued against the measure on the grounds that it would further "the copyright monopoly," in which control of the older music copyrights which are ready to expire have piled up in the hands of a few large publishers.

Abraham Kamenstein, registrar

(Continued on Page 6)

### It's a 40th Anny Today For WJR and John Pakt

Detroit — WJR celebrates its 40th anniversary today with a special observance throughout the entire 24-hour broadcast day. The celebration begins with "Night Flight" at 12:05 AM, when Jay Roberts will pilot a special "Flight 40" down through the years of exciting sounds in WJR broadcasting. Launching honors for the entire day's proceedings

(Continued on Page 8)

### Dr. Stanton Assails Suppression Theory As False Doctrine

Repeated, time-frazzled suggestions that our national image is being harmfully reflected by U.S.-made TV programs in export received a shattering rebuff yesterday from Dr. Frank Stanton, CBS, Inc. president. Taking issue with the theory of controlling presentation of American informational and entertainment programs in other lands, Dr. Stanton told CBS-TV network affiliates, meeting in New York's Waldorf Astoria Hotel:



STANTON

"Nothing would be more disastrous to our cause before the world than for us to enter voluntary compacts to suppress informational programs dealing with problem areas in our society. . . . This holds true too of our entertainment programs. We ought to be

(Continued on Page 7)

### Decca's Net Is \$2.1 Mil. For 1st Quarter of '62

Decca Records reports consolidated net earnings for the three months ended Mar. 31, including its Universal Pictures Co. subsidiary, of \$2,135,868, equal to \$166 per share, against \$963,815 or 75 cents a share for the same '61 period.

### Plagiarism Suit Dismissed

A plagiarism suit brought by Benjamin H. Herwitz against Jan Murray and seven corporations associated with Murray's "Treasure Hunt" has been dismissed in a New York Federal Court.

Herwitz sued Murray, NBC-TV, American Broadcasting-Paramount Theatres, William Morris agency and the program's sponsors, charging piracy of an idea of his for a show to be called "This Is Your Birthday Party," later

changed to "Everybody Wins." Federal Circuit Court Judge Leonard P. Moore, in dismissing the suit, said there was "no property right . . . protected by copyright law" in Herwitz's idea. He stated further that Herwitz had failed to make out a case for unfair competition.



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MARVIN KIRSCH, Assoc. Publ-Gen Mgr.

ARTHUR PERLES, Editor

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46-4324. MADRID OFFICE: Bobby Duziane, Edi-  
ficio Espana, Grulo 4, Planta 14.

## 'Nurses' Capped By 4 CBS Sponsors

"Nurses," an hour series will debut Sept 27 on CBS-TV, sponsored by Brown & Williamson Tobacco via Ted Bates & Co.; Johnson and Johnson, via Young & Rubicam; Pillsbury Mills, via Campbell-Mithun, and Whitehall Laboratories Division of American Home Products Corp., via Ted Bates & Co.

It will dramatize the personal and professional lives of nurses in a large metropolitan hospital, with Shin Conway and Zina Bethune heading the cast. Herbert Brodtkin, exec producer of the "Defenders," created the new series and will be the exec producer Arthur Lewis will be producer.

## Civil War Series Honored

Columbus, O. — The Civil War Centennial Commission has awarded its Certificate of Achievement to Westinghouse Broadcasting Co. for the TV series "The American Civil War," a group of 13 half-hour drama documentaries which bowed a year ago on the five WBC TV stations and is currently aired in over 100 mar-

# COMING AND GOING

ROBERT M. LIGHT, Southern California Broadcasters Ass'n. president, to Sacramento Monday, for a meeting of the Governor's Advisory Committee on Public Information for the California Disaster Office.

RICHARD CARLTON, Trans-Lux TV Corp. vp, leaves Monday for L. A. and San Francisco for conferences and sales meetings with Western division manager, Art Manheimer.

SOL CORNBERG, president of Sol Cornberg Associates, to London to appear on BBC's "Monitor" show and to address the International TV Design conference.

JACK CARTER will arrive in N. Y. Thursday for the opening of his new MGM comedy film.

JAMES C. HAGERTY, ABC news chief, to San Antonio Sunday, to address honorary journalism fraternity, Sigma Delta Chi dinner.

ARTHUR W. SMITH, WEEL business news editor, arrives in town Monday from Boston.

DALE PETERSON, KGBS, general manager, has left on a business trip to Chicago, Detroit, Cleveland, New York and Philadelphia.

## Hollywood Admen Set Panel On Sales Promo Techniques

West Coast Bureau of RADIO-TV DAILY

Hollywood — Advertising and communications leaders as well as students from area schools and colleges will hear a panel discuss sales promotion techniques — particularly in the fields of merchandising and marketing—at a luncheon Monday in the Hollywood Roosevelt Hotel, sponsored by the Hollywood Ad Club. Chairman for the day is Robert M. Crosby, staff supervisor for sales promotion materials. Southern Calif. Gas Co.

## BLIND GRATEFUL TO BROADCASTING

Helen Keller's Signature  
On WBC. Storer Awards

The American Foundation for the Blind in New York has announced it will award certificates of merit, signed by deaf-blind humanist Helen Keller, to the Westinghouse and Storer Broadcasting Companies and WRVA-TV, Richmond, Va., for their outstanding public service to the nation's estimated 390,000 blind children and adults in 1961.

At New York's Sheraton-Atlantic Hotel, scene of the three-day gathering, citations will be presented in the Awards Luncheon next Tuesday. A highlight will be announcement of the \$500 H. V. Kaltenborn Radio Award for the best radio script on blindness HVK will make the presentation.

## Hollywood Outlets News Moll as News Director

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Allan Moll has resigned as manager of the local office of Frank B. Sawdon. Advertising to join KHJ-AM-TV as news director. He is currently doing a series of newscasts on radio.

Compising the panel will be Sales Promotion Executives Association members Arthur Salkin, promo manager, Technicolor Productions; Les McMahon, merchandising-promo director, Herbert Cooper, Inc.; Wesley C. Cameron, ad-sales promo manager, Ingram Paper Co., and R M (Dick) McEntyre, sales promo manager, Mobil Oil Co., who will be moderator.

Titled "Creative Merchandising and Marketing," the session is the fifth in a series of workshop meetings sponsored this year by the Hollywood Club. Panelists speak for five minutes each, with the rest of the session devoted to questions and answers. General chairman of the sessions is Oliver H. Crawford, of TV Guide.

## Phila. Outlet Sets Airing Of Medical Care Debate

Philadelphia — The King-Anderson bill, advocating medical care for the aged through Social Security, will be debated Sunday on WCAU-TV's "Doctor" program between an AMA representative and an HEW undersecretary.

Dr. Benjamin Harer will present the case of the American Medical Society, and the Department of Health, Education & Welfare will be represented by Ivan E. Nestingen. Two previous programs on the subject drew extensive viewer response.

# FINANCIAL

(May 3)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	17 1/2	17	17
48-PT	35 1/2	35	35 1/2
A. T. & T.	125 1/2	124 1/2	125 1/2
AVCO	24 1/2	24 1/2	24 1/2
CBS	40 1/2	40 1/2	40 1/2
Columbia Pic.	21 1/2	20 1/2	21 1/2
Crow Coll.	37	35 1/2	35 1/2
Decca	46 1/2	46	46 1/2
Honey	35	34 1/2	34 1/2
East Kodak	109 1/2	107	108 1/2
Gen. Elec.	43 1/2	42 1/2	43 1/2
Hessline Corp	23	22 1/2	22 1/2
Magnavox	44 1/2	43 1/2	44 1/2
MCA	58 1/2	58 1/2	59
M.G.M.	42 1/2	41 1/2	42 1/2
Nat. General	7 1/2	7 1/2	7 1/2
Paramount	48 1/2	48 1/2	48 1/2
Flough	7 1/2	7 1/2	7 1/2
RCA	58 1/2	58 1/2	58 1/2
Storer	33 1/2	31 1/2	32 1/2
Toft	1 1/2	1 1/2	1 1/2
20th.Fox	30	28 1/2	30
United Artists	32 1/2	32	32 1/2
Warner Bros.	16 1/2	15 1/2	16
Westinghouse	34 1/2	33 1/2	33 1/2
Zenith Radio	68 1/2	65 1/2	67 1/2

AMERICAN STOCK EXCHANGE		
Capital Cities	16 1/2	16 1/2
Desilu	9 1/4	9 1/4
Esquire Inc	1 1/4	1 1/4
Filmways	7 1/2	7 1/2
Movielab	1 1/4	1 1/4
MPO	1 1/2	1 1/2
MTA	1 1/2	1 1/2
Reeves Sound	1 1/2	1 1/2
Screen Gems	1 1/2	1 1/2
Technicolor	1 1/2	1 1/2
TelePrompTer	1 1/2	1 1/2
Trans-Lux	1 1/2	1 1/2

## \* OVER THE COUNTER

Jerrold	7 1/2
Meredith	30
Metromedia	14 1/2
Official Films	1 1/2
Siranton	7
Sterling	1 1/2
Transcontinent	9 1/2
Wamacco	2 1/2

\* Courtesy of National Association of City Dealers

## Edw. G. Robinson Talks Of World Health Org.

Edward G. Robinson stars in "The Murderess," a true-life turette of the World Health Organization's anti-malaria work on tomorrow's edition of "Around the World."  
WOR presents "Around the World" each Saturday in the public interest. It is produced by international staff of United Nations Radio.

## Andre Previn Is Soloist In Philharmonic Concert

Leonard Bernstein will conduct and Andre Previn will be soloist on the CBS Radio broadcast of the New York Philharmonic May 12. Previn will be heard in the Shostakovich P. Concerto No. 1. James Fugate music commentator and the mission host for the concert.

# 18 Radio Outlets Air Collins' Kansas Talk

## Broadcasters Form Largest State Web For Hays Convention

Hays, Kan. — NAB president LeRoy Collins will be the principal speaker tomorrow at the Kansas Association of Radio Broadcasters two-day convention.

His address will be carried on stations of the KARB network, the largest radio network ever assembled for one program in the state. The broadcast also will include announcements of the Advertiser of the Year award-wins and the winners of the Editorial and Public Service Awards.

### Cox to Be Heard

Other speakers include Kenneth Cox, FCC Broadcast Bureau Chief; Ralph Beaudin, WLS, Chicago, president; Ben Sanders, CD, Spencer, Ia., president; Harold Soderlund, Soderlund Co., Omaha, and Philip B. Gilliam, juvenile court judge, Denver. Talks will be themed to better station operation and sales. Included in business session discussions will be a proposed statewide teletype weather and high-velocity information wire, the new ARB scholarship program, the state fair advertising project and other special projects.

### NAB Code a Topic

A discussion will be held on the "B Code, which, a spokesman said, "is becoming increasingly important to all broadcasters—especially with the new Basis put Code subscription and adherence by FCC chairman Minow in his Chicago address."

## Satellite Bill Is Passed by House, Sent to Senate

A Coast Bureau of RADIO-TV DAILY Washington — After crushing a proposal that ground stations of the international communications satellite system be owned by the private corporation to be set up to own the satellites, the House yesterday passed the bill by a 354-9 vote.

The measure now goes to the Senate, where hearings have already been held and where it is anticipated that the Senate Commerce Committee will act quickly on a measure very similar.

Passage of the bill followed an announcement by the Air Force that TV pictures had been transmitted via orbiting satellite on April 24 and 26. An orbiting balloon was used for the purpose. Transmission was made from Camp Parks, Calif., traveled 1,000 miles and the balloon was bounced back to earth 4,000 miles to the reception point at Westford, Mass.

## Buy Radio Primarily For Big Circulation, R. Eastman Advises

Radio is not really difficult to buy if the people buying it would only understand it better. It is not

oversimplifying the case to state that the medium should be purchased primarily, regardless of product, for maximum circulation. These are the opinions of Robert Eastman, president of the Robert E. Eastman & Co. station rep firm.

At the recent meeting of the Pennsylvania Association of Broadcasters in Pocono Manor, he said the radio medium is so important that top agency management should take steps to insure the fact that employees are not wasting their time on statistical "fint-picking" when their efforts could be better directed along the lines of creative advertising.

"Radio will be more easy to buy," he said, "when creative people once more realize the power of words and sounds and how they can be skillfully applied to paint vivid pictures and stir consumer desire."

### Points to 'Complications'

Pointing out what he termed "some unnecessary complications in radio buying," he said some of these are possibly created by ad agencies which have attempted to apply similar qualitative yardsticks to radio as they have to print in the past.

"The neat statistical package which can be presented to a client on print simply does not fit radio," said Eastman.

## KMSP-TV's Pratt Wins Minn. UPI Pix Award

Minneapolis — Kenn Pratt, KMSP-TV photo chief, has won the UPI Minnesota Broadcasting Award for outstanding news picture coverage of the tragic Anoka Holloween Parade Disaster.

## Babbitt Credits Video Spots for Rise in Sales

TV is credited with producing a good share of excellent first quarter business for B. T. Babbitt, according to its chairman and chief executive officer, Alfred I. Schimpf. He reported that the company has renewed for the third consecutive cycle of minute spots in the Carol Reed Late Weather Show and the AM News Reports on WCBS-TV. Babbitt also is using CBS daytime network and both CBS and NBC nighttime network in minute participations. Agency is Geyer, Morey, Madden & Ballard, Inc.

## Barbershop Singers in Tune for ASCAP

ASCAP will award trophies to the Chorus of the Chesapeake (a Baltimore choral group of some 200 voices) and the Sun Tones (a quartet from Miami), first-place winners in the International Competition of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. (SPEBSQSA). Trophy will be presented at the second of two concerts by the groups Saturday in Baltimore's Lyric Theatre by ASCAP public affairs coordinator James S. Rule and district manager Victor DeCesare.



EASTMAN

## Talbot Sees Montreux Fete As Global Mart for Talent

By PAUL TALBOT

President, Fremantle International

Montreux, Switzerland — The Festival, where 23 shows from 20 countries are screened over a five-day period, gives one a good idea of what's going on in world TV. It would otherwise

require years of travel to learn as much. The overriding impression gained from this concentrated period of viewing shows, all in the category of variety, is that American popular music holds the common denominator for popular entertainment but, in interpretation, it becomes a distinctively local project.

### Eartha Goes Swedish

Winner of the Golden Rose, Sweden's "Cascade," starred Eartha Kitt. Her numbers were standards, sung in English for the most part, but overall production was distinctly Swedish. The highly imaginative sets and effects in the third-prize winner, West Germany's "Too Young To Be Blonde," were altogether European in mood and flavor—the excellent musical score had a Tin Pan Alley beat. Czechoslovakia's second prize was won for "The Lost Revue." It told a simple and delightful story through the musical medium and did not depend as much on Western clefters. Most of the other entries, including Russia's "World of the Dance," contained at least one sequence using American jazz.

### Stresses Market Potential

Montreux's potential as a market place for talent will, I feel, be exploited increasingly in future festivals. Most of the talent seen here was new to the world outside the country in which the individual shows were produced. It would be surprising if at least one new TV star of global status

## Boston Station Honored As 'Friend' of UNICEF

At a UN luncheon today, WHDH-TV, Boston, will receive a "Special Citation to a Friend of UNICEF for Outstanding Service to the Cause We Represent." Ten recently completed documentaries, depicting the work of UNICEF throughout Asia, will be presented to the U.S. committee for UNICEF for world-wide distribution following presentation in New England on the station.

did not emerge from the '62 meeting.

"The Judy Garland Show," entered by CBS, was well received by the jurors but nearly a full-hour devoted to a single star was apparently too specialized for a prize. It won a "Special Mention" along with France's "Do, Re, Mi." There was presumably a breakdown of communications between Montreux, Switzerland and 30 Rockefeller Plaza, since NBC entered a children's show. In addition to being thrown against the world's top high-budgeted night time shows, charming, talented Sharf Lewis was handicapped by a below-standard print and soundtrack.

### Distributors in "Soft Sell"

"Soft sell" is the order of the day for the film distributors. One company had a large exhibit in the lobby of the Montreux Palace Hotel (Festival Headquarters). It was removed after the first day. It mysteriously kept reappearing however until finally some was scribbled across it "MCA GO Home!"

I had shipped a quantity of ashtrays with the company inasmuch as to be placed in the rooms of delegates. However, our European director intervened. There are now for sale 200 ashtrays, crated and delivered in Montreux.

## Counter-Claim Dropped In Al Petker Lawsuit

Robert E. Eastman & Co. sole defendant to file a counter-claim in the recent Al Petker group lawsuit, has announced withdrawal of its counter-claim in order to cooperate with the other defendants and clear the way for settlement of the dispute.

## Avery-Knodel Plugs TvB's Spot Promos

A series of meetings between leading national advertisers, Avery-Knodel and TvB, now underway in New York, is aimed at exposing advertisers to the media and marketing values of spot TV via TvB's new study, "Selectronic Marketing" Representing TvB is Bill MacRae. Al Larson, who made arrangements for the meeting, represents Avery-Knodel sales.

The first such meeting held in New York was with Al Nelson, Spot Supervisor of the Colgate-Palmolive Co. Other advertisers who have seen or will see "Selectronic Marketing" include American Tobacco, American Home Products, P. Lorillard, Lever Brothers, Carter Products, Beecham Products, Corn Products, National Association of Insurance Agents and Avon Cosmetics, the latter "to keep them sold on spot," Larson states.

### Advantages Described

"Electronic Marketing" outlines the advantages of Spot TV over other mass audience media, providing advertisers with necessary "control" and avoiding the "haphazard, seesaw patterns" of magazines and network TV. These "patterns," it is contended result from the choice of media by their popularity rather than by product requirements.

## AIR CONDITIONERS SALE

All Makes —  
— Lowest Prices —

Fedders — G.E. — York  
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Sales — Service —  
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### FREE SURVEY

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By TED GREEN

• • • Leopold Stokowski huddling with Paul Taubman at the Penthouse Club . . . Marlene Dietrich set for a very big TV spec . . . NBC's Mev Griffin and his "Play Your Hunch" go nighttime this Summer . . . Julian Cannonball Adderley gets the "Ben Casey" treatment soon. Adderley once suffered from a brain tumor . . . J. Edgar Hoover's FBI has almost as much technical film on certain subjects as NBC's whole film library . . . Saverio Saridis, the singing ex-cop, due at Detroit's Rooster Tail next week . . . Apartment Huntress Pat Palmer is looking for a tenant for Van Cliburn's old apartment—it has a living room big enough for two grand pianos . . . Society orchestra leader Phil Bennitt also owns one of the largest mail order businesses in the East.

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• • • Songstar Millie Vernon who debuts today at Cafe Leon on W. 44th St., has a big hit Colpix disc titled "The Sweetest Sounds" getting lots of deejay spins across the country . . . Video actress Lorraine Rogers and TV actor Tony Carlyle enjoy twisting at The Roundtable nightclub . . . Desiree Sumara and actor Barry Sullivan have called off their wedding plans . . . Ed Sullivan and his charming wife, Sylvia, are celebrating their 32nd wedding anniversary. (Mazel Tov, Ed) . . . Jerry McGee and The Cajuns, twist musical group who have the current hit waxing titled "Walking," are appearing at The Roundtable nightclub in NYC.

☆ ☆ ☆ ☆

• • • Want to know who wrote the hilarious boxer routine for comedian Bernie Allen? His pal, Rocky Graziano, the former middleweight champ . . . Barbara Streisand, the "Wholesale" secretary, owes a lot to the "PM" show for launching her career. Now they are seeking her for a return, sort of a before and after deal . . . That huge sparkler Faye Emerson wore as Mary, Queen of Scots in "Mary Stuart," the National Repertory Theatre's recent tour, was for real. It's an engagement ring from Boston's Bob Wisel . . . Jerry Orbach, the "Carnival" star who became a proud papa of a bouncing baby boy recently, greeting "How to Succeed" star Robert Morse, who's also a new papa, in Schubert Alley.

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• • • Columbia is releasing eight 4-track stereo tapes, including two Original Broadway Cast recordings—Strouse and Adams' "All American," starring Ray Bolger, and Harold Rome's "I Can Get It for You Wholesale." Additional releases include "Rhythm Sing Along," with Mitch Miller and the Gang; "It's De-Lovely," with Les ("Mr. College") Elgart and his Orchestra; "Breakin' It Up on Broadway!" with The Dukes of Dixieland, and Anita Bryant's "Kisses Sweeter than Wine" . . . Jimmy Miller, son of Bill Miller of "Riviera" fame, was signed by Bob Mersey of Columbia Records. His first release is entitled "Woman or Child" and "Maybe Tomorrow." Mersey thinks that Jimmy will be the next teen-age idol. He is 6-foot-3, a very handsome boy, and a graduate of Miami U.

☆ ☆ ☆ ☆

• • • TeleSynd, syndicators of the Ray Bolger TV show, is aiming its sales at the 168 cities that never aired the show. Although ABC-TV carried the series from 1953 to 1955, their national network was not as strong then as it is today . . . Roy Wilkins, executive secretary of the NAACP, will guest Wednesday on "The Elizabeth Morgan Show" on WJRZ . . . Two new classical tapes are the Tchaikovsky "Concerto in D Major for Violin and Orchestra," Op. 35, with David Oistrakh as the violin soloist and The Philadelphia Orchestra under the direction of Eugene Ormandy, and "Great Duets from Verdi Operas," with Eileen Farrell and Richard Tucker, Fausto Cleva conducting the Columbia Symphony Orchestra . . . United Artists Records planning a big promotion campaign for the Highwaymen's new disc, "Whiskey in the Jar" . . . Steve Lawrence wrote the title song for "Flesh and the Soul" which'll be filmed in Israel.

## Outlets Starts Aid P Listeners Bandwagon

Richmond, Va. — Following storm which almost destroyed island town of Chincoteague, EE contacted the Salvation Army with the suggestion of "adopting" one of the stricken families helping put them back on their feet. But so much money is in from the station's listeners in the Salvation Army decided "adopt" a dozen families, and a month later, money is still being contributed.

## Churchill Group Buys Bartell's KYA, Frisco

West Coast Bureau of RADIO TV — San Francisco — KYA, sold by Macfadden-Bartell, to a radio-TV group headed by Clinton D. Churchill for \$1,000 cash on closing plus additional considerations, pending FCC approval, it was announced by general Gerald A. Bartell.

Started in 1926

Churchill who was VP of BW-AM-TV, Buffalo, sold to Capital Cities Broadcasting Corp., will be president of new ownership company, operating as Golden State Broadcasting, began operations and operates on 5 kw and 1 kw nights.

## Chandelle to Syndicate Southern Title Ball Game

Clearwater, Fla. — The North-South major league ball championship will be as a syndicated TV special the afternoon of May 14 edited to one hour for tele — although WSUN, St. Petersburg, will show the entire that night.

The producer is Charles J. Frisch for Chandelle Productions, New York. Baseball's Frisch and CBS Sportsman Whitaker will do the rest of the game.

First purchaser was WFIX, York, which will air the game June 2, 2-3 PM, in the slot formerly devoted to Yankee-Yankees (the day off).

## OBITUARY

### Bailey Goss

Washington — Bailey Goss, long-time Washington and more sportscaster and TV personality, has succumbed to cancer, resulting from his auto accident with a tractor-trailer truck.

# RCA REVAMPING STUDIOS MAJOR N.Y. OVERHAUL

Modernization of NBC Radio facilities in the RCA building has been begun, which will center all the network's facilities on the fifth and seventh floors and include installation of a new recording studio and control room.

William H. Trevarthen, VP in charge of operations and engineering, is supervising the project, scheduled for completion Oct. 31. The new radio studios, one for the network, one for NBC's "The Ed Sullivan Show," and one for WNBC, are constructed in the new RCA building on the fifth floor. Adjacent to the studio area, tape machines and a news tape area are structurally remodeled. The latest electronic equipment is installed.

The present transatlantic telegraph and overseas broadcast lines, special broadcast lines, long-distance telephone lines and communication within the building will be retained.

## Early Tops Speakers in Antonio SDX

Antonio — James C. Haggerty, NBC-TV news director, will be principal speaker Sunday at the annual awards presentation of the local chapter of the Delta Chi, at the Menger Hotel here. Coit Butler, KONO radio host, is chapter president. Other speakers are Key Herbert, KOV-TV; Rex Stanley, KENS-TV; Ed Franklin and Larry Webb, KSTV; Henry Howell, WOAI-TV; Mathews, WOAL-TV; Clint Lind, KONO-TV; Tom Ellis, KSTV; Russ Mathies, KENS-TV.

## Donahue Is Tapped for 'Skein Sleuth'

Donahue and Connie Stevens will be teamed in a TV series. Donahue joins Warner Bros.' "Hawaiian Eye" show on ABC-TV. He will portray a partner in "Eye's" private investigator firm in the name of Sandy Winfield II, a character role in the "Surf" series. Donahue leaves for Hawaii Monday to film location spots for the series, the first episode to begin in the Fall.

## Newsmen Quiz N.J. Gov. 'Searchlight' Viewers

NBC-TV's "Searchlight" program on Sunday will feature New Jersey Gov. Richard J. Hughes, who will be quizzed on issues concerning his state. The panel includes NBC newsmen Gabe Pressley, Citizens Union chairman M. Bergerman and a member of the New York Press. Ben Hunter is moderator.

## DJ 'Minuteman' Finds City Clocks on Farmtime

Three days after DST went into effect, WJZZ personality, Bob Brown, asked listeners to inform him of locations of public clocks still on standard time. Within minutes people swamped the station's switchboard with 47 calls from Brooklyn, Jersey City, Staten Island and scattered sections throughout metropolitan New Jersey.

## Kiddie Series Set for Fall

Screen Gems has announced sale of its new five-minute children's series, "Pick a Letter," to WBNS-TV, Columbus, O.; WDAF-TV, Kansas City, and KCPX-TV, Salt Lake City. The series goes on the air in the Fall.

Star of the series is cartoonist George Feyer, who will, however, be seen only in the program's opening credits. "Pick a Letter" is an educational series in 26 groups, each of which will cover the entire alphabet. Feyer works out of sight, making animated-line drawings.

Producer-director of the series is Jean-Claude Tramont, under supervision of Herbert Sussan. "Pick a Letter" is now in production in Toronto. Rhymed copy and research are done by Charles Winter.

## Cleveland Outlet Offers Ohio Election Returns

Cleveland—Complete coverage of Tuesday's statewide primary election will be offered on WJW-TV, beginning at 11 PM. Regular reports will be presented at various times, and if any significant race develops aspects of a landslide, other programs will be interrupted to make an announcement.

## Heads FM Committee

(Continued from Page 1)

er and managing director, KITT, San Diego; Henry W. Slavick, general manager, WMC-FM, Memphis, and Harold Tanner, president and general manager, WLDM, Detroit, Mich.

Strouse and Rabell are members of the NAB's radio board of directors.

# McGavren Rep Firm Paced by Sales Rise

The Daren F. McGavren Co. will promote four members of its staff and add another on June 1 to keep pace with the station rep firm's continued sales growth, it was announced by executive VP Ralph Guild.

Guild tops the moves, becoming manager of the company and directing the sales for all of its offices as well as soliciting new stations. Ed Argow, currently Chicago office manager, will become New York sales manager. Ralph Conner will remain assistant sales manager of the New York office.

Mike McNally will shift from St. Louis office manager to Chicago office manager, being replaced in the former post by Tom Sullivan, previously with NBC Spot Sales. Harvey Glor will become Midwest sales rep for the new McGavren Plan and work with Bob Williams, who directs the Plant in New York.

## Basch Reps Bandelier

Basch Radio & Television Productions, of New York City, have been appointed sales representatives for the House of Bandelier, producers of animation and stop-motion films, located in Albuquerque, New Mexico.

# CHANNEL AIDS CRIPPLED TOTS

KMBC-TV Leads Drive  
To Get Help for Nursery

Kansas City — In the first week of April, KMBC-TV launched a station project to raise \$2,800 for the purchase of a small bus for Kansas City's Crippled Children's Nursery. KMBC-TV secretaries, mail room boys, film editors, artists, engineers, studio crew and traffic girls all went before the camera and asked for contributions.

The studio air personalities explained the need on their regular programs.

Station officials elected to defer for one week The Kansas City Life Insurance Co. offer to "make up the difference" and on April 26 concluded the project, accepting the insurance company's check for \$750.

## Dukoff Leaving for U. K.

(Continued from Page 1)

"Fractured Flickers" series Ward is producing for the latter group. Dukoff sold it to ATV last December at which time he also set Ward's NBC series, "The Bullwinkle Show," with both ATV and Granada for viewing by British audiences.

# Jingle Success Story

In the April 30th issue of Sponsor Magazine, in an article entitled "Tip Top Jingle Money Makers," Robert Swanson was accorded praise for recently completed work including Dodge, Pail Mall, Coca Cola, Lucky Strike, Schaefer Beer, Heinz and AT&T.

Results are in for a most recent survey co-ordinating sales increases with the use of effective jingles. The F & M Schaefer Brewing Company has expressed delight with a decided sales increase after the exposure of the current radio and TV jingle performed by Robert Swanson Productions and written by Joe Hornsby, Jim Jurden and Ted German. The increase comes at a time when other beer sales are generally declining. This is positive proof of the effectiveness of a well-planned and produced musical commercial.

Simple? Not so. It is simple only to those who see the final product as a fleeting sixty seconds (or less). For Swanson and his busy staff, some of the following questions must be asked and answered. Is the mood right? Are the words simple and direct? Can they be understood? Is the tempo too fast? Too slow?

These little gremlins do not occur every day of the week, but experienced people like Swanson are prepared for them when they do happen.

Swanson should know. An NYU Music graduate, he further studied under the brilliant theorist, Joseph Schillinger. Swanson has composed, scored, sung and played in enough commercials to move a mountain of products. He has recently completed campaigns for Alcoa, Howard Johnson, and Swanson Foods, in addition to those mentioned above. He is the originator of the Northwest Orient Airlines commercial and has consistently won awards for his commercials during the past 15 years.

The group with which Swanson turns out radio and TV commercials have been associated with him for the same length of time. They are Ginny Gibson, Bernie Klee, Jack Keller and Bud MacKenzie. They are a dedicated, self-critical lot and reflect the renewed interest of talent in turning out radio and TV commercials as an art form. As an added convenience, Swanson Productions has its own recording studio and staff engineer.

## Warner Syndication Directed by Kotler

Warner Bros. is entering the syndication field for the first time for a number of its hour and half-hour TV series currently being aired or just off network. Joining the company to head up the new operation as VP and director of syndicated sales is Joseph Kotler, who will headquarter at Warner's home office in New York. A former Ziv-UA veep, he was with Ziv for 15 years.

### Nine Programs Slated

Hour shows to be syndicated by Warner Bros. are "Maverick," "SurfSide 6," "Sugarfoot," "The Roaring '20s," "Bronco," "Bourbon Street Beat," and "The Alaskans." The half-hour series are two Westerns, "Lawman" and "Colt 45."

Benjamin Kalmenson, executive VP of Warner Bros. Pictures, said his company's decision to enter syndication operation is in response to "an ever-growing number of requests from TV stations across the country," which have been asking Warner Bros. to make available its backlog of series

## Copyright Bill Backed

(Continued from Page 1)

of copyrights, explained that 70 per cent of 47,700 works which would be affected by the five-year extension are music. He said he was for the bill in principle, but objected to the length of the extension.

BMI said passage of the bill would greatly encourage youthful creative talent by convincing them their government cares about them. Herman Finkelstein, appearing for ASCAP, disputed the possibility of a copyright monopoly. He said there could be a patent monopoly, but copyrights are more like property rights.

Harry Ollsson, Jr. of NBC and of the NAB Copyright Committee, appeared for neither, but spoke for himself in opposing the blanket extension of copyrights. He spoke of the constitutional provision giving Congress power to grant copyrights for only "limited periods."

## On-Scene Broadcasts Live Travel Festival

Chicago — Hugh Hill and Art Mercier will broadcast the WBBM evening news program live from the window of a downtown American Airlines ticket office Wednesday and Thursday, as part of the airline company's International Travel Festival. A feature of the broadcasts will be interviews with international guests.

# HOLLYWOOD TELERADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Warner Brothers' "Bugs Bunny Show" has been renewed on ABC-TV for its third season. Warner's now has six series scheduled for next season. The others are "77 Sunset Strip," "Hawaiian Eye," "The Cheyenne Show," and "The Gallant Men," all for ABC and "True," starring Jack Webb for CBS.

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• • • Twentieth Century-Fox Television is planning to jump into syndication with six series set thus far. "Adventures In Paradise" is the latest added to the list. George Shupert is due for a visit next week.

★ ★ ★

• • • Emmy nominees Inger Stevens and Peter Falk will be guests of honor at the awards dinner of the Phoenix chapter of the Academy of Television Arts and Sciences May 12, to present local awards. The pair were nominated for their performances in "The Price of Tomatoes" on the "Dick Powell Show" on NBC.

★ ★ ★

• • • Constance Newland, author of "My Self and I," will guest on Wayne Thomas Show on KHJ-TV May 10 and has been set by Larry Moore for his syndicated "Shangri-La Today" show. Joan Harrison has bought "This Sweet Sickness," mystery novel by Patricia Highsmith for the Alfred Hitchcock series, with filming to start at Revue later this month.

★ ★ ★

• • • Rolling this week at Desilu-Gower is "Death of a Dream" for the hour "Kraft Mystery Theatre" series. Producer Elliott Lewis has set Robert Vaughn and Diane Foster to co-star, with Robert Altman directing. . . . David L. Wolper has signed Robert Reuben, first correspondent to land in France on D-Day, as technical advisor on Wolper Productions TV special, "D-Day." The documentary will be aired on "Du Pont Show of the Week" June 3 on NBC-TV. Reuben, now a hotel owner in Manhattan Beach, represented Reuters and the combined Allied press when he parachuted into Normandy with Gen. Maxwell Taylor.

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• • • Comic Ben Blue has been set by BLII Productions to tape a series of TV spots for the Ohio Oil Co. through N. W. Ayer. Taping will be at Producers Studio, headquarters of the newly formed BLII, which is manned by three former National Screen Service execs. This seems to be the year for Richard Alan Simmons. His teleplay, "Price of Tomatoes," is up for an Emmy and he has a deal cooking for a feature picture to be made of "The Prison," the first of the "Dick Powell Show" segments to be aired next season.

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• • • Comic Arnold Stang, fresh from an important role in "The Wonderful World of the Brothers Grimm," will produce, direct and act in a new outdoor TV series to be shot in color starting in late July. . . . Nicholas Avenetti, personal representative of Rudy Martin, the singing barber, is off to London, Paris and Rome to promote Martin's first record on the Crystalette label and to set up foreign distribution. . . . Bruce Doll has rejoined the L. A. office of BBD&O as media director. . . . Riviera Manufacturing Co. is backing its new Riviera Twins with a \$250,000 ad campaign. Sponsorship of movies and heavy spot schedules have been set on KHJ-TV, KTTV and KTLA. Riviera has also bought sign-on and sign-off spots on all three stations. All commercial material was taped at KTTV. Winston Advertising is the agency.

## Prince Philip's Address Gets Nat'l CBC Coverage

Special To RADIO-TV DAILY

Toronto — The opening address by Prince Philip to the Duke of Edinburgh's Second Commonwealth Conference, May 14, will be carried on CBS-TV and the Trans-Canada Radio Network. The address, to be given at Montreal U., is on the "Human Consequences of the Changing Industrial Environment."

## Miss Hayes, Kaye, Weaver Get Inter-Faith Awards

Boston — WNAC-TV will telecast highlights of the 25th annual dinner here of the Massachusetts Committee Catholics, Protestants and Jews, replacing "My Offspring" and Jews, Thursday, replacing "My Three Sons" and "Third Man." Helen Hayes, Catholic; Danny Kaye, Jewish, and Dr. Robert C. Weaver, Protestant, will be honored for distinguished service to their fellow Americans.

## Amer. Film Fest Offers Blue Rib To CBS, NBC and

CBS News, NBC News are among 42 Blue Rib award-winners named in the fourth annual American Festival recently at the more. CBS News was "The Burma Surgeon" awarded for CBS's TV's "21st Century" and the Association Films, NBC for "The Real West" project 20," which it produced. NET won Master Class: Program rak," produced by Nat

### Drawn from Many

Over 1,200 16 mm producers, distributors viewed the entries in 12 rooms over the three days, with festival coming from 29 states, as far away as England. There were 309 films and strips nominated in 30 categories. Sponsor of the event, Educational Film Library, tion.

## Ferguson Program At Storer's WAGA-TV

Atlanta — James K. former program director CT, Memphis, has been program manager at W. The Storer station here places Horace P. WAGA-TV operations who was transferred to a similar capacity to a subsidiary, Storer Program which is operator of W. York.

## Fordham Business Charting 'Way to G

The Rev. James S. J., business manager ham U. will lead off on "Brothers in the God" on WCBS-TV's "Go" on Sunday. The explore the reasons why Jesuits enter the Brother describe their training program. Ormond Drake is the program.

## 'City Reporter' Ruth Scoops Up News A

Ruth K. Hill, WEVD's reporter personality, has been a citation for her "out coverage of local news" Commission on Human She is the producer-writer of the popular program cast from the UN.

## Disk Spinning

Maxin. MGM Records will be honorary guest at the May 15 dinner of the Philadelphia chapter of the American Women in and TV at that city's Hotel. His topic will be "The Culture of the Record." About that time, MGM's "Kildare" star, Richard Widmark, will debut on MGM with his program's theme.

Capitol Corp. record division has appointed Mike Lipman as its new general manager. Mike Collier writes with London Records.

musical "Half-Past Wednesday" based on the Brothers Grimm fairy tale. "Rumpelstiltskin" has been recorded by Sam Phillips Co. and is being made available to record companies for national distribution by Regal Sounds Corp. has appointed Elliott Lawrence as music director of a children's series, "Sounds of Knowledge." United Artists Records will add a new children's line with the "Orchestra and Story" series on some of the own tales.

Palmer has been named president of Bill Grauer Productions. The firm manufactures and releases its products in S. on Riverside, Jazzland, Highland, Washington, Offbeat, and Battle labels. N. V. Co. handles world distribution.

International has named West European operations director to introduce the new records label. Michael Verbeke has been appointed promotional merchandising services director. CRI International success West. Columbia Records recorded the off-Broadway production, "Brecht on Brecht."

## Mini Outlet Stretches Coverage Area

WBW-TV news director Jack Gregson has announced that the news department has a full-time Broward-West Beach County news bureau. John J. McFadden as correspondent. WBW-TV has purchased 12 minute radio news programs. Ask on WGBS to promote its news, weather and sports bulletins.

## AP Radio-TV Ass'n Nominates Directors

The nominating committee of The Associated Press Radio-TV Association has announced eight candidates to fill four vacancies on the board of directors. The election will be conducted by mail ballots, which must be cast before midnight on July 27. Four of the present nominees are incumbents.

Nominees by district are as follows:

**Eastern** (one director to be elected for four years representing stations of more than 10,000 watts): Tom Eaton, news VP, WTIC, Hartford, Conn. (incumbent); George Brown, news director, WOR, New York. **Southern** (one director to be elected for four years representing TV stations): Dwight Martin, VP-general manager, WDSU-TV, New Orleans. (incumbent); Ralph Nimmons, station manager, WFGA-TV, Jacksonville.

### Schmidt Incumbent

**Central** (one director to be elected for four years representing radio stations under 1,000 watts): Bob Schmidt, general manager, KAYS, Hays, Kan. (incumbent); J. M. O'Hara, general manager, WMAN, Mansfield, O.

**Western** (one director to be elected for four years representing radio stations from 1,000 through 10,000 watts): Richard O. Lewis, president-general manager, KTAR, Phoenix (incumbent); Tom Bostic, general manager, KIMA, Yakima.

## Export-Controls Rebuffed In Talk by Dr. Stanton

(Continued from Page 1)

concerned, not with our reputation alone, but with an honest, undoc-tored revelation of our character."

Anything else, he contended, is "mischievous doctrine, not only

"The free world has no use for communist journalism because it tells us only what they want us to know. I have great hopes for American journalism—particularly electronic journalism in the new satellite era—because we are free to go before the world—not as the arm of a dictatorial government—but as wholly free to report and discuss the bad as well as the good."

because you never know where to draw the line but because it is intrinsically wrong. We cannot stand for freedom of communications, and then qualify or departmentalize it. . . . We would fool no one but ourselves."

## 30 Days in Month of May 30 Radios Given Away

May is National Radio Month, and WABC is observing the event by giving away one radio every day in the month to shut-ins, hospitals, orphanages and various worthy groups or individuals who don't have any.

## Economee's 'Patrol' Snares High Ratings

Economee Television Programs' "Highway Patrol," starring Broderick Crawford, is nearing a sell-out situation in all markets of three or more stations, according to Pierre Weis, Economee general manager.

Weis cited WREC-TV, Memphis, where the show, on a six-a-week basis, is averaging a 49 per cent share-of-audience for the week, with highs of 55 per cent and 57 per cent for Wednesdays and Fridays. The Nielsen ratings average 30.9.

Other high ratings are at WGR-TV, Buffalo, where it has a 17.1 Nielsen rating and a weekly audience share of 37 per cent, and at WDAF-TV, Kansas City, where it has a 38 per cent share-of-audience as well as a 15 Nielsen rating.

## Senate OKs M. Novik As U.S. Info Advisor

Washington Bureau of RADIO-TV DAILY — Washington — The Senate has unanimously confirmed President Kennedy's appointment of M. S. Novik as a member of the U. S. Advisory Commission on Information.

Novik replaces Dr. Mark A. May, professor emeritus at Yale U., former chairman of the commission. New chairman is Leonard Reinsch, appointed to the commission last year.

Novik, a veteran of broadcast-ing, has been a public service consultant to commercial operators and the AFL-CIO since 1946.

## WVIP's Denison Joins NAB as a Field Rep

Washington Bureau of RADIO-TV DAILY — Washington — Spencer Denison, station manager and sales manager of WVIP, Mt. Kisco, N. Y., will join the NAB staff as a field rep on May 14. He will represent NAB in districts 11 and 14, which comprise all of Colorado, Idaho, Minnesota, Montana, New Mexico, North and South Dakota, Utah and Wyoming.

Denison formerly was a salesman and sports director for WHLS, Port Huron, Mich., and manager of WMDN, Midland.



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**DUNNAN & JEFFREY, Inc.**

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PLaza 7-9500

MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

## Canada TvB Offers Facts

Sp. at 1 RADIO TV DAILY

Toronto — TVBASICS, a hand-book of facts on the scope and dimensions of Canadian TV has been published by the Television Bureau of Advertising of Canada.

The 44-page booklet, written in both French and English, is the first comprehensive factbook devoted entirely to TV to be published for national distribution.

Designed as a quick reference guide for advertisers and agencies as well as time salesmen, TVBASICS tables the growth and saturation of the medium from 10 per cent of Canadian homes in 1953 to 89 per cent in 1961.

## 24-Hr. Show Piloting WJR Back 40 Years

(Continued from Page 1)

have been accorded "Port Master" John F. Patt, board chairman of the Goodwill Stations. Coincidentally, he will be celebrating his 40th year in broadcasting, having started his career as a radio announcer in 1922.

WJR's forerunner, WCX, started broadcasting May 4, 1922, with studios in the old Fice Press Building, then owned by the Detroit Free Press. WJR shortly after started sharing the frequency with WCX, and in Dec., 1928, acquired all WCX assets.

Goodwill Stations, Inc., now includes WJRT-TV Flint, Mich., and WSAZ and WSAZ-TV in Huntington-Charleston, W. Va.

## KFJZ, Ft. Worth, Joins Mutual Net on Monday

Affiliation of KFJZ, Fort Worth, Texas with Mutual Broadcasting System, effective Monday, was announced yesterday by Charles W. Godwin, network station relations, VP.

Gene L. Cagle is president, Texas State Network Inc., and owner of KFJZ, a 5,000-watt facility.

**John Griffin to Reveal His World to MBS Ears**  
"The World of John David Griffin," syndicated columnist for the New York Daily Mirror and Hearst Headline Service, will be heard over MBS beginning Sunday, May 13. Robert F. Hurleigh, network president, said yesterday. The program, sponsored by Philip Morris, will cover show biz, in Hollywood, New York and abroad, reviews of new films, plays and books. Griffin will interview entertainment and political greats.

## AGENCY NEWSCAST

By SHELBY COOPER

Gardner Advertising, St. Louis, has created a new radio program for Pet Evaporated Milk, scheduled to kick off June 4 in major areas throughout the country and particularly aimed at the Negro market.

The program, titled "Showcase," is being produced by Gardner in cooperation with Johnson Publications, publishers of Ebony and Jet magazines. The show will run 15 minutes, three times a week, and present a quality potpourri featuring Negro performers and guests. On one of the first programs, Nat King Cole will appear and discuss his early life and struggle to reach the top of show business.

G. Murray Greer has been promoted to advertising director of Rexall Drugs, succeeding John Hart, promoted to merchandising VP. . . . Christy T. Allen has been named head of Southwestern regional operations of BBDO, in Dallas.

Arco Machinery, distributors of coin-operated dry-cleaning equipment, have signed with Metlis & Lebow. . . . Pudeco Advertising has been appointed agency for Steven Laboratories, St. Louis. Raymond A. Betuel has been elected a VP at Foote, Cone & Belding, and Elwin Fishman has been pro-

## Net Skeds Special 'Accent' for Summer

CBS-TV's Sunday-afternoon "Accent" will move to a Thursday-evening time slot for the Summer, beginning June 7.

The new "Accent" series, to be produced by Don Kellerman and titled "An American Summer," will roam the nation in a number of remote broadcasts from various festivals and holiday and historic sites Kellerman will endeavor to present a picture of American life in its past and present, with conjectures as to the future.

The network's Summer schedule of public affairs broadcasts will also include four special hour-long programs in late Thursday evening periods. These will deal with a musical experiment, a look at American poetry, thoughts and philosophy of a well-known person presented in a new TV form, and an evening version of "Calendar."

## Parker Joins Rep Firm As TV Account Exec

Chicago — James R. Parker has joined the Peters, Griffin, Woodward station Rep firm as a TV account exec. For the last four years he has been on the sales staff of WBBM-TV here.

## Thought for Today

"I know of no one more that would do more to encourage national advertisers to devote more of their budgets to radio (than use at every station of a single rate card). Let us make it easy for them to buy this great and dynamic medium and, after they make the purchase, let us have them feel confident in the buy they have made. This cannot be done if we operate on a double set of standards."

—Ward L. Quaal  
General Manager, WGN-TV, Chicago

noted to associate director of research.

Ridgway, Hirsch & French, St. Louis, has been appointed agency for Westview Realty. . . . Borden Milk has named Young & Rubicam to handle its Ready-Diet. . . . Herbert I. Haft, Leonard Saffir and Arthur B. Siegel have formed their own ad and pr agency here, with affiliates in Miami, Denver and San Francisco.

## SMPTE Plaque to E. M. I. For Convention Service

Hollywood — The first plaque ever awarded by a convention of the Society of Motion Picture and Television Engineers for "the outstanding display and exhibition of the convention" went yesterday to E. M. I.-U. S., a division of Capitol Records. E. M. I. markets TV station and closed circuit and broadcast equipment for industrial as well as for educational use.

## Lucy-Desi Hr. Specials To Sub for Danny, Andy

"The Lucy-Desi Comedy Hour" selected rebroadcasts of Lucille Ball-Desi Arnaz hour specials, will be the Summer replacement for "The Danny Thomas Show" and "The Andy Griffith Show" on CBS-TV, starting July 2. General Foods Corp., via Benton & Bowles, will sponsor the 12-week series.

Danny Thomas and his TV family — Marjorie Lord, Rusty Hamer and Angela Cartwright — guest in the initial episode titled "Lucy Makes Room for Danny Thomas."

NEW YORK SOLD  
Only a few mezzanine places

AWARDS LUNCHEON

1962 AMERICAN  
TV COMMERCIAL  
FESTIVAL

GRAND BALLROOM  
WALDORF-ASTOR  
NEW YORK CITY

Friday, May 19

Presentation of Awards and  
ing of top film and videotape  
tions from 35 Product Companies  
by prominent advertising  
on five regional TV Councils

Workshop on Trends  
& Techniques

10 A.M. to 12 Noon  
Cocktails . . . Exhibits

EXTRA! Stan Freberg!  
"Art For The Sake of  
PREMIERE! "Hearst  
Film Review of the Year"

Regional Festivals  
to follow:

May 11th — Sheraton-City  
May 16th — Park Plaza  
June 7th — Sheraton  
June 13th — The Beverly Hills

Ad Clubs, Agencies, Advertising  
Production Companies  
wishing to book the Workshop  
Top 200, or any of the 25  
Category Reels or to arrange  
workshops, contact

THE AMERICAN  
TV COMMERCIAL  
FESTIVAL

Wallace A. Ross, Director  
40 East 49th Street  
New York 17 — EL 5-1111

NEW YORK SOLD  
Only a few mezzanine places



Established Feb 1946

L 90, NO. 87

MONDAY, MAY 7, 1962

TEN CENTS

## TALENT TV AD FEES TOO HIGH?

### Arnoff Reopens Campaign to Bury Equal Time Proviso

Although both Senate and House committees recently advised that repeal of 315 would be premature at this time, broadcasters intend carrying forward a relentless fight against equal-time provision for political candidates.

A setback blow in the cause was struck Friday when Robert W. Arnoff, NBC general chairman, in Minneapolis where he received the first award presented in 42 years by the League of Women Voters of the U. S. honors came to him for NBC-TV's "Frontal Classroom" and for outstanding contribution to public affairs.



SARNOFF

Arnoff, NBC general chairman, in Minneapolis where he received the first award presented in 42 years by the League of Women Voters of the U. S. honors came to him for NBC-TV's "Frontal Classroom" and for outstanding contribution to public affairs.

### Yakima and Mobile

**ETV Approvals**  
Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has approved a new noncommercial TV station on U Channel 47, to be operated in Yakima, Wash., as the local school system. Alabama ETV has applied for new station on U Channel 42, in Mobile.

### Rep. Rogers' Appearance Makes SRA a 'Hot Ticket'

A record crowd will be on hand for the SRA Awards Luncheon Tuesday at the Waldorf-Astoria, according to Edward Codel of the state agency, chairman of the awards program. He said the appearance of Rep. Walter E. Rogers (D., Tex.) as guest speaker has created a big demand for tickets among broadcasters, station reps and ad execs.

### NIGHTLY 90 MINS. FOR STEVE ALLEN

Steve Allen will return to TV June 25, as the star of a new, nightly 90-minute series "The Steve Allen Show," to be produced by Westinghouse Broadcasting Co. Originating from Los Angeles, it will be on tape, Monday through Friday at 11:15 pm on the five WBC stations and other markets via syndication.

WBC president Donald H. McGannon revealed the base of the new series will be comedy. "Lively discussion, information and educational material will be included, but framed by what essentially is an entertainment show."

### 1/2 Mil.-\$ Suit Filed On O'Keefe Vidfilms

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Cypress Productions, Inc. has filed suit in Superior Court for \$500,000 against United Artists Television, Inc., charging failure to use best distribution efforts on behalf of 35 TV films of the "Dennis O'Keefe Show."

The complaint has asked the court to declare that the defendants, including five unnamed "Does," do not have the right to distribute the films. Cypress wants immediate possession of negatives, prints and ad matter, together with an assignment of all agreements involving distribution by sub-distributors.

### Steel Does It Again—Stockholders Meet Barred to Radio, TV

U.S. Steel again offered an explanation of "not enough room" as it slammed the door to the stockholders meeting today in the faces of broadcast newsmen.

A company spokesman told RADIO-TV DAILY some 3,000 stockholders were expected and that three large tables would be provided for the press, but there just "wouldn't be room enough" for TV cameras or any form of sound equipment whatsoever. He insisted.

(Continued on Page 9)

### Transcontinent Board Elects Bill Bates a VP

Kansas City—William A. Bates, general manager of WDAF-AM-FM-TV, has been elected a vice president of Transcontinent TV Corp., owner and operator of the stations. His election was announced by David C. Moore, Transcontinent president, following a board meeting.



BATES

Bates has been WDAF properties g.m. since 1958, which he joined two years previously as an announcer.

### Residuals Add 50%, Scare Off Agencies, TvB Chief Advises

Talent is pricing itself out of the chance for a much more substantial slice from the annual \$600-million-plus pie filled with national and regional video spot commercials, according to the TvB.

As a result, creative people have been forced to use other devices to sell an advertiser's goods or service, RADIO-TV DAILY was told.

"Agencies are reporting as much as a 50 per cent increase in talent charges due to the high residual costs which," TvB president Norman E. Cash said, "can only reduce further the number of people employed in the making of TV commercials."

He added: "In the next negotiations, I hope the full membership of the (Continued on Page 9)

### St. Louis 'Emmy' Group Takes Air to Tell Aims

St. Louis — Charter officers of the city's new "Emmy" organization will appear in KSD-TV's Charlotte Peters show Friday, to describe their group and discuss its aims. President is Mark Russell, of KMOX-TV.

### George Cyr to Appear At Interfaith Institute

Houston — WNAC-TV's program director George Cyr will participate in an inter-faith "TV and Radio Institute for Clergy," May 15 at the M.L.T. faculty club here.

### NBC 'Springs' Godfrey From CBS for 'Tonight'

CBS-TV has granted Arthur Godfrey a waiver to appear as host on NBC-TV's "Tonight" show for one week beginning Sept. 24. NBC said Dave Tebet, TV talent relations vp, negotiated two months for the arrangement. Godfrey will fill the spot two weeks before it is taken over by regular host Johnny Carson.

### Pity the Poor British DeeJay! 'e's Lost 'is Right to Pick 'em

Special To RADIO-TV DAILY

London — The BBC has told its deejays they will no longer be able to pick records for their programs. Instead, the BBC Gramophone department will make the selections. There are two reasons for the new and revolutionary move. First: to beat the song pluggers. Second: to ensure better-balanced programs.

Says a leading song-plugger (quoted in a London evening newspaper): "The BBC is killing the disk jockeys' personalities. Why have them any more?"

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**MARVIN KIRSH** : Assoc. Publ.-Gen. Mgr.  
**J. MARINE PERLES** : Editor

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 Executive 3-4808

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## Baltimore TV Focus On Maryland Primary

Washington Bureau of **RADIO-TV DAILY**  
**Baltimore**—WJZ-TV is planning extensive coverage of the Maryland state primary elections May 15.

Keith McBee and Claire Beach will head the station's news staff at election headquarters in the main ballroom of the Emerson Hotel. Remote broadcasts will be set up from other coverage points and campaign headquarters. Coverage will begin at 6 PM with reports at various times, and will be constant from 11:15 till the last returns are in.

## KHJ Marks 40th Year

Washington Bureau of **RADIO-TV DAILY**  
**Hollywood**—KHJ, born as a five-wattler in a 10 by 12-foot room on the roof of a now demolished downtown building, marks its 40th anniversary this year.

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

## 5 Outlet Transactions Gain FCC's Approval; Bartley Dissents on 4

Washington Bureau of **RADIO-TV DAILY**  
**Washington**—The FCC has approved sales of WFOR, Hattiesburg, Miss.; WAGE, Leesburg, Va.; KTOB, Petaluma, Calif.; 30 per cent of WNOH, Raleigh, N. C., and KUTY, Palmdale, Calif.

WFOR was sold by Sheridan, Inc. to Newfort, Inc., for \$120,000 and agreement not to compete within 25 miles until a note for \$90,000 representing balance of the \$120,000 is paid in full. WAGE was sold by William T. Stubblefield to Radio WAGE, Inc., for \$121,356 and agreement not to compete within 25 miles except for Washington, D. C., metropolitan area. Commissioner Bartley dissented to approval of this one.

KTOB was sold by Lloyd Burlingham to William T. Stubblefield for \$115,612, plus \$5,000 for agreement not to compete within 50 miles for five years; and again Bartley dissented.

### Gallagher Seils 30%

John P. Gallagher sold 30 per cent of his interest in WNOH for \$5,380 to Derwood H. Godwin, Norman J. Suttles and Belia S. Bowers, with chairman Minow and Bartley dissenting to approval of the transaction. The remaining commissioners specified that in the light of FCC policy on CP sales, Gallagher's remaining stock interest may not be transferred under option or otherwise without prior FCC approval.

KUTY was sold by Harold C. Singleton to Sherwood J. Tarlow for \$60,000, including agreement by Tarlow not to become connected with another radio station within 30 miles for four years, and Bartley was once more a lone dissenter.

## Phila. Radio, TV Cover Ike, Union League Fete

Philadelphia — Ceremonies honoring former President Eisenhower and marking the 100th anniversary of the Union League will be carried live May 14 on WFIL and WFIL-TV. The ex-President will receive the league's gold medal.

## Arkansas Blueprints Rally

Brinkley, Ark. — The Arkansas Broadcasters Association board will meet May 19-20 at Mt. Petit Jean to plan the Fall meeting scheduled for Aug. 24-25.

Ted Rand, general manager of KDRS, Paragould, will serve as program chairman for the meeting. Don Whitney, general manager of KOSE, Osceola, will again be in charge of door prizes. Board members currently are accepting suggestions for topics to bring up at the meeting.

## COMING AND GOING

GIL STRATTON, KNXT sports director, returns to L. A. today after covering Kentucky Derby in Louisville.

JOHN C. GILMORE, Community Club Awards, Inc. president, has left to attend CCA bid-off at KAOI, Teaneck, to interview sales reps in Dallas, and for conferences at KBOX, Dallas, KBGO, Shreveport, and WDSU, New Orleans.

MARSHALL STONE, Filmez, Inc. executive producer, to Ft. Lauderdale production office for Parliament commercial filming.

DICK CHAMBERLAIN has arrived in town from Hollywood on vacation.

DAVID BRINKLEY, TED YATES and STUART SCHULBERG of NBC's "David Brinkley's Journal," in Guantanamo Naval Base, Cuba, filming "Cuanto's Curtain."

ALFRED L. MENDELSON, general sales manager of Elliot, Unger & Elliot, commercial division of Screen Gems, has left on a sales trip to Chicago, Detroit and Pittsburgh.

JOHN L. KOUSHOURIS, VHF, Inc. vp of operations, and EDWARD J. KEADY to Washington D. C. on business.

TED ROSENBERG, King Features Syndicate director of TV sales, on a sales trip to Chicago.

PAULINE FREDERICK, NBC News U. N. correspondent, in Columbia, Mo., to receive U. of Missouri Honor Award and to speak at the U. S. Journalism Week banquet.

## Harvey Hits Lectern Road

ABC newscaster Paul Harvey will appear at a number of speaking engagements before civic, social and educational institutions around the nation this month.

Yesterday, he spoke before members of Lodi Academy of Lodi, Calif., and on May 15 he will address members of the Shreveport Medical Society.

On May 18, he will address a group in Grand Rapids; on the 20th, he will speak before members of Walla Walla College; on May 26, he will address the Jaycees of Pueblo, and on May 28 he will attend and speak at the Union U. commencement exercises, Jackson, Tenn. He will also receive an honorary degree there.

## Fassett Starts His Tour Of European Concert

James Fassett is en route to Europe for his 14th annual tour to tape orchestral concerts, operatic performances, choral and solo vocal recitals and interviews with music personalities at major music festivals, for presentation on CBS Radio during the coming Summer.

The tapes will be heard on CBS Radio's "World Music Festivals," at intermission during New York Philharmonic concerts and on other programs.

## Meet Him in St. Lou

St. Louis — Theodore Bikel folk-singing star of TV, Broadway and motion pictures, will appear here on Saturday at the Kie Opera House.

Effective May 1

## THE FRIENDLY GROUP

(Division of Rust Craft Greeting Cards)

changes its name to

## RUST CRAFT BROADCASTING CO.

and moves its New York National Sales Office to

## Canada House

680 Fifth Ave., New York 19, N.Y.

## JU 6-5510

LEE GAYNOR  
 National Sales Manager

FRED WEBER  
 V.P., Planning and Development

WSTV-TV (Ch. 9)  
 Steubenville, O.

WBOY-TV (Ch. 12)  
 Clarksburg, W.Va.

WRDW-TV (Ch. 12)  
 Augusta, Ga.

WRGP-TV (Ch. 3)  
 Chattanooga, Tenn.

KODE-TV (Ch. 12)  
 Joplin, Mo.

FOR PEOPLE WHO KNOW WHAT THEY WANT!

# Zenith presents the world's most powerful, most beautiful, most exciting portables!



Now enjoy the big pure tone of FM outdoors—on America's first all-transistor portable FM/AM radio! Super-sensitive, drift free reception; powerful 7 x 5 inch speaker, clear, static-free tone! Plays up to 300 hours on low cost flashlight batteries. Three built-in antennas: FM dipole antenna (extends 3 ft.), concealed FM antenna, Zenith Wavenight™ AM antenna. Zenith Trans-Symphony, in black Perma-wear covering, brushed aluminum and chrome plate trim. Model Royal 2000, \$149.95\*+.

Powered to tune in the world! The world renowned 9-band, all-transistor Trans-Oceanic short wave portable radio! Tuned to—but never equalled! Receives both short wave and standard broadcasts—even navigation signals and FAA weather reports. 9 super-sensitive wave bands. Black Perma-wear Covering with chrome and Roman gold color trim. The Royal 1000D, \$275.00\*+. 8-band Royal 1000, \$250.00\*+.

Announcing an exciting new portable radio for boaters, flyers and sportsmen—the all-transistor, 3-band Zenith Super-Navigator! It not only receives FAA, marine weather—storm warning and navigation bulletins—but also serves as a stand-by emergency navigation instrument! Super-sensitive reception on LW, SW and standard bands! Plays up to 300 hours on low cost flashlight batteries. Genuine top grain black cowhide cabinet, with metal grille. The Royal 700Y, \$99.95\*.

QUALITY BUILT IN AMERICA  
BY SKILLED CRAFTSMEN

 ZENITH RADIO CORPORATION,  
CHICAGO 39, ILLINOIS. IN  
CANADA, ZENITH RADIO COR-  
PORATION OF CANADA LTD., TORONTO, ONT.  
The Royalty of television, stereophonic high fidelity  
instruments, phonographs, radios and hearing aids.  
44 years of leadership in electronic electronics.  
\*Manufacturer's suggested retail price. Prices and  
specifications subject to change without notice. †Price  
includes batteries.

# ZENITH

The quality goes in  
before the name goes on



AUGUST 21

On August 21, we will premiere "Across the Seven Seas" in Los Angeles (KRCA-NBC) and the top 10 West Coast markets.

I believe that within 90 days thereafter, every travel-adventure program known to television will be as dated as high button shoes.

This belief is based on these format features:

- 1) The travelogue TALKS! (Yep, just like Garbo!)
- 2) "Across the Seven Seas" is not one series, but THREE unusual formats under the same framework.
- 3) The series is based on IDEAS. It is not important WHERE we are, but rather, what is HAPPENING there.

Those of you who are familiar with travel-adventure programming will, I think, feel as excited as I do about what is in store. Only you "vets" of this kind of programming know what I mean when I say: We're going back to the glorious days of "I Search for Adventure" — when that sleeper thoroughly waxed many of the top network shows on TV. (Including, in some markets, "I Love Lucy" and "Ed Sullivan" at a time when these giants ruled the roost.)

Those of you who are unfamiliar with travel-adventure programming won't understand any of this, in which case, I offer my apologies for having wasted your time with this perusal.

Thank you.

—JACK DOUGLAS

Advt.



By TED GREEN

... N. Y. City Council President Screvane makes his second broadcast Report via municipal broadcasting facilities Wednesday. will be on Ch. 31 (WUHF-TV) at 7:30 PM, with WNYC-AM-FM, carry the radio report at 8:30 ... Lester Cooper mulling over offer to go to the West Coast with the Steve Allen show, with which Westinghouse is replacing "PM." ... Melva Niles Barboroka, wife of Clifford J. Barboroka, Jr., president of the Better Broadcast Bureau will be the featured singer at the Annual Mother of the Year award luncheon at the Waldorf-Astoria tomorrow ... How come ABC-TV doesn't have Ann Morrissey, their feature reporter, steadily on TV? That's where this talented gal belongs.

☆☆☆☆

... Meet: Nina Paige, who decided to become an actress at the age of 2, came to New York with her family when she was 11 and got her first part in a movie the same year in "A Woman's World" for Paramount. After attending Performing Arts High School and Quintano's Professional School in New York City, she worked with Jonathan Winters on his TV show, and "Naked City," the "Mike Hammer" series, "Adventures of Willie," with Robert Morse (TV pilot film), "The DA's Man" and many more. Nina was featured in "Hey let's Twist," currently in release for Paramount, and has just been signed for the new Harry Roman Production for Paramount, "Two Tickets to Paris," starring Joey De and Gary Crosby. Nina is represented by Top Ward of Ward-Kemp Agency.



PAIGE

☆☆☆☆

... It was a big Las Vegas Nite celebration the other PM at the Carriage Club, all for the City of Hope Cancer Fund. The big winners (\$2,940) were Filmways VP Bob Winkler (one of the nicest guys in the industry) and his very talented and beautiful wife, Rhoda Mann. They cashed in their play money for the first-prize round-trip air tickets to Bermuda via Eagle Cunard Airways. ... TV-film actress Anita Louise and her new hubby, Henry Berger, will honey-moon in Paris ... "Crying" comedian Rip Taylor scored such a big hit on the Ed Sullivan CBS-TV show the other Sunday, he was signed by the variety program for five more stints for next season ... Songstar Connie Francis has been chosen the "Queen of The Venice Song Festival" and will hostess the annual affair in Venice, Italy on Saturday and Sunday. The songstar's MGM disks are top sellers in Italy.

☆☆☆☆

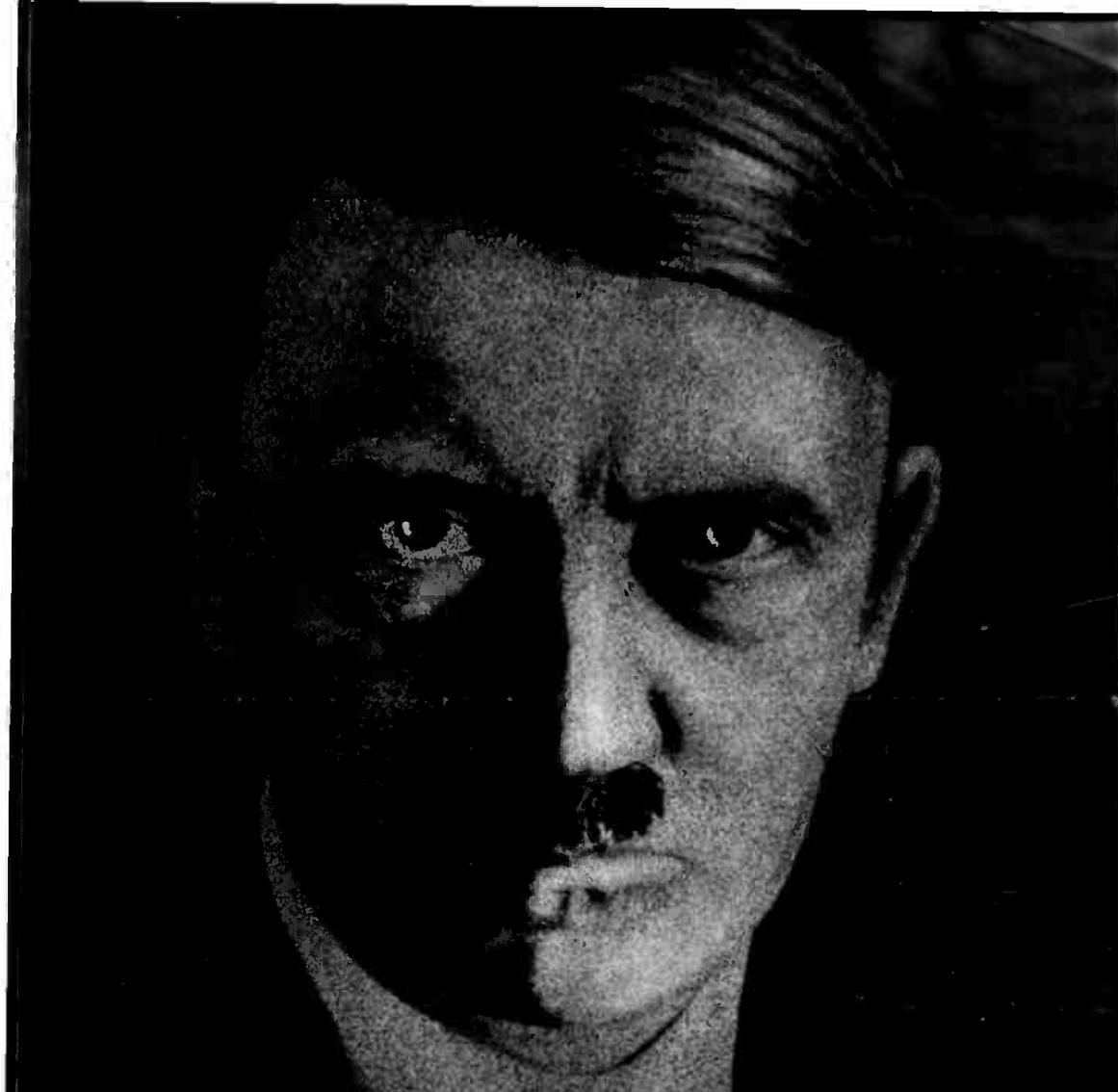
... My Stetson's off to the membership of ATAS and Milton Berle—the ATAS for nominating him for an Emmy as giving the best performance by a leading actor, and "Mr. Television" for gaining it with his fine portrayal of Eddie Doyle in Dick Powell's "Doyle Against the House." Throughout his great career, Berle has been strictly a comedian—one of the best in the business. For him to have turned in such a sensitive and honest dramatic portrayal of the card dealer is one of the industry's best success stories of the year.

☆☆☆☆

... Goings on at Columbia Records: Stanley West has been appointed coordinator of European Operations, CBS Records, Inc., headquartered in Zug, Switzerland. Michel Vermette now manager of promotion and Merchandising Services, CRI International, succeeding West. Vermette will be responsible for promoting the overseas sales of Columbia product through subsidiary, affiliate and licensee companies as well as for providing merchandising counsel to these companies and for servicing them with promotional material and manufacturing components. Since joining Columbia Records in January, Vermette has been West's associate while training for his present assignment. Previously, he had been engaged in PR activities with Columbia Artists Management, Inc.



BERLE



## NOBODY COULD MAKE HIM UP

Who would believe an Adolph Hitler possible — if he hadn't been real? Who could invent a Douglas MacArthur, a Babe Ruth, a W. C. Fields or a Josef Stalin? These are just a few of the fascinating real-life lives featured in **Biography**. Sold in over 70 markets including New York, Chicago, and Los Angeles. **Biography** has won top ratings in every market that it has appeared, will provide 39 unique, spell-binding half-hours for your station and your sponsors each week. Check the ratings and

reviews—then call or write us. No fiction on television can compete® with the impact of fact — on **Biography**.

A David Wolper Production Produced and Directed by Jack Haley, Jr.

### FIRST IN MARKET

CITY	Station	Time	Rating
New York	WNBC	7-7:30 P.M.	16.8
San Francisco	KRON	7-7:30 P.M.	17.0



**OFFICIAL FILMS, INC.**  
294 FIFTH AVENUE - NEW YORK 10, N.Y.  
PLAZA 7-0100 © 1967, OFFICIAL FILMS, INC.

## WLS Bouquets Follow Format's 2-Year Reign

Chicago — WLS, celebrating the second anniversary of "The Bright Sound in Chicago Radio," sent a bouquet of yellow roses to ABC's executive reception room in New York and a yellow rosebud for the lapel of Leonard H. Goldenson, American Broadcasting-Paramount Theatres, Inc. president. Roses also were sent to 7,000 ad people across the U. S.

## Framer's 'Big Payoff' Back via Non-Net TV

"The Big Payoff," a one-time top daytime program on network TV, is returning to air on a market-by-market basis and has been pre-sold for a firm 39 weeks to the Kroger Co., a national supermarket chain, for a firm two days a week for 39 weeks for a specified list of 59 markets in the Midwest and South. It was announced by Walter Framer, creator and executive producer of the show.

He said that as in the past "The Big Payoff" will be a half-hour show, stripped across-the-board. It will be taped on location and distributed on tape or film. Actual production will start about Aug. 1, with the first air date slated for Sept. 3.

Framer has updated the show's format, with three couples being given a chance daily, along with their home-viewer "Payoff Partners," to win the "Big Payoff" every two weeks, as well as fashion packages as shown in entertaining "vignettes" each day. Plans include travelling the show extensively, originating from as many markets that carry the show as possible.

## Wrestler Rocca Comments In Spanish for Schaefer

F. and M. Schaefer Brewing Co., via BBDO, will sponsor wrestler Antonio Rocca in a daily 15-minute commentary in Spanish on WHOM, beginning today. Rocca will have freedom to tackle anything he deems important, in addition to news, citizenship, interviews and education as regular features of the show.

The program is produced by Pan-Video Productions, of which Rocca is VP. Guy Lebow is executive producer.

## WEDDING BELLS

### Reif-Richman

Florence Reif, NBC's supervisor of religious programs and educational features, and Martin F. Richman, a member of the Root, Barrett, Cohen, Knapp & Smith law firm, were married yesterday.



By PETER C. DAVALLE

• • • Britain's Equity strike, plus an injury, prevented Dorothy Provine from appearing in an Independent TV show last February. Strike over, injury healed, Dorothy now comes to London on May 22 to appear in a number of ITV shows. Her "Roaring Twenties" is a byword in most British homes these days . . . Eartha Kitt has chosen a British play, "Member of the Family" for her first major appearance in a TV drama. It's a BBC-TV production; transmission is scheduled for early Summer. Eartha plays a social misfit.

• • • According to influential TV critic Peter Black, of the "Daily Mail" who was at Montreux covering the international TV festival, CBS' "Judy Garland Show" was "the most exciting and moving thing I saw during the week. In terms of production and personality, this deserved a whole garden of roses. This show must come to Britain" . . . Britain's entry, "Big Band Concert," got fourth place. Black describes ATV's "Jo Stafford Show" entry as "deplorable."

• • • Ulster TV is the latest ITV station to book the Australian film series, "The Terrible Ten," which is doing very well in the ratings charts . . . Warner Brothers' "SurfSide 6" makes its British TV debut on the ABC-TV network this week . . . Specially flown over from the U. S. for screening on Anglia TV, the Western series "Cimarron City" bowed this week.

• • • Pat Boone scored a mighty personal success last time he topped the bill in Val Parnell's televised London Palladium show two years ago. He repeated on a recent Sunday night . . . Troubadour William Clauson had a guest spot on TWW's "Here Today" program . . . American folk singer Odette starred in Granada TV's "Personal Appearance" program, which was nationally networked.

• • • Sydney Jennings, who conducts Scottish Television's weekly "Pets Corner," goes to Canada with his wife in July at the invitation of Toronto University. Jennings will speak to the Canadian Veterinary Medical Association whose congress is being held at Guelph . . . Associated-Rediffusion has refused to release Canadian-born Hughie Green from his contract, so the BBC has dropped its plans to do a TV series with him this Summer.

• • • Two of Britain's major TV comedians, Charlie Drake and Tony Hancock, have abandoned BBC-TV for the commercial stations. Drake has signed a four-year contract with ATV. Hancock, also going to ATV, is on a shorter contract . . . Now comes news that Eric Maschwitz, genial chief of BBC-TV's program ideas and development departments, has been asked to work for ITV. "I'm considering the offer," he says.

• • • Postmaster-General Reginald Bevins has turned down a request for a cheaper TV license in the fringe (poor reception) areas. "Licenses simply give permission for sets to be installed and do not guarantee quality of reception," he told Agriculture Minister Christopher Soames, who sponsored the campaign . . . Scotland Yard believes that thieves who have stolen TV sets worth \$3-million during the past five years, have formed a TV rental organization to dispose of their hauls.

• • • Ivor Novello award for the year's outstanding musical composition in films, radio or TV goes to Ron Grainger's French-as-garlic theme music for the BBC-TV series "Maigret" . . . Dora Bryan, lovable comedy actress who was recently the subject of a BBC-TV "This Is Your Life" program, has won the Best Actress of the Year award of the British Film Academy for her performance in "A Taste of Honey" . . . ATV has put Italian tenor Sergio Franchi under contract for the rest of the year. This boy is quite something!

• • • The ill-fated liner Titanic was built in the Belfast shipyards. So, who better to devise a 30-minute program to mark the 50th anniversary of the tragedy, than Ulster TV, whose Hqs. are in Belfast?

## 'World Adventures' Hails Israeli Independence

Los Angeles—In honor of Independence Day, Gunther will feature a three-day salute to Israel on his daily "World Adventures" program on KTLA beginning today. Less' twin daughter who were born in Israel 14 ago on the day of that state's independence proclamation. Gunther, the Israeli Prime Minister every year on that day.

## Philly Stations Form Urban Radio Group

Philadelphia — Six radio stations in this area now offer facilities to national spot advertisers using only one order, receiving only one invoice, in the name of The Philadelphia Urban Area Group. The unit being represented nationally by Avery-Knodel.

Stations are WAMS, Wilmington; WBCB, Levittown, Pa.; UD, Trenton; WEEZ, Chester; WKDN, Camden, and WNORristown.

The group was formed following its recommendation by Avery-Knodel, which had researched the market and radio's performance. The station rep firm said the market is "the country's fourth largest."

## Web Radio Series Used To Teach Atlanta Adults

Atlanta — A network radio series is the basis for an education course which WSB program director Elmo Ellis will teach at Emory U. in the 1962 term. He will lead an "Invitation to Reading" course based on NBC "Democracy in America" sequence which ran for 14 weeks on WSB.

Dealing with Alexis de Tocqueville's impressions of America during the Frenchman's visits in the 1830s, the course will include eight weeks of classes, with the leading discussion periods following the play of the taped radio drama.

## STORK NEWS

Mr. & Mrs. Larry Hagman became parents of a boy, Preston, on May 2. Hagman, who is featured in CBS-TV's "The Edge of Night," is the son of actress Maureen O'Hara.

John and Terry Clayton became parents of a boy, Robert Barrett, on May 2. Clayton is public affairs director.

## glous Programs Special Interest State Awards

ambus, O., — Religious pro-  
topped the special interest  
in competition for the '62  
State Awards at the annual  
ite for Education by Radio-

urch of the Air," produced  
BS News, and "The Man  
to be King," by the CBC  
st awards among the 1961  
al radio and TV programs,  
tively.

ial interest was one of nine  
te classes into which the  
e high number of 796 en-  
or the 26th annual competi-  
ere divided. Entries in each  
ere further divided by na-  
ional or local interest.

**Ten 'First's' for CBC**  
CBC, leading winner with  
of 10 first awards, won top  
honor among national cult-  
programs for its "CBC  
The National Educational  
and Radio Center, Station  
D, San Francisco, and the  
won the TV award for "An  
of Kings."

ong national programs deal-  
th personal and social prob-  
"The Way of the Indian"  
a first for CBC radio, and  
won a first for its TV entry,  
"Up."

## Hershey New Prexy Screen Directors Int'l

In Hershey, free-lance motion  
re director from the New  
area, has been elected presi-  
ent of the Screen Directors In-  
tional Guild, succeeding dec-  
atory director Willard Van

## TV Mirrors Viewers: Cash

Advertising is a concentrator of our civilization, picking out  
the most outstanding characteristics of civilization, and by its

most dramatic devices, making  
the characteristics stand out still  
more." TVB President Norman E.  
Cash told a Friday luncheon of  
the Catholic Apostolate of Radio,  
Fund Advertising in New York.  
"The mirror of our people that  
TV is not moral or immoral,"  
said. "It is simply a mirror;

## Harrington Launching New Noonday Feature

Chicago—A new daily, one-hour  
feature, music and news show,  
headed by John Harrington, be-  
gins today at noon on WBBM. The  
show will also include farm re-  
ports by Bill Mason and two CBS  
radio "Dimension" features, "Hol-  
wood Today" and "A Woman's  
Washington."

## GOODSON CALLS ON NETS TO LIFT SHOW LEVELS

Chicago—A result of FCC chairman Mnnow's sharp criti-  
cism of TV has been more public affairs programs, but the  
quality of entertainment shows has not improved, Mark Good-  
son charged at the 11th annual  
convention here of American  
Women in Radio and TV. He said,  
"I feel that networks have, at least  
unconsciously, used the gambit of  
extra public affairs shows as a  
kind of sacrifice offering in order  
to continue to program as before."

### Benny Does Violin Solos In Dell, Ravinia Concerts

Jack Benny will be guest violin-  
ist with the Robin Hood Dell Or-  
chestra of Philadelphia, conducted  
by Johnny Green, on July 31, pro-  
ceeds going to the orchestra's pro-  
fession fund. Two days earlier, he  
will solo at Chicago's annual Ra-  
vinia Festival. The CBS-TV com-  
edian's concerts have netted over  
\$3 million for music charities so  
far.

## Riddleberger Chairs Epilepsy Fund Unit

Stephen C. Riddleberger, presi-  
dent of the ABC O-O radio sta-  
tions, has been named the national  
radio-TV chairman of the  
United Epilepsy Association. The  
campaign for funds opened  
the first of May, and will  
provide aid to the 1.5 million  
afflicted with epilepsy in the  
United States.

The associa-  
tion was founded in 1954 to sup-  
port development of epilepsy re-  
search and create modern clinics  
and medical self-rehabilitation  
facilities.



RIDDLEBERGER

Bill Todman, partner with Good-  
son in Goodson-Todman Produc-  
tions, urged the networks, as a  
means of improving entertainment  
programming, to give independent  
producers "the chance, the free-  
dom, and, above all else, the en-  
couragement" they so vitally need  
to create further for TV. He  
charged network resentment of  
independents, while noting that  
70 per cent of all TV entertain-  
ment today is created by inde-  
pendent packagers.

**Has Three Suggestions**  
Goodson suggested three ways  
of bettering entertainment pro-  
grams: "First, let's see to it that  
men with imagination, intelligence  
and taste are given the prerogative  
of programming with a freer hand;  
second, let's stop making stereo-  
typed judgments which rank pro-  
grams in a status hierarchy. A  
pretentious documentary is not  
better than a good Western. A  
good quiz or panel show is su-  
perior to a tasteless drama. Third,  
we must set aside the idea that  
TV's function to entertain runs a  
poor third to its obligation to ed-  
ucate and inform."

**Lauds the Independent**  
In Todman's opinion, the inde-  
pendent should continue to domi-  
nate network programming. "He  
is doing what the networks cannot  
do. If he doesn't create for TV,  
who, will you please tell me, is  
going to?"

**WONE Prexy Appoints  
Venard, Rintoul as Rep**  
Dayton — Venard, Rintoul &  
McConnell will represent WONE  
here beginning June 1, station  
president Eugene Carr said. The  
firm also reps two other stations  
of which Carr is president: WH-  
BC, Canton, and WPDQ, Jack-  
sonville.

**Stan Burns Rests on Job**  
WINS, in conjunction with the  
opening of MGM's "The Horizontal  
Lieutenant," at Loew's State  
Theatre Friday, will broadcast  
Stan Z. Burns' "Hi There Uni-  
verse" show from the theatre lob-  
by. Stan will conduct the entire  
show from a horizontal position,  
reclining on a couch.

new  
exciting  
wonderful

## RAHALL RADIO

1st...in Community Life  
1st...in Overall Ratings  
1st...in Sell  
1st...in Adult Listening

## WKAP

RADIO 132  
Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and  
Pulse. Lowest cost per thousand audi-  
ence in West Lehigh Valley growth  
market. First with Blue Chip advertising.

## WLCY

RADIO 138  
Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January/February  
1962 Hooper... double of all other  
area stations. Lowest cost per thousand  
audience... in fast growing Tampa-  
St. Petersburg market.

## WWNR

RADIO 62  
Beckley - W. Virginia

1000 WATTS. No. 1 Hooper and Pulse  
surveys, serving 9 big counties in heart  
of West Virginia. Lowest cost per thou-  
sand audience... featuring great  
personalities.

## WNAR

RADIO 111  
Philadelphia Area

500 WATTS. No. 3 latest Hooper sur-  
vey report, covering large Philadelphia  
and Norristown market... where bulk  
of consumers live and buy. Lowest  
cost per thousand audience.

## WQTY

RADIO 122  
Jacksonville - Florida

1000 WATTS. Rahall Radio's newest  
baby, with new eye-catching radio  
format. Climbing daily in ratings. Get  
the facts on low-cost coverage in  
greater Jacksonville market.

**RAHALL RADIO GROUP**  
N. Joe Rahall, President  
Represented nationally by:  
ADAM YOUNG, New York  
Philadelphia Representative:  
Paul O'Brien,  
1713 Spruce St., Phila., Pa.

**'Password' to Spend 3 Weeks in Hollywood**  
 Hollywood — "Password," CBS-TV's word-association game ordinarily televised from New York, will originate both its daytime and evening shows here for the three weeks beginning May 21. Guests in the first week will be Lee Marvin and Ann Sothern on the daytime show, and Dennis Weaver and Edie Adams in the evening.

## American Composers In 'Music Week' Fete

WQXR will observe National Music Week by featuring the work of an American composer on the five scheduled "Symphony Hall" programs through Friday.

They include Aaron Copland's Symphony No. 3, William Schuman's Third Symphony, George Gershwin's Porgy and Bess Suite, John Alden Carpenter's Adventures In a Perambulator and William Grant Still's "Sahdji."

Tomorrow, WQXR will honor the late Enrico Caruso during a musical "special" in which Francis J. Robinson of the Metropolitan Opera, Rosa Ponselle, Bruno Zinato and Giovanni Martinelli will be heard. Caruso's voice will be heard in four solos.

## Women Honor Sarnoff

(Continued From Page 1)

lic enlightenment and good citizenship."

With midterm elections in the offing, Sarnoff told the women voters, prompt legislative action on 315 is necessary if the radio and TV webs are to present candidates in face-to-face debates this Fall, without the obligation of scheduling fringe nominees hour after hour.

The "Great Debate" programs in 1960 between the two major presidential candidates, he maintained, "fully justifies a prompt end to the equal-time penalty."

The nation's voting rate took its greatest spurt with the advent of TV on a major scale, he pointed out, adding:

"From a dip below 52 per cent in 1948, it rose above 62 per cent in 1952, first election after TV came into its own. In 1956, the rate stayed over 60 per cent despite the unexciting nature of a contest dominated by an incumbent of great popularity. And, in the last presidential election, the voting turnout climbed beyond 66 per cent."

## 'Cleveland Commodore'

Cleveland — "Cleveland Commodore," a three-times weekly, five-minute boating feature, begins this evening on WERE. Emcee is Johnny McKinney, and sponsor is Owens Yacht Co.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Leo "Zeke" Manners has returned to local radio with a Saturday night "Sing Along with Leo" program on KNX. Zeke is well remembered for his many years on the air here and in New York during the thirties. His new program is designed to provide a sing-along show that can be taken to the beach and other recreational areas.

• • • Tony Martin goes dramatic in "Death Valley Days" on KHCA tomorrow night with a portrayal of A. P. Giannini, founder of the Bank of America. . . . Tennessee Ernie Ford has lifted the option of Hank Jones and Dean Kay for another 13 weeks. "Dick Powell Show" producer Aaron Spelling has signed Mickey Rooney to star in "Everybody Loves Sweeney" and is trying to pact as director Arthur Hiller, who directed Rooney in "Somebody's Waiting," for which he received his Emmy nomination.

• • • Cartoonist Al Capp got back as good as he gave in the popular pastime of blasting TV programming at the NAFBRAT Awards Dinner the other night. Jack Douglas and Harry Trenner particularly excelled in stating the case for the video arts, but newsmen Bill Stout had the last word when he told Capp, "It's too bad your set works!"

• • • As far as the local production companies are concerned, Screen Gems fared best in the Emmy derby with 12 nominations in five series. Four Star was second with 9, followed by Bing Crosby Enterprises with 8 and Revue with 6. . . . BLH Productions, TV and industrial commercial company, has added three new executives. Steven M. Perry as production co-ordinator and sales; Danny Donahue as editorial head and Bob Robb as head of video tape operations and staff director. . . . KNXT newsmen Jerry Dunphy leaves next Monday on a three week tour of military bases in Europe. Sound-on-film stories will be air-expressed to the station for use on "The Big News" and 11 O'Clock Report. . . . Maury Green will fill in for Dunphy on "The Big News" with John Hart covering Green's "Special Assignment."

• • • Emmy nominee Edie Adams will be guest of honor at the annual Father's Day dinner of the Tobacco Table in Philadelphia on June 7. She is being honored by the tobacco industry as a result of her appearances in Muriel Cigar TV commercials. . . . KTLA has named Dalton Danon director of film operations. Danon had previously held sales manager posts with Medallion TV, Bernard L. Schupert, MPTV and Guild but has been inactive since last September due to a serious illness. . . . Troy Donahue leaves for Honolulu today to join "Hawaiian Eye," in which he will appear opposite Connie Stevens. The pair have appeared in a number of feature pictures together.

• • • Harriett Blue of KYA, San Francisco, has been elected western area VP of American Women in Radio and Television. . . . Producer-writer Danny Arnold will author the book for "Major and Minor," Broadway musical, for Fall production. The music will be written by Andre Previn, with lyrics by his wife, Dory. . . . William Lieb has been upped to supervising editor for Hill Burdud's "True Adventure" series. Peter Good has been appointed film editor on the same production.

• • • "Checkmate" star Anthony George will star in a "Voice of the Turtle" presentation at O'Hare Theatre in Chicago from June 21 through July 3. He will collect \$5,000 a week plus 25 per cent of everything over \$14,000 for the thirteen performances. He set a house record with "Mr. Roberts" in Charlotte, N. C. last year.

## Freberg Cited for Video Ads

Stan Freberg, proponent of the "hilarious sell" in TV commercials through his Freberg, Ltd., firm, told some 1,200 at the awards luncheon of the third American TV Commercials Festival that ads with humor in them do sell, and as an example cited his Chun King campaign. He noted that although the campaign had won an award at last year's festival, it resulted in a 25 per cent business increase for Chun King's Products.

Freberg received a special citation from festival director Wallace A. Ross for Chun King, Cheerios, Nytol and TV Guide commercials.

They were cited "not merely for humor, but for fresh and uninhibited concepts and technical excellence of execution."

**Watch but Don't t Rousing Homo Sa**  
 Detroit—"Opening Day Zoo," which heralds the be of another season for one city's most famous Summations, will be colorcast neday by WWJ-TV, spons Peter Eckrich & Sons, via Inc. Host Sonny Eliot w viewers to the Elephant which boasts four of th beasts in a demonstration surprising lightfootedness.

## Town Theatre Sold To WNDT for Studio

New York's Town Theatre time the origination post CBS-TV's famed "Studio has been purchased by Channel 13, for its main facilities.

Samuel B. Gould, Educ Broadcasting Corp. prexy the fully equipped studio, known as Studio 55, will station's film and video tap ter.

"It is heartening to us t Gould said "that Channel start its operation in the Fa top quality facilities and nical equipment."

## 'Music of Japan' Lead 'International' TV Series

Philadelphia — "Music of pan" will be the first pre in "The International series premiering on WCA Sunday. The program of Jap songs, dances and orchestral tions in the Tokyo Broade System's contribution to the nation exchange conducted b CBS-owned TV stations broadcasters from other na

Future programs in the will be furnished by broa ing companies in Australia, ico, Canada, Argentina, Great Britain, Yugoslavia, Ireland.

The CBS-owned station's tribution to this year's exch is "Eugene Ormandy's Sou America," produced by WC TV.

## 'Editorials for Action' Wins Plaudits for WFIL

Philadelphia — WFIL-TV's "Editorials for Action" ies has been given the Feder of Community Councils of adelphia Certificate of Awar its "contribution to the ge welfare of the citizens of area." George A. Koehler, st manager, accepted the awar behalf of the year-long camp of editorials.

## AGENCY NEWSCAST

By SHELBY COOPER

Advertising Women of New York hold their 50th anniversary banquet May 23 on the St. Regis Roof. Master of ceremonies will be TV's Mike Wallace. Principal speaker is Rep. Bob Wilson (R., N.Y.), an inactive partner in the Wilson & Slocum agency, New York City.

Other guests include T. Lipscomb Jr., president of ANPA advertising bureau; J. Mitchell, VP at Curtis Media Co.; and John Cunningham, of Cunningham & Walsh.

Edward Stahl and Michael L. Starn, art group supervisors at the advertising, have been promoted to VPs. Edward Allen directed the staff of Aylin Advertising, Dallas, as senior account executive.

Star Brewing, via Glenn Advertising, Dallas, will produce a series of half-hour programs, "The Lone Star Cowboy" on about a dozen western stations. Jim Thompson, well-known outdoorsman, will be the series in the studios of WFAA, Dallas.

Third annual Area IV Armed Forces Award will be presented to Sullivan May 18 at the New York Advertising Club, for his contribution to the morale and support of the armed services.

Food division of U.S. Food Products has appointed Donahue to handle ads for its line of products, peanut butter and candy. The agency has also announced the promotion to its staff of Charles W. as an account exec. He was formerly with Merrill Anderson.

Western States Advertising Agency Association has scheduled its 25th annual conference Wednesday through Saturday at Palm Springs, Calif. The meet kicks off with a golf tournament, business sessions to start Thursday morning.

### Minow's 'Program PM' Aims at Study of Mental Health

Minow's "Program PM" is a study of "Suburbia's Children" is the focus in the WBZ's Program PM series, "Sounds of Democracy," on Friday. The documentary features interviews with people engaged in mental health field, as well as work of the Greater Framingham Child Guidance Clinic.

### Thought for Today

"Under our system of broadcasting financed by advertisers, rather than by government subsidies, the utilization of program formats designed to attract and maintain a high share of the audience is essential. True, this is a form of 'rule by the majority' but in a democracy it is to be preferred to 'rule by the minority,' and in our view greatly to be preferred to a government-operated broadcast system."

—Sterling C. Quinlan  
ABC VP, Gen. Mgr., WBKB, Chicago

## 60 U.S. Marls Airing Two 20th-Fox Series

Two 20th-Fox TV hour series, "Hong Kong" and "Five Fingers," are now both sold in more than 60 domestic markets following the closing of seven additional areas during the past two weeks, it was reported by syndication manager Howard B. Anderson.

New purchasers of the programs are KOIN-TV, Portland, Ore.; WNAC-TV, Boston; WBIR-TV, Knoxville; WTVM, Columbus, Ga.; WDSU-TV, New Orleans; WTVL, Chattahoochee, and WBTW, Charlotte.

### Cash Denies Residuals

(Continued from Page 1)

unions involved will be heard to the extent that they can again appear on advertiser payrolls.

In TV's yearly report on spot billings, chewing gum, baked goods and soft drinks led all the rest, in that order. Altogether, 1,246 advertisers spent more than \$20,000 each for gross time, compared with 1,285 in '60. The national total came to \$617,398,000 compared with \$603,294,000 in '60, an increase of 2.3 per cent.

Top leading brand honors went to Wrigley Chewing Gum, whose spot expenditures were \$10,098,750.

Food and grocery were the largest product classification, with billings of \$170,988,000, followed by cosmetics and toiletries at \$59,803,000; ale, beer and wine at \$52,667,000, and household laundry products at \$48,185,000.

Largest advertiser in the medium was P&G with \$56,704,290.

## Boston U. Honoring NBC's Chet Huntley

Boston — NBC News commentator Chet Huntley will be awarded an honorary degree by Boston U. at the annual commencement exercises June 3.

Adlai E. Stevenson, U. S. ambassador to the UN, will be the commencement speaker, and is also to receive an honorary degree. Two other honorary degree recipients will be Richard Cardinal Cushing and Bruce Catton, Civil War historian.

Huntley has been with NBC since 1955. Before that he worked for both CBS and ABC.

## Steel Again Bars R-TV

(Continued from Page 1)

ed R-TV reporters were welcome—as long as they left their trade tools behind!

Following a protest by broadcast newsmen two weeks ago, U. S. Steel said it had barred them from its quarterly earnings report "only because the place was too small and jam-packed." A spokesman told RADIO-TV DAILY at that time, "Next time we'll pre-determine

Late Friday afternoon U. S. Steel informed this newspaper it would provide taped recordings of today's meeting—but it still would "absolutely not" allow broadcasters to bring in equipment.

the broadcasters' interest and provide adequate quarters."

This time, however, a room large enough for 3000 stockholders, and "three big press tables" won't even have room for a suit-case sized tape-recorder.

The new denial of access came as a greater shock to radio and TV newsmen because of a "harmony meeting" with company representatives last Wednesday when the newsmen gained the impression that U. S. Steel regretted having kept them out of the previous meeting.

## '20th Century' Talk Reveals More Tests Will Determine Start

"It's too early to tell" whether satellite TV would be perfected in time to broadcast the 1964 Olympic Games from Japan and Australia, FCC chairman Newton Minow revealed yesterday in an interview with CBS news correspondent Walter Cronkite on CBS-TV's "Twentieth Century" segment titled "The Satellite That Talks."

Expressing belief that the 1964 date is "optimistic," he said, however, that "we'll know more when they start sending up several of the experimental communication satellites.

### 'Perhaps in a Decade'

"Eventually," Minow continued, "we hope, perhaps in a decade or you might have direct broadcasting from the United States into homes in Japan or in Africa or in South America. And at that point the control of—whether the program will be allowed to be received—will rest with the techniques of jamming or whatever else the other countries wanted to do."

He pointed out that we could not feasibly put a relay satellite over another government's territory without its permission, but added that "fortunately this is one area of the world where countries seem to want to agree because they all want to communicate with each other."

### Sees Cooperation Vital

"The first thing will happen, if we do have TV by satellite, will be broadcasting from our country to a receiver or station in another country," Minow said. "In other words, we won't go directly from our studio to a set in another country. So it will depend, in the first instance, on the cooperation at the other end, of converting the signal when it arrives and sending into the homes of the people in that particular country."

The New York Chapter  
of  
The National Academy  
of Television Arts & Sciences  
Congratulates The Nominees For the  
1961-1962 EMMY AWARDS

And Looks Forward To Greeting Them  
at the NBC-Academy Press Reception

In Their Honor

on Monday, May 14th

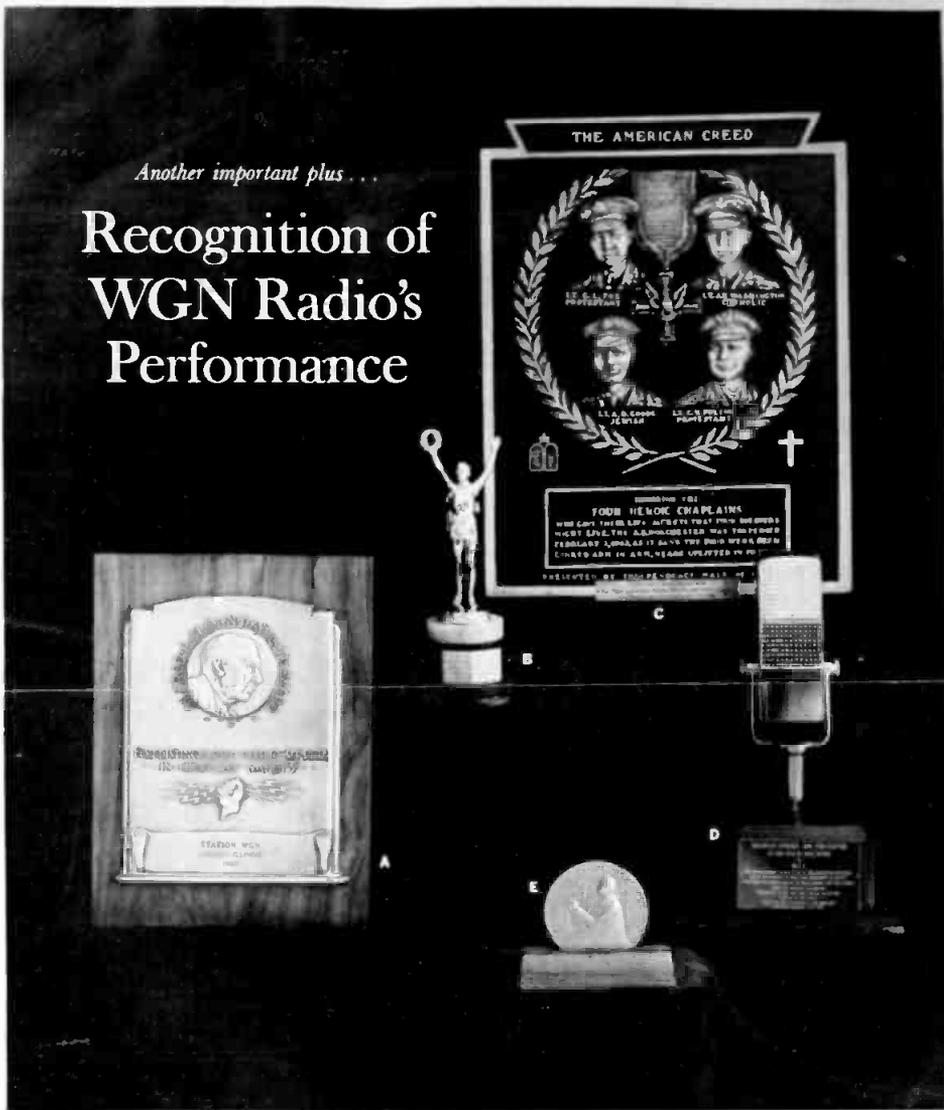
at 6:00 PM

in the New Emmy Room

at Sardi's East

Another important plus . . .

# Recognition of WGN Radio's Performance



Here is tangible proof that quality programming is recognized and rewarded. More important than the awards is the excellence of performance and service to the communities and people in the vast area served by WGN Radio's clear channel signal. Performance and service that deliver and keep building loyal audiences day after day, year after year.

A. Alfred P. Sloan Award—1958-59-60 B. American College of Radio Arts, Crafts and Sciences Awards—1961 C. Four Chaplains Award—1961 D. Broadcast Pioneers 2nd Annual "Mike Award"—1962 E. Freedom's Foundation Medal—1958

**WGN is Chicago**



Quality · Integrity · Responsibility · Performance

Indiana University Library  
Bloomington Ind

Established February

90, NO. 88

TUESDAY, MAY 8, 1962

TEN CENTS

## DODD 'KANGAROO COURT' FOR TV?

### ALCOA SNARES MILLER DRAMA

First Tale by Playwright Sold for Regular Series

evue Studios and "Alcoa Pre-  
re" have announced the pur-  
se of the first story by Arthur  
er to be bought for a regular  
dramatic series. Titled "It  
ces a Thief," the story was in  
ers Magazine, March issue.  
s a mystery story in light  
s, and will be aired on "AP"  
(Continued on Page 7)

### Seven Arts Earnings Spiral Up to \$1.1-Mil.

Seven Arts Productions, Ltd.  
esterday announced earnings of  
100,555, after taxes. This is equi-  
ent to 85 cents per share, for  
fiscal year ending Jan. 31 and  
mpares with a loss of \$1,090,212  
the previous year, David B.  
ellman, president, told share-  
holders.

Complete details of earnings  
ill be published in the com-  
(Continued on Page 7)

### CBS Radio's 1st Affiliate 40 Years Old Thursday

Philadelphia — WCAU, CBS  
adio O-O here, marks its 40  
niversary Thursday. The sta-  
ion began as a 250-watt independ-  
nt in 1922, was the first to affiliate  
ith CBS in 1927, went to 50 kw  
'32 and was purchased (along  
ith WCAU-TV) by CBS in '58.

### Fredericks Stages Meeting To Hit Back at "Muzzling"

Carlton Fredericks, radio commentator on nutrition, tomor-  
ow will hit back at what he terms "the insidious campaign to  
muzzle me waged by the Ameri-  
can Medical Association and at  
least two Federal agencies."  
In advance of his Carnegie Hall  
appearance, Fredericks said that,  
though no one has charged him  
with any wrong-doing, the Food



**Toss-up**

Both sides of the coin are the same when comparing the audiences of New York's top Network station and WPIX-11. Nielson has proved that qualitatively the "audience content" of a rating point on both stations is the same.

Where are your 60-second commercials tonight?

ADV.

### FTC Lowers Boom On Rise Video Ads

Washington Bureau of RADIO-TV DAILY  
Washington — Carter Products and its ad agency, Sullivan, Stauffer, Colwell & Bayles, have been ordered by the FTC to stop alleged diparagement of competitive shaving creams in their TV commercials.  
Carter manufactures Rise shaving cream, and has been charged by the FTC with having misrepresented the qualities of rival  
(Continued on Page 8)

### Screen Gems Report A 9-Months' Topper

A. Schneider, president of Screen Gems, yesterday reported net income for the first nine months of the '62 fiscal year (July 1, '61 thru Mar. 31) of \$2,428,236 after estimated taxes as compared with \$1,817,752 for the previous similar period. This is equivalent to 96 cents per share, based upon 2,538,400 shares outstanding, as against 72 cents for the first nine months of the '61 fiscal year.  
According to Jerome Hyams, SG executive VP and general manager, these figures represent  
(Continued on Page 4)

### Dale Smith Managing Los Angeles FM Outlet

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — KHOF-FM has named V. Dale Smith general manager. He has been filling the operational position for the past 15 months. Previously he was a general program director in Okinawa. Robert F. Stiles was named KHOF-FM commercial manager and public relations director.

### Will Senate Group Give 'Guilty' Verdict, Hold Trials Later?

Washington Bureau of RADIO-TV DAILY  
Washington — The Dodd Subcommittee yesterday let the Radio-TV Daily know it is unwilling to confirm an exact date for hearing network officials but there was no effort to hide the legislators' plan that the "accused" were to be found guilty first, with their trial to be held later on.  
The Senate Juvenile Delinquency Subcommittee, under the chairmanship of Sen. Thomas J. Dodd (D., Conn.), has had a long headline-strewn history of probing crime, violence and sex on TV. It has attempted a connection be-  
(Continued on Page 8)

### Kentucky Derby Rights To CBS-TV Thru 1966

CBS-TV has obtained exclusive rights to telecast the Kentucky Derby for the next four years. A fixture on the network's sports schedule since 1948, under the present agreement the Derby will continue to be an exclusive feature through 1966.

### Sylvania Prods. Resuming Color TV Tubes Output

Sylvania Electric Products, General Telephone subsid, yesterday announced it is resuming production of color television picture tubes. Its 21-inch, 90-degree shadow mask, round glass tube will be available in '63. Tubes will be manufactured at the Seneca Falls, N. Y. plant.

### Nutmegaers Assemble In Hartford May 24

Hartford — The general Spring assembly of the Connecticut Broadcasters Association is set for Thursday, May 24. "Overpopulation" of stations, personnel training programs and new programs trends are on the agenda. CBA VP Robert S. Tyrol of WTIC heads arrangements.

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**MARVIN KIRSCH**: Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES**: Editor

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**COMING AND GOING**

**FINANCIAL**

(May 7)

**NEW YORK STOCK MARKET**

	High	Low	Close	Net
Admiral Corp.	16 1/4	16 1/4	16 1/4	
AB-PT	35 1/4	35 1/4	35 1/4	+
A. T. & T.	125	124 1/2	124 1/2	+
AVCO	24 1/4	23 3/4	23 3/4	-
CBS	40 1/8	39 3/4	40	+
Columbia Pic.	20 1/8	20 3/8	20 3/8	+
Crow Coll.	35 1/4	34 1/2	35	-
Decca	46 1/4	45 1/4	45 1/4	-
Disney	34 1/2	34 1/2	34 1/2	-
East. Kodak	111 1/2	108 3/4	109 3/4	-
Gen. Elec.	43 1/4	43	43 1/4	+
Hazelton Corp	22 1/4	22 1/8	22 1/8	-
Magnavox	45 1/4	44	44 1/8	-
MCA	57 1/4	57 1/4	57 1/4	-
M.G.M.	42 1/4	41 1/4	41 1/2	-
Nat. General	8	7 3/4	8	-
Paramount	48 1/4	47 3/4	47 3/4	-
Pough	71 1/2	71 1/2	71 1/2	+
RCA	58 1/4	58 1/4	58 1/4	-
Storer	32 1/4	32 1/4	32 1/4	-
Toll	19	18 3/4	18 3/4	-
20th-Fox	29 1/4	29	29 1/4	-
United Artists	32 1/4	32 1/4	32 1/4	+
Warner Bros.	15 1/4	15 1/4	15 1/4	-
Westinghouse	33 1/4	32 1/4	32 1/4	-
Zenith Radio	67 1/2	65 1/4	66 1/4	+

**AMERICAN STOCK EXCHANGE**

Capital Cities	16 1/4	16 1/4	16 1/4	-
DeSitu	9 1/4	9 1/4	9 1/4	-
Filmways	7 1/4	7 1/4	7 1/4	-
Movielab	12 1/2	12 1/2	12 1/2	-
MPO	9 1/4	9 1/4	9 1/4	-
NTA	1 1/4	1 1/4	1 1/4	-
Reeves Sound	5 1/4	5	5 1/4	-
Rollins	12	12	12	-
Screen Gems	19	19	19	-
Technicolor	15 1/4	14 1/4	15	-
TelePromPter	12 1/4	12 1/4	12 1/4	+
Trans-Lux	14	13 1/4	14	+
TV Industries	2 1/4	2 1/4	2 1/4	-

**OVER THE COUNTER**

	Bid	Asked
Jerrold	7 1/2	8 1/4
Meredith	31	34 1/4
Metrodome	15 1/4	16 1/2
Official Films	7 1/4	8 1/4
Scranton	7	8 1/4
Sterling	13 1/2	23 1/4
Transcontinent	9 1/4	10 1/4
Wometco	24 1/4	26 1/4

(Supplied by the National Association of Security Dealers.)

**Youths Learn TV on Job Via Station Scholarship**

**Detroit** — WXYZ-TV has inaugurated a Summer scholarship for college students in the Detroit metropolitan area, according to John F. Pival, president of WXYZ, Inc. Available to both males and females, it will encompass all areas of practical TV production. Pival said that the continuing growth of the industry points to a need to train production personnel for the future. He said the plan should help interest qualified students in TV. Three judges will select the students for on-the-job training at the studio during the Summer.

**Patch Pitching**

**Mt. Kisco, N. Y.** — Bob Patch has taken over WVIP's "Early Bird Show."

**MEL STUART**, producer, has returned to Hollywood from London, where he obtained special footage of the British Admiralty for use in an upcoming TV special.

**TOM HOWELL**, vp. of Cellomatic, division of Screen Gems, to Puerto Rico for audio-visual presentation for Look magazine tele meeting.

**TOM GALLERY**, NBC sports director, **PERRY SMITH**, NBC-TV sports producer, and sportscaster **BUD PALMER**, have returned to N. Y. from Las Vegas, where they covered the Tournament of Champions Golf Classic.

**BOB FORWARD**, KLAC executive vp, and **CY OSTRUP**, vp. in charge of sales, have returned to Hollywood after a business trip throughout eastern markets.

**ROBERT LANSING** and **PETER FALK** have returned to L. A. after taping an upcoming "DuPont Show of the Week."

**TERRY URY**, WGM's general manager, has arrived in N. Y. from Washington on a three-day business trip.

**NORM HAWKINS**, CKLW-TV sales manager, in town from Detroit on business.

**PETER GRIFFITH**, Films, Inc. vp. to Ft. Lauderdale production office for Parliament commercial filming.

**DON TREVOR**, Doyle, Dane, Bernbach vp. and director of radio-TV, has left on a month's business trip to Europe.

**RICHARD BASEHART** has left for Stratford, Conn., to star in a production of "Richard III."

**65 Graduated from RTES Time Buying, Selling Class**

A total of 65 broadcast and advertising industry persons were graduated from the 1961-'62 Spring session of the Radio and Television Executives Society Time Buying & Selling Seminar, it was announced by Erwin Ephron of A.C. Nielsen Co. Seminar Committee chairman. With the Fall graduating class of 48, the Spring group brings the 1961-'62 tally to 113 graduates of the RTES-sponsored buying-selling Seminar.

The eight-week Spring session was completed Apr. 24.

Simultaneous with Ephron's announcement of the Spring graduates, RTES executive director Claude Barrere revealed that the 1962-'63 TB & SS session will be launched early in the forthcoming Fall.

**New Techniques**

The 1961-'62 Seminar represented a marked departure in approach and techniques from former Time Buying and Selling Seminars. Luncheons and guest speakers — mainstays of previous seminars — were replaced by a comprehensive, eight-week course of instruction in the ins-and-outs of the broadcasting business. A total of 25 prominent industry execs. representing agencies, station reps, networks and stations were the course instructors for the association.

**Wolper Signs Holmes For Fisherman 'Story'**

**William Holmes**, who produced and directed "Story of a Tiger Hunter" in India for Wolper Productions, has been signed to do another segment in the series, "Story of a Fisherman." The documentary will be filmed off the Pacific Coast near Los Angeles, utilizing the San Pedro fishing fleet.

**Va. AP Broadcasters Elect Robert Lambe**

**Norfolk** — Robert M. Lambe, president of WTAR-AM-TV, has been elected president of the Virginia Associated Press Broadcasters, succeeding Wip Robinson III, of WWSA-AM-TV, Harrisonburg.

**Charles Craig**, WDVA, Danville, was elected VP, and **Joseph Moffatt**, WLSL-AM-TV, Roanoke, treasurer.

Others named to the executive committee were **Don Murray**, WDBJ-AM-TV, Roanoke; **Amber Dail**, WGH, Newport News; **John Columbus**, WPUV, Pulaski; **Earl Hundley**, WLPN, Suffolk, and **Fran Russell**, WLVA-AM-TV, Lynchburg.

**Teacher to WTOL-TV**

**Toledo**—Gail A. Peery, former high school journalism and speech teacher, has joined the WTOL-TV news staff.

**Mental Health Spec On Tap for TV in Chi**

**Chicago** — A two-part taped special, "Hope for the Mentally III," will be aired Monday on WBKB-TV.

In the first half of the 30-minute special, actress **Jayne Meadows** (Mrs. Steve Allen) will discuss her own nervous breakdown, suffered while she was in her teens. The second half will present statements by Gov. **Otto C. Kerner**, the station's **Gordon Barnwell**, and authorities in the field.

Director of the special is **Richard Dumont**.

**Get the Picture?**

**Cleveland** — "Weather Window," a new five-minute weather program, has begun on WJW-TV. **Jim Doney** is host.

**Brothers Kalb Share News**

**CBS News** has named **Bernard Kalb** to head its new Southeast Asia and India news bureau, to be established in Hong Kong.

Kalb is currently on leave from The New York Times, which he joined in 1946 as a news writer for its radio station, WQXR. He is a brother of **Marvin Kalb**, CBS News' Moscow correspondent. From 1956 until last year, Kalb

was a member of The Times' Southeast Asia bureau. He took a leave of absence to accept the 1961-'62 press fellowship granted annually to an American foreign correspondent by the Council on Foreign Relations.

*Congratulations,*  
*Edie-*  
on your two  
Emmy  
nominations

**HERE'S EDIE**

ABC-TV

For outstanding  
program achievement  
in the field of  
variety.

**EDIE ADAMS**

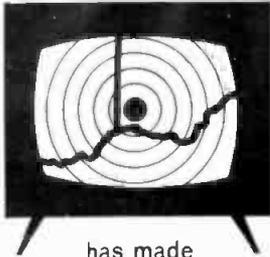
For outstanding  
performance  
in a variety or  
musical program  
or series.

*Muriel Cigars*

Division of  
CONSOLIDATED CIGAR CORPORATION



# WLW-T



has made

## CINCINNATI NUMBER 1 COLOR TV MARKET

—with more color TV sets per population in Cincinnati than in any other U. S. city!

—with over 55 hours of weekly color programs, including 30 hours of NBC Network and 25 hours of WLW-T's own local originations ... averaging 1/2 of WLW-T nighttime shows in color!

—with WLW-T survey proving color commercials 3 1/2 times more effective than black and white commercials!

—with the many WLW-T technical contributions to the color television industry!

So there's a pot of gold waiting for advertisers at the end of the WLW-T color rainbow.

Call your WLW Representative ... you'll be glad you did!

The other dynamic WLW Stations  
WLW-A WLW-I WLW WLW-D WLW-C  
Televison Television Radio Television Television  
Atlanta Indianapolis Dayton Columbus  
Coxley Broadcasting Corporation



By TED GREEN

• • • Don Staley, TV salesman at The Katz Agency and an ex-radio announcer, devotes much of his spare time reading for Recording for the Blind. Says that the organization needs more readers to record textbooks and other educational material, available gratis to blind students. Requests come in for an average of 1,600 recorded books a month from blind high school and college students who depend upon the taped volumes to get them through school and college. Anyone interested in devoting a few spare hours weekly should call Don at The Katz Agency—Judson 2-9200.



• • • Jeff Low, Syracuse U. singing discovery, will make Summer stock appearances in "Under the Yum Yum Tree" ... The Herb Dorfman (he's an assistant "PM" producer) welcomed their first daughter ... Look-alikes: Comic Archie Robbins and Frank Sinatra ... Actor Crane Jackson turned down three silo circuit offers in order to remain available for TV bookings ... Ronnie Brisk and Arlene Casey, the exciting new singing-comedy team, signed with Morse-Gurtman Associates for PR representation ... The fan magazines are stepping up their concentration on sensationalism. Networks are refusing to cooperate with several of them ... Skip Cunningham, the Kapp recording artist, is at the Baby Grand in Harlem for two weeks.



• • • How they got Started: George and Betty Skinner, tell their West Coast audience what's cooking in New York's celebrity circles. The show business veterans broadcast Monday through Saturday from 3:15-4 PM on ABC Radio's Los Angeles O-O KABC "The Skinners," which debuted last week, is taped daily by ABC affiliate WSTC (Stamford, Conn.) directly from the couple's home in Old Greenwich. The show features interviews with prominent personalities and narratives on the latest East Coast celebrity news. George has been a newspaper, radio and TV reporter for 23 years, having worked in Cincinnati, Philadelphia and New York. He is also an experienced radio and TV emcee and panel moderator, hosting WABC's morning show in 1956 and moderating ABC Radio's "Make Up Your Mind" the same year. Betty has been featured on several syndicated and dramatic programs and devoted the last few years of her 20-year marriage strictly to caring for the two Skinner sons, Doug, 16, and David, 10.



• • • Goings on at WMCA ... When Joe O'Brien (6-10 AM) announced that Meredith Wilson's "Chicken Fat" recording was unavailable in local disk shops, result was an immediate call from Tom Costello. (at 7:35 AM yet) national director of the Junior Chamber of Commerce, telling Joe that the JCC would take all orders at 30¢ per ... Three times weekly, general manager Steve Labunski hosts luncheon meetings at the Carriage Club for ad agency execs interested in learning more of the station's precedent-setting report on audience motivation. The event is always SRO ... Special department set up in the PR office to answer nation-wide inquiries about WMCA's suit in the U. S. Supreme Court challenging New York State's legislative apportionment. Talk about public service!



• • • Steve McQueen and James Garner, two TV "graduates," seem to have deserted that medium entirely. Each has appeared in motion pix since relinquishing their TV series, and their next efforts will be joined for the Mfrisch Co.'s film, "The Great Escape" ... Eli Wallach wants to take advantage of all those TV offers he has been receiving, but is too busy with films—"Adventures of a Young Man" and "How The West Was Won," to name two ... Jason Robards, Jr., managed to squeeze in a TV taping between his performances in "A Thousand Clowns" ... Coinciding with the celebration of his 25th year in show business, Nat King Cole has announced the unveiling of his own record company, K. C. Records. Cole will continue his long-time association with Capitol Records. First releases for the company are "Tiger Twist," hit song from the Italian film, "Tropico di Notte," recorded by Armando Sciascia's orchestra, b/w "Bi-a-Bi-Chuca," and Chuel Dallis singing "Come on, Let's Go" b/w "The Image of You."

**Joel McCreas Ride High On 'Here's Hollywood'**  
Joel McCrea, his wife and son, Jody, will be featured in an episode of NBC-TV's "Here's Hollywood," to be aired early in June.

The show, taped at McCrea Coney Valley ranch, will include a demonstration of calf roping, the corral, trick horsemanship and activities around the ranch.

## Schenkel Gets Bust For Helping Youths

TV sportscaster Chrls Schenkel was honored yesterday at a testimonial luncheon given by the Junior Chamber of Commerce for his contributions to the development of youth across the nation.

Schenkel, for many years a network broadcasting personal describing the nation's major sports events, was cited for "sincere and dedicated continuing volunteer efforts in helping build physical fitness, strength, the moral fibre and stimulate personality of the younger generation which will soon have responsibilities of adulthood its shoulders."

Schenkel was presented with bust of himself, sculptured Michael J. Giacco.

## 'International Zone' Aims Problems of New Nation

"The Morning After," latest in the "International Zone" series, will examine the realities and responsibilities encountered by Tanganyika since its independence last December on WNB TV May 20. Alistair Cooke is host. "Zone," initiated by the U. S. Broadcasters' Committee for the UN, is produced by UN TV. It is seen on 61 U. S. TV stations.

## Record Reported by S. G.

(Continued from Page 1)  
the best nine-month earnings figures in the diversified company's history. Hyams further noted that third quarter earnings were \$1,055,509, equivalent to cents per share, for the high single quarter in Screen Gen history.

## STORK NEWS

It's a boy. Jeffrey Steven, f Nadine & Sherril Hops. Father assistant director of merchandising for KNX-CPRN. L. A.

Anthony Thomopoulos. NB International sales services coordinator, and his wife, Pipina, has become the parents of a girl, Anne.

# THE PRICE OF TOMATOES

THE DICK POWELL SHOW - NBC-TV - A FOUR STAR TELEVISION PRODUCTION



## INGER STEVENS

Nominated for  
outstanding performance by an actress  
in a leading role.

## PETER FALK

Nominated for  
outstanding performance by an actor  
in a leading role.

## RICHARD ALAN SIMMONS

Producer-Writer

Nominated for outstanding writing achievement in drama.

## LEITH STEVENS

Composer

Nominated for outstanding achievement in original music composed for television

## Filmex Opens Doors To Creative Center

Filmex, Inc., motion picture production company serving advertising, education, business and the TV arts, has announced completion of its new creative-film center in New York City. The company was founded in 1959 by Robert Bergmann.

The new production center contains a large sound shooting stage, screening room, editing facilities, working kitchen, production offices, mass print and expediting facilities, production conference room, carpenter shop, dark rooms, sound and video control room for tape recording, eye and rear screen projection facilities.

## Friendly Gets Accolade From Boston Press Club

The Boston Press Club has presented its Headliner Award to Fred W. Friendly, exec producer of CBS-TV's "CBS Reports," for "outstanding TV journalism in 1961." The award was given to Friendly at the club's annual dinner.

## Warner Bros. Makes Sure That 'Kilroy Was Here'

*West Coast Bureau of RADIO-TV DAILY*  
**Los Angeles**—Warner Bros. has scheduled a new TV series titled "Kilroy Was Here," it was announced by Bill Orr. The stories will be comedy adventures of soldiers in World War II. Series is planned for 1963-64 showing.

# News Flashes From Coast-to-Coast

## Awards Student Scholarships

**Des Moines**—Four-year scholarships in the broadcasting field have been awarded to two students by the E. T. Meredith Foundation, in cooperation with the National Merit Scholarship program, according to Payson Hall, president of Meredith Broadcasting Co. Both young men intend to pursue careers in broadcasting. Hall said.

## New KFUP Series

**St. Louis**—"Communism, Christianity and Race Relations" will be the theme of a new series beginning May 27 on KFUP's "Living Today."

## Appoints Sales Reps

**Washington**—Marvin Address and Reginald Mead have been appointed local sales reps for WGMS.

## Honors Upcoming

**Philadelphia**—WCAU will receive a special citation on May

## 'Magnificent Humbug' To Profile GBS' Life

"The Magnificent Humbug," an original TV play profiling the life of George Bernard Shaw, will be presented on "Repertoire Theatre" Saturday, on WGBS-TV. The drama, written by Chicagoan Anne Nicholson, touches on the playwright's personal life, the era in which he lived, and some of his plays.

## Raymond Has Share Of Milwaukee Station

**Milwaukee**—Purchase of WF- OX by Fox Broadcasting Corp. from Howard Miller Enterprises, Chicago, was announced here over the weekend. Jack Raymond, general manager of WFOX and Marine Capital Corp., equal owners of Fox Broadcasting, will complete final transfer of the station license and property after FCC approval.

Raymond is a veteran of some 30 years in Milwaukee radio and TV. He will serve as president and general manager of Fox Broadcasting. Sheldon B. Lubar, Marine Capital president, said it is his company's first venture into the broadcast field.

Miller, a Chicago disc jockey, purchased WFOX in 1958. Marine Capital, a small business investment firm, headquarters in Milwaukee, with a branch office in Minneapolis.

16 for its recent New Jersey shore storm coverage from the Philadelphia chapter of Theta Sigma Phi, the women's national fraternity in journalism.

## WNUD-TV Staff Switches

**South Bend, Ind.**—There have been three staff changes at WNUD-TV. They are Paul Walton, former production manager, to

## 'Sunny Seven' For May Brightens Station Spots

**Detroit**—WXYZ-TV's "Sunny Seven" for May is Betty Richards, assistant fashion coordinator for J. L. Hudson Co., to rep the following agencies via videotaped announcements on the station: Goodwill Industries, Michigan Chapter of the Multiple Sclerosis Association, Michigan Week, the Michigan Association for Emotionally Disturbed Children, Armed Forces Week and National Youth Fitness Week.

## John Crosby Airs So. America Essays

John Crosby next week launches a series for Westinghouse Broadcasting Company, titled "Impressions: South America." The 20 radio essays, written and delivered by Crosby, are based on his recent exploration of South America. Produced and directed by Michael R. Santangelo for WBC, "Impressions: South America" will be heard in varied time slots, beginning May 14 on the six WBC radio stations and soon after in other key markets across the country via syndication.

Crosby's subject matter ranges from implications of the Alliance for Progress to vignettes of personal, human problems and amusing sidelights of life below the border. Among the topics he will cover are bloodless revolutions, Communism in the universities, boom in antique autos, American TV imports, Cornell's Inca experiment, the ghost-town capital, Brasilia, the resident American colony, and Time-Life battle with South American magazines. Each topic will be a five-minute segment.

## Choreographers Signed For Williams Fall Show

**Marc Breaux and Deedee Wood** have been signed as choreographers for NBC-TV's new Andy Williams show, which debuts Sept. 27. The team is currently working on Tony Curtis' "Forty Pounds of Trouble."

director of program operations; John McCullough, former program manager, to director of public affairs, and Gus Vanderheyden, former local sales manager, to sales manager.

## Jaycees Hoil 'Youngest'

**Rochester, N. Y.**—The Rochester Number of Commerce has saluted WROC-AM-FM-TV news director Tom Decker for service to the organization and the community. He is the youngest man to receive the Jaycee Citizens Award in more than 20 years.

## Chicago to Desilu

**Hollywood**—Vernon A. Christian has been appointed Desilu Sales rep for the Southwestern U. S., with offices in Dallas.

## Moore Upped

**Norfolk**—Jim Moore, formerly morning news editor of WGH, has been appointed news director for the station.

## Golden Gate

and its environ-

By BILL SMEA

**San Francisco**—President Kennedy's signing of the new law provide \$32 million in federal funds for ETV has drawn enthusiastic approval from the Golden Gate area.

Dr. Wilbur Schramm, director of the Stanford U. Institute of Communication Research, indicated a TV set may soon replace the elementary school teacher in the classroom. Based on tests administered to almost 400 students from third grade to college level, a recent Stanford Institute survey reveals that in most study areas, the TV method of education is markedly more effective than live teacher for 89 per cent of the students in grades three-nine.

Dr. Schramm said that old students of high school and college age have become accustomed to thinking of TV as primarily a media of entertainment. In given time, he believes, the sophomores will adjust themselves to TV in its important role as an educator.

## ORT Picks Steve Allen For Humanitarian Award

*West Coast Bureau of RADIO-TV DAILY*  
**Los Angeles**—Steve Allen received the 1962 Humanitarian Award at a Beverly Hilton luncheon June 12 from the Southern California committee of the Organization for Rehabilitation through Training.

Past ORT Award recipients include Mrs. Eleanor Roosevelt, Dore Schary, Joseph Schildkra, Norman Corwin and Steve Bro

## Montreal Channel Debut Pre-Season Grid Series

**Montreal**—Until the 11 Canadian football season officially gets under way in July, CFMTV is presenting "Big 4 Playbook" on Saturday nights, featuring highlights from last year's season. Commentary is being handled by Johnny Esau and Andy Stukus.

Also the Alouette Football Club each week announces its latest news about this year's team and introduces new team members and coaches give viewers a sight into the 1962 plans.

## OBITUARY

### William Connelly

**Chicago**—William Connelly, WBBM sales manager, died Wesley Memorial Hospital. He survived by his wife and three children. Connelly was previously with KPHO and KOOL, Phoenix, and KDKA, Pittsburgh.

# Collins Urges Broadcasters Protect Selves

## Disneyland Telecasts Each Sponsor SRO

Coast Bureau of RADIO-TV DAILY  
Angeles — The first regular TV programs to originate from Disneyland, "Meet Me at Disneyland," will premiere June 10 on KTTV. The 13-week series will be telecast Saturday evenings. Sponsorship was completed less than 36 hours after institutional bids at the park were added to telecast plans. Sponsors include Van Camp's Chicken of the Woods and Fritos, both via Erwin W. Ruthrauff & Ryan; Stouffer's Frozen Foods through Kettenbach, MacLeod & Grove, and the Brothers through N. W. Walker & Son. Tommy Walker, Disneyland's special events director, will produce the show. Buck Pennington is direct for KTTV. Format of the series will feature TV, film, recording talent appearing at Disneyland during the Summer.

## Northwestern U. Special for N. Y. Telecast

Northwestern U.'s TV program, "The Right to Say It," now in its second year on WGN-TV, Chicago, will be aired as a special on New York's WPIX Saturday. The program, a discussion-interview on "Coming Attack on Our Traffic," will feature Rex M. Whitcomb, federal highway administrator in Washington, and newsman Tom Hughes of the New York Daily News. The program is produced for Northwestern by Robert W. Thomsen and directed by J. R. Gregoris. It's a WGN public affairs presentation.

## Miller Show to Alcoa

(Continued from Page 1)  
For this season, Miller will participate in story conferences. Miller's only previous entry in TV was a dramatization of his novel on anti-Semitism, "Focus," broadcast as an NBC special several months ago.

## Paige Palmer Nominated for Fitness Committee

Cleveland — Paige Palmer, known to WEWS viewers as the "First Lady of TV Exercising," was recommended to Congress for membership on President Kennedy's Committee for Physical Fitness. She is a pioneer in exercise equipment for women and is hostess of a show, now in its 15th year.

## NBC CENTERING COAST FACILITIES

KRCA Moving to Burbank; New Color, Switching Due

NBC has announced plans for the centralization of its major facilities in California, with the project scheduled to be completed the latter part of this year. KRCA, NBC-TV O-O at Sunset and Vine, Hollywood, will be moved to Burbank, where NBC's West Coast production facilities are centered.

In Burbank, a warehouse of 20,000 square feet will be erected, and alterations will be made in the Administration and Studio buildings to house the KRCA operation. Technical facilities in Burbank will be expanded to provide KRCA with flexible, modern and larger all-color studio facilities. In preparation for the move, NBC in March placed in service a new technical switching facility at Burbank which is designed to handle all KRCA and NBC West Coast network operations. It will operate from a computer to be installed at a later date.

## United Rec. Acquires Frisco Sound Studio

West Coast Bureau of RADIO-TV DAILY  
Hollywood — United Recording has purchased Sound Recorders' studio facilities in San Francisco for approximately \$50,000.

United Recording chief engineer "Bud" Morris has taken over supervision of the new studios until a permanent staff can be established.

The company has also recently purchased property in Las Vegas and says it plans to begin construction of a studio there within weeks.

## Seven Arts Net Reports

(Continued from Page 1)  
pany's annual report to be issued next month. Seven Arts total revenue for the year was approximately \$18,000,000, of which approximately \$13,000,000 represented TV rentals via the company's subsidiary, Seven Arts Associated Corp.

## Special on Girl Scouts Sold

A special filmed report on the 1962 Senior Roundup of the Girl Scouts of the U.S.A., marking their 50th anniversary, will be presented by CBS-TV on Sept. 24, sponsored by General Foods Corp. via Young & Rubicam. The special, produced by Drew Associates, will preempt the "Danny Thomas Show" and "Andy Griffith Show."

## 44 Blacked-Out Tills On Tap by Telemeter

Forty-four sports contests, all to be blacked-out of free TV, will be piped into the homes of Telemeter pay-TV subscribers in Toronto this Fall and Winter, it was announced today by Leslie Wink, programming VP of International Pictures and division of Paramount Pictures, and J. J. Fitzgibbons, Sr., president, Famous Players Canadian Corp.

### Total Sets Mark

Representing the largest number of major sports attractions made available to Telemeter subscribers since the start of the pay-TV system in 1960, it also marks the first time that the entire nine home games of the Toronto Argonauts football team will be transmitted into the pay-TV homes. Included are two summer exhibition games and seven regular season contests.

For the second year in a row, the complete 35 away National Hockey League games of the Toronto Maple Leafs will be carried live from New York, Boston, Chicago, Detroit and Montreal.

## WMBR Appoints White As Feature Sales Chief

Jacksonville — Martin E. White has been named WMBR feature sales director. For five years he had been Community Club Awards Southeastern sale manager. Prior to that, he was commercial manager for WGAC, Augusta, Ga., for 10 years.

In his new post, White will concentrate on programming sales in the areas of news, special events, vignettes and specific packages designed to accommodate long-term and institutional advertisers.

## Chaplains Air Prayers For Armed Forces Day

St. Louis — In observance of Armed Forces Day celebrations being held this month throughout the country, KMOX Radio will broadcast each morning through May 19, prayers by St. Louis chaplains in the U. S. Army Reserve.

## Industry Challenges Delineated to AWRT; Addresses Kansans

Washington Bureau of RADIO-TV DAILY  
Washington — NAB president LeRoy Collins, in a busy weekend, declared in Chicago that self-protection, self-discipline and self-regulation, are the three major challenges facing broadcasting in fulfilling its obligation to serve the public, and predicted in Kansas that as radio grows there will be "boundless opportunities" and "experimentation in exciting new fields."

His Chicago comments were made as a panelist at the 11th annual convention of American Women in Radio and TV, while his prediction was made as the principal speaker for the Kansas Association of Radio Broadcasters, meeting in Hays.

### Peterson a Speaker

Collins told AWRT that broadcasters "have every right . . . to defend the legitimate interests of their profession from improper encroachment by the government or by anyone else." Panelist Peter B. Peterson, Bell & Howell president, called on the broadcasting industry to "try to test not only the lower limits of the consumer's gullibility, but the upper limits of his good sense and good taste."

Other AWRT panelists were Arthur Tatham, chairman of Tatham-Laird; Mark Goodson and Bill Todman, partners in Goodson-Todman Productions; Len O'Connor, NBC News, Chicago, and FCC Broadcast Bureau chief Kenneth Cox, Moderator was Irv Kupcinet.

### Outlines 'End We Seek'

In his Kansas address, Collins cautioned: "As proud as we are of radio technology and of the great geographic and population reach of radio, we can never lose sight of the fact that this capability is only a means. The end we seek is not the number we induce to tune in, but the highest quality of what people hear when they do tune in."

He also described NAB's position on over-population of radio stations as one not aimed at monopoly, but at curing the situation which is making it difficult for stations to survive.

## Alumnus to Drop Aliases At Alma Mater Banquet

Mt. Pleasant, Ia.—Iowa Wesleyan College will confer an honorary degree on radio and TV's Don McLaughlin when he speaks at an alumni banquet June 4. In broadcasting 25 years, McLaughlin is Chris Hughes in CBS-TV's "As the World Turns." On radio he is best known as Jim Brent in "Road to Life," and he is good of Don McLaughlin who acted in Summer stock at his alma mater.



By HAL TATE

WIND's current campaign on "The Nicest Things Happen to People who Listen to WIND" has reached a new peak in offbeat promotion. The station so far has paid for parking meters for suburban shoppers, commuters' boat rides on the Chicago River, a day's laundry for housewives of Hometown, and now has footed the bill for marriage licenses for couples whose last names started with its call letters. It even plans to buy the "Nicest Policeman" a brand new uniform!

WIND fans are still sending in clocks of all kinds, railroad clocks, kitchen clocks, antique clocks and alarm clocks to Howard Miller who was late for spinning records one morning. The latest count on the clocks totaled 320.

Del Clark, free-lance spokesman-personality and Harry Ashack, Channel 11 producer-director are co-directing the Deerfield Staggers presentation of "You can't take It With You," May 10 thru 12.

### Connie Francis Singing on Sunday 'Entertainment'

Connie Francis heads the musical cast of "Entertainment USA" Sunday on CBS Radio. Others include singer Russel Arms, the Buzz Adlam orchestra, and host Dennis James.

## Speculation on Dodd's Plans

(Continued from Page 1)

tween TV programs of this type and an alleged increase in juvenile delinquency.

Sen. Dodd has already issued final judgment in one direction, contending his hearings have proven that networks must come under direct FCC regulation. He has also prevailed on the U. S. Department of Health, Education and Welfare to make its own investigation of TV and relationship to juvenile delinquency.

### Staff Studying Files

The subcommittee staff has been wading through network interoffice correspondence and correspondence between network representatives and independent program suppliers, secured from files both of the networks and the program producers. The effort has been to obtain documentary evidence that network officials during their first appearance lied to the Subcommittee about efforts to minimize crime, sex and violence; that they wanted programs "hy-poed."

Network officials, testifying at

## WPIX Giving WNDT \$250,000 for ETV

WPIX, commercial New York station which pioneered in daily ETV programming, has earmarked \$250,000 to the Educational Broadcasting Corp., which on Sept. 16 begins operating non-commercial WNDT, Channel 13. The WPIX contribution, which matches those made by ABC, CBS, NBC, WOR-TV and WNEW-TV, will be in the form of five annual payments of \$50,000 each, starting June 1.

Fred M. Thrower, executive VP and general manager of WPIX, announced the contribution in a letter to Dr. Samuel B. Gould, Dr. John F. White and Howard Shepard, the latter serving as head of the EBC board of directors.

Thrower told Shepard: "The successful outcome of the complex and extended negotiations for Channel 13 and the outstanding fund-raising job that has been accomplished to date are tributes to your personal efforts and those of Jack White. Further, we are very impressed with Dr. Gould and are confident that under his stewardship WNDT will become the nation's outstanding ETV station."

### To WFMY-TV Sales Post

Greensboro — John A. Garner, formerly general manager of KMOS-TV, Sedalia, Mo., has been named Carolina sales manager for WFMY-TV.

## PITTS STATION RACKS 3 HONORS IN ONE WEEK

Pittsburgh — KDKA last week chalked up three substantial honors, headed by general manager L. R. Rawlins being 1st VP of the Pennsylvania Association of Broadcasters

annual convention in Pocono Manor.

At the same convention, KDKA was cited by Pennsylvania State U. and the PAB for its "quality and excellence of broadcasting of farm, home and garden news and information."

The Allegheny County Broadcasters Association here presented title its public service award "an unprecedented series of programs aimed at imparting every citizen an appreciation laws that affect him." This was presented to program manager Dominic Quinn at a Day USA luncheon, on occasion of the 1,500th broadcast of KDKA's "Your 60-Second sel."



RAWLINS

## NBC-TV RETURNS 'BULLWINKLE'

Jay Ward's Moose Gets New Time Slot in Fall

NBC-TV's decision to return the "Bullwinkle J. Moose" cartoon show to a new Sunday afternoon time slot next season was "inevitable," producer Jay Ward said. "Bullwinkle" had everything going for him, he added.

"CBS had openly proffered Bullwinkle their 6:30 PM time

McClure Syndicate is mailing to newspapers and magazines an eight-page brochure, with comedy text and illustrations, promoting its new comic strip based on "The Bullwinkle Show."

slot to follow "20th Century," Ward explained, "and ABC was pulling for us—to keep off their network." As an afterthought he added that General Mills and the Dancer-Fitzgerald-Sample agency were Bullwinkle "allies."

## Educator Sees 'A Revolution'

Washington Bureau of RADIO-TV DAILY

Washington — TV in the foreseeable future will be used by every educational institution in the nation; every student from kindergarten through college will get some instruction by TV, and in many areas TV will be the source of all instruction according to William G. Harley, president of the National Association of Educational Broadcasters in an address here.

He told the 32nd Institute for Education by Radio-TV last week that:

"American education stands on the threshold of a revolution in techniques and effectiveness as drastic as the change from the musket of the American revolution to the weapons of the space age."

### Rise Gets FTC Dictum

(Continued from Page 1)

products. Carter's plea that its commercials compared Rise to inferior creams only, not with all the market, was rejected by the commission, as was the plea that there was no deception in using another substance to represent "dried-out lather."

### Fredericks Vows Fight

(Continued from Page 1)

sorship," Fredericks asserts seeks to create conforming opinion through threats and paraging publicity."

Among other things in his negie Hall appearance, Fred plans to announce public support for three bills before the Representatives to prevent FDA and other federal agencies from abuse of powers, partly through publicity. They were sponsored by Reps. Dan King (D-Utah, who will sit at the Carnegie Hall) and Francis E. Walter (D-Pa.), Otis G. Pike (D-N.Y.).

Fredericks accused the FCC of "indirect censorship" by writing letters to radio stations in his program, contending that broadcasts were "controversial" and he said, hinting the FCC might lose their licenses if they presented an objectively approach to a discussion of network. "All this smacks of collusion," Fredericks said. "Nobody name directly, but they are their level best to drive me the air."

### Dubbed 'Outstanding'

Los Angeles — The California Advisory Board has sent KRCA's "Agriculture, S. A." series an award for "outstanding public service." host and producer John S. accepted the award.

## 0-Wall Indie with ABC Net

Corpus Christi, a 50,000-watt station owned by Broadcast-Net of the Southwest and since its founding in 1954 is affiliated with ABC.

R. Pauley, president of Broadcast-Net, also announced the addition of 12 other stations: Eau Claire - Chippewa Falls, 5,000 watts; WGEE, Eau Claire, 5,000 watts; WNBH, Fall River, Mass., 10,000 watts; WDUN, Gainesville, Fla., 10,000 watts; KINT, El Paso, 10,000 watts; KWRE, Warrenton, Ore., 10,000 watts; WAMD, Aberdeen, 5,000 watts; WAUB, Auburn, 5,000 watts; WCJU, Tulsa, Okla., 250 watts, and Albemarle, N. C., 250

## James Managers Radio, TV Programs

Daniel T. Pecora named WGN-TV program manager, and Robert L. WGN-Radio program manager. He succeeds Edward A. WGN-TV program manager for a year and a half years, who had accepted a similar position with WNBC-TV in New York.

## Wains Formatic Radio Associate Producer

Bill Wood Bell, syndicated Formatic Radio, syndicated program and production manager, produced by Stars International, as associate producer. Stars International is owned by the Frank Organization and managed via Richard H. Ullman, Stars subsidiary.

He was formerly a DJ with KJWB, Oakland, and KFVB, San Francisco, and KFVB, Los Angeles, KLAC, Los Angeles, and KFVB, San Francisco. He was formerly manager of KOFY, San Francisco.

## Phi Honors Bernstein, CBS for TV Concerts

Phi Kappa Phi, national fraternity, has awarded Leonard Bernstein and the New York Philharmonic its 1961 award "for achievement in the field of serious music." A concert was also presented to the Philharmonic, which has broadcast the series since it premiered in 1951.

## AGENCY NEWSCAST

by SHELBY COOPER

Seymour Morris Associates, on behalf of Universal Pictures, is conducting a saturation TV campaign in upstate New York for the film "The Day the Earth Caught Fire." Twelve stations, including CJSS-TV, Cornwall, Ont., are being used to penetrate every city and town in the area where the picture will be shown.

Breck Shampoos, via N. W. Ayer & Son, has bought alternate week half-hours of ABC-TV's new "Ging My Way," for 50 weeks beginning Oct. 3. The new series will be scheduled for Wednesday nights, stars Gene Kelly and is based on the Bing Crosby movie of the same name.

The Advertising Federation of America and the Advertising Association of the West will hold their first joint convention June 23-28 in Denver.

Bernard Sloan has joined Leo Burnett agency, Chicago, as a TV copy supervisor. He was formerly with Compton Advertising, for seven years. Gerald Blake II, Lambert & Feasley VP, has been promoted to management account supervisor on the Listerine and Fizzies accounts.

The Savings Bank Association of New York will terminate its contract with Benton & Bowles July 31, because of competitive client relationships within the agency.

Coca Cola is using radio and TV spots to support introduction in New Orleans of its new 16-ounce bottle. Ballantine Beer, via William Esty agency, will use regular radio spots all Summer on Yankees baseball broadcasts.

Procter & Gamble has purchased a 52-week schedule of spot announcements on WABC-TV, for 11 products, through five agencies. Fort Pitt beer, via Thompson & Associates, Pittsburgh, has purchased "Radio News Day" Mondays, Wednesdays and Fridays on KDKA.

Drackett Co., Cincinnati, has purchased the O-Cedar division from Martin-Marietta, and named Young & Rubicam to handle ads for the full line. O-Cedar was previously a Y&R client, before its acquisition by Marietta in 1952.

Thriftyway Stores, Seattle, will sponsor "Queen for a Day" on KOMO-TV, the week of May 21-25. During the week, the ABC-TV network show will originate at the opera house of the Seattle

## Thought for Today

"The RAB's recent filgbee Department Store studies show that radio can beat newspapers in making item sales, which bring in more dollars of sales for the same investment. And RAB's new radio test plan puts the emphasis on sales results rather than complicated formulas which have been known to produce statistical successes accompanied by steadily declining sales figures."

—Maurie Webster  
Spot sales veep, CBS Radio

World's Fair . . . Tom Mahaffey, program director at WJXT-TV, Jacksonville, has been elected VP of the Advertising Club there.

Kenyon & Eckhardt will launch a subsidiary, Kenyon & Eckhardt do Brasil, June 1. Pedro Valderama, now with K&E de Mexico, will be general manager of the new agency. One important account already signed is the Anderson-Clayton line of food products and beverages.

## 5-State Pacific Net Carries Sat. Races

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Nineteen member stations of the CBS-TV Pacific network will join KNXT this season to bring viewers in five states the Saturday Feature Races from Hollywood Park which premieres this week. Union Oil Co. is sponsor for the sixth consecutive season.

Other California stations are KTVU, Oakland; KBAK-TV, Bakersfield; KICU-TV, Fresno; KXTV, Sacramento; KSBW-TV, Salinas; Monterey; KSBY-TV, San Luis Obispo; KHSL-TV, Chico, and KIEM-TV, Eureka. KIVA, Yuma; KOOL-TV, Phoenix, and KOLD-TV, Tucson, will carry the weekly races in Arizona.

Washington stations include KTNT-TV, Seattle-Tacoma; KXLY-TV, Spokane; KNDO-TV, Yakima, and KNDU-TV, Pasco. In Oregon the races will be broadcast on KOIN-TV, Portland, and KBES-TV, Medford. KLAS-TV, Las Vegas, and KOLO-TV, Reno, will cover for Nevada.

## Beauty on WRGP

Chattanooga — Betsy Johnson, one of the 10 finalists for the "Miss Chattanooga" crown, is being sponsored at this time by WRGP-TV.



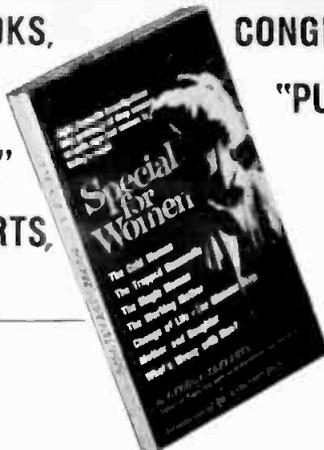
Every man is the architect of his own character.

G. D. Boardman

—A Thought For The Day—

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

AVON BOOKS,  
publishers of  
"SPECIAL FOR WOMEN"  
by GEORGE LEFFERTS,



CONGRATULATES THE  
"PUREX SPECIALS FOR WOMEN"  
FOR THEIR  
MANY HONORS

*Nominated by  
The Academy of Television Arts and Sciences*



## **PUREX SPECIALS FOR WOMEN-NBC-TV**

*for outstanding daytime programming*



## **GEORGE LEFFERTS**

*for outstanding writing achievement in the documentary field*



NATIONAL MEDIA AWARD CERTIFICATE, Television's Finest Hour

TV-RADIO MIRROR GOLDEN DOZEN AWARD, Best New Television Series

FAME POLL OF NATIONAL TV EDITORS AND CRITICS, One of the Three Best Daytime Programs

HOLLYWOOD FOREIGN PRESS ASSOCIATION GOLDEN GLOBE AWARD, Outstanding Special Program

TV PRODUCERS GUILD PLAUDIT AWARD, Honorable Mention for Eminent Contribution to Television

# TELEVISION DAILY

INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



Established February 9, 1937

90, NO. 89

WEDNESDAY, MAY 9, 1962

TEN CENTS

## FTC STEPS UP DECEPTIVE AD WAR

### Newspaper Survey Aiming to Capture Video's Ad Dollars

Another newspaper, in an effort to diminish TV's allure to advertisers, has come up with a new survey purporting to challenge the validity of the proof of the audience viewing commercials contrasted with those watching the rest of program con-

the New York News, unveils what it calls a "Profile of the Nations," noted that the "Study" (Continued on Page 4)

### NC Releases Chi Series Hosted by Hans Conreid

Great Voices from Great Hits," a series produced by WKB-TV, Chicago, and hosted by Hans Conreid, will be released by Television Affiliates Corp. next week to its subscriber stations throughout the country. It features Hans Conreid and noted authorities discussing interesting and controversial subjects from great hits. George Paul directed the series.

### Cincinnati Station Cited By Ohio State Bar Ass'n

Cincinnati — WSAI will receive the 1962 Ohio State Bar Association Journalism Award tomorrow on the basis of an 11-program series it devoted to functions of the courts by questioning judges to preside over them. WSAI news director Gene Hirsch will accept the award in Toledo.

### AMA Bumps 'Nat'l Velvet' to Argue Aged-Care Case

The American Medical Association has purchased a half-hour NBC-TV May 21, to present a special program, "Your Doctor Reports," subtitled "The Physician Speaks Out on Medical Care for the Aged." The special will re-empt "National Velvet" for at date.

### NEW ABC-TV EXEC TEAM HITS \$46 MIL. IN 7 WKS

Under the new network top team of VP in charge Thomas W. Moore and Julius Barnathan, VP and general manager, ABC-TV yesterday reported having racked up \$46 million in billings for the 1962-63 season, all within the past seven weeks.

Among new purchases cited are: R. J. Reynolds Tobacco, half-sponsorship of "Mellale's Men," "Armour," "Hollywood Special," "Combat," "The Untouchables," "Naked City," "Premiere," "77 Sunset Strip" and "Ben Casey." John H. Breck, continuing in "Going My Way," American Dairy Ass'n and Warner-Lambert, "Adventures of Ozzie & Harriet." Sunbeam Corp., "Hollywood Special," "Casey," "Hawaiian" (Continued on Page 9)

### CATV Ass'n Annual Meet To Begin in D.C. June 17

Washington Bureau of RADIO TV DAILY  
Washington — The National Community Television Association says it expects the largest gathering in its history for the 11th annual convention to be held here June 17-22, based on early registration figures from 45 states, Canada and Mexico. NCTA also promises the biggest exhibit of CATV equipment ever assembled for an industry convention.

### Police Televisc Line-Up To Gotham's Five Boros

New York's "Finest" today begins experimental city wide TV broadcasts of its daily line-up for detectives. Test station WUHF, Channel 31, will broadcast the lineup scrambled to five sets in the five boroughs equipped with secret unscrambling devices. The scrambler, will prevent other receivers from getting the shots.

### Steel's Tape Offering Nixed by Newsmen

"These are the 1960's, and we believe that sooner or later U.S. Steel will catch up with the realities and mechanics of modern journalism." Gabe Pressman stated yesterday in rejecting the company's offer of its own tape-recording of the stockholders' meeting a couple of days ago.

Pressman is co-chairman of the (Continued on Page 2)

### Exaggerated Claims From Realty Bargains To Toothpaste Probed

The FTC yesterday was reliably reported deep in a multi-pronged investigation of radio and TV advertising which "appears to exaggerate to the point of fraud." The alleged deceptive practices are said to range from "fabulous" real estate bargains in sunny lands to food freezer plans and toothpaste.

Commenting on the realty offerings as an example of possible abuses, Daniel J. Murphy, who heads the FTC's Bureau of Deceptive Practices, declared:

"Plainly, it is directed to prosecute" (Continued on Page 8)

### 'Can You Top This' Pilot By Video Tape Unlimited

Video Tape Unlimited has taped a pilot of "Can You Top This," with Peter Donald as emcee and the panel composed of Harry Hershfield, Harvey Stone, Ricky Lane and Corbett Monica. Bob Stivers was the producer, with Hal Tulchin directing. This pilot was for a projected 39-week series.

### William J. Leo Elected Ass't Treasurer of CBS

The CBS board of directors has elected William J. Leo as assistant treasurer of the company. He joined CBS in 1960 as Credit Section manager, and will continue to serve in that capacity.

### Let's Talk } It Over } New Trojan Horse: Plan to Tax-Exempt Pubservice Shows

By ARTHUR PERLES

**B**EWARE the Greeks bearing gifts. Latest Trojan horse "offering" from the professional ranks is out of Harvard Business Review's current issue, Ernest D. Frowley up (as they say at the track).

You'll recall, last week a Hofstra College economist proposed that Government underwrite all pubservice programming to relieve commercial networks of their cost-oftenly and unsponsored shows. Then adding injury to insult (of our intelligence), he'd impose a royalty on web programs to underwrite the Fed's broadcasts!

Now, Harvard's Mr. Frowley provides us with his plan, which he terms "basically a simple one": "provide a tax exemption for losses incurred by TV networks in staging public service programs."

By this time, quite frankly, we are beginning to wonder whether these (Continued on Page 8)

### House Unit Polishes Up Bob Hope's Gold Medal

Washington — The bill to present a Gold Medal to Bob Hope for his accomplishments over the years as an unofficial goodwill ambassador for the U. S. and for his worldwide travels to entertain American servicemen has finally moved off dead center. A House Banking and Currency Subcommittee has finally approved the bill, which was passed by the Senate last year.

**CHAS. A. ALICATE** - President & Publ.

**MARVIN KIRSCH** - Assoc. Publ.-Gen. Mgr.

**ARTHUR PERLES** - Editor

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## Experimental Psych A Boston Eye-Opener

**Boston** — A 15-program, early-morning series on psychology, "Of Men and Motives," begins May 20 on WHDH-TV.

The series is produced by Michigan U. and conducted by Prof. Elton B. McNeil. The study will cover the entire field of experimental psychology, from lab research to practical application. First program will be titled, "We Call It Human Nature."

**Terry KTRH Announcer**  
**Houston** — The latest addition to the KTRH announcing staff is Don Terry.

**DOMINANT VIEW**

**WJZU**  
 scranton-wilkes barre  
 and WGBI represented by H-R

# COMING AND GOING

**HARRIET BAKER** and **MITZI HIRSH**. **BOECK** of WIL, have returned to St. Louis following Chicago AWRT convention.

**IRENE RUNNELS** of **KBOX**, Dallas, has returned following Chicago AWRT convention.

**E. ROGER MUIR**, New Meritt Productions president, has returned from L.A. talks with Arthur Clakely on TV animation films.

**GEORGE A. GRAHAM**, NBC VP and general manager, to Lubbock, Tex., to speak at a 15th anniversary celebration of **KCB**.

**RICHARD DORSO**, Ziv-UA executive VP in charge of programs, to the Coast for 10-days of production meetings.

**SAM J. LUTZ**, personal manager of Lawrence Welk and his Champagne Music Makers, has left Hollywood for business meetings at Lake Tahoe.

**G. THAINÉ ENGLE**, NBC manager of broadcast promotion, to Washington, D. C. tomorrow for a two-day President's Committee meeting.

**FRED HENRY**, Don Feddersen Productions executive VP, back in Hollywood after N.Y. meetings with ABC-TV and agency executives.

**JIM DUFFY**, ABC VP and national director in charge of sales, to New Bedford, Mass., where he will speak at the Junior Achievement League's annual banquet.

## NBC's 1st Paris Spec Sponsored by Purex

"Germany: Fathers and Sons," a special program on the "barrier of silence" between Germans under Hitler and their younger generation is skedded by **NBC-TV** for June 15. Sponsorship was purchased by **Purex Corp.** through **Edward H. Weiss & Co.** Producer is **George A. Vicas**, who heads **NBC News**, new European production center in Paris. It is the first special to be completed by the center, established last year to produce news and information documentaries.

## Pressman Rejects Tape

(Continued from Page 1)

**R-TV Working Press Ass'n's** freedom of information committee.

The steel company had barred any form of broadcast or sound coverage of the meeting because there would be "not enough room" in a 3,000-person hall. In lieu of permitting broadcast news coverage, **U.S. Steel** had offered a tape recording which it had made.

"The offer was of course completely unacceptable," Pressman said. "We believe the company's decision to bar TV, radio or sound coverage . . . reflects an outmoded attitude." He pointed out that some of the company's own stockholders had protested the ban, during the meeting.

## Farm-Home-Garden News Cited at 2 Rahall Outlets

**Allentown, Pa.** — Two Rahall stations—**WKAP** here and **WNAR**, Morristown — received honorable mentions in the first awards made jointly by the Pennsylvania State U. Cooperative Extension Service and the Pennsylvania Association of Broadcasters. **WKAP** and **WNAR** were recognized for outstanding jobs in farm, home and garden broadcasting.

## TROPHY HONORS BROADCASTER

Charles Ross Award Aims  
To Improve Radio, TV News

**Laconia, N. H.** — The "Charles Ross Trophy" has been established here to honor the memory of a New Hampshire broadcaster who died three weeks ago of cancer. Set up by the **UPI Broadcasters Association** of New Hampshire, it will be given annually for leadership in public service.

**Ross**, program director of **WM-OU**, Berlin, at the time of his death, helped found the association, which works to improve broadcast news.

First award was given to **Ed Lecius**, news director of **WSMN**, Nashua, for a series of editorials on local issues.

## 2 Press Club Prizes To WTMJ, Milwaukee

**Milwaukee** — The two 1962 radio station certificates of merit of the Milwaukee Press Club been awarded to **WTMJ**. The **George Grabin Award** for "Distinguished Community Service" was presented for its public service programming, particularly "Two for the Record" and "The Zeidler Roundtable." The **Pabst Brewing Company** award for "Best Radio News Coverage" was presented to news editor **Jack Krueger** for telephone reports from the Wisconsin Democratic Party convention.

## KPLR-TV Tosses Party For Wrestling Program

**St. Louis** — **KPLR-TV** is celebrating a double birthday to mark the third anniversary on the air and the third year of "Wrestling at the Chase." The station hosted a dinner and wrestling party.

# FINANCIAL

(May 8)

NEW YORK STOCK MARK

	High	Low	Cl
Admiral Corp.	16 1/4	16	
AB-Pf	35 3/4	35 1/4	35 1/4
A. T. & T.	124 1/2	122	122 1/4
AVCO	24	23 1/2	23 1/2
CBS	40	39 1/2	39 1/2
Columbia Pic.	20 1/4	19 1/2	20 1/4
Crow. Coll.	34 3/4	34 1/4	34 1/4
Decca	45 1/2	44 1/2	45 1/4
Disney	34 3/4	33 1/2	33 1/2
East. Kodak	109 1/4	108 1/4	108 1/4
Gen. Elec.	44 1/4	43 1/4	43 1/4
General Tel.	23 1/4	23 1/4	23 1/4
Hazeltine Corp	22 1/4	22 1/4	22 1/4
Magnavox	44 1/4	43 1/4	43 1/4
MCA	57 1/4	57 1/4	57 1/4
M-G-M	42 1/4	41 1/4	41 1/4
Nat. General	8	7 3/4	7 3/4
Paramount	47 1/2	47 1/4	47 1/4
Plovugh	71	69 1/2	71
RCA	52 1/4	52 1/4	52 1/4
Storer	37 1/2	36 3/4	36 3/4
Toft	18 1/2	18	18
20th-Fox	29 1/4	28 1/4	28 1/4
United Artists	32 3/4	32 3/4	32 1/2
Warner Bros.	15 1/2	15 1/4	15 1/4
Westinghouse	32 1/4	31 1/4	31 1/4
Zenith Radio	66 1/4	64 1/4	64 1/4

## AMERICAN STOCK EXCHANGE

Capital Cities	16 1/4	15 1/4	16
Desilu	9 1/4	9	9
Esquire, Inc.	11	11	11
Filmways	7 3/4	7	7 3/4
MPO	9 1/4	9	9
NTA	1 3/4	1 3/4	1 3/4
Reeves Sound.	4 7/8	4 7/8	4 7/8
Screen Gems	18 1/4	18	18
Technicolor	14 1/2	14 1/2	14 1/2
TelePromPter	12 1/2	12	12
Trans-Lux	14 1/4	13 1/4	14
TV Industries	2 1/2	2 1/4	2 1/4

## OVER THE COUNTER

Jerrold	8 1/4	7 1/2
Meredith	30 1/2	30 1/2
MetroMedia	16	16
Official Films	1 3/4	1 3/4
Scranton	7	7
Sterling	13 1/4	13 1/4
Transcontinent	9 3/4	9 3/4
Wometco	23 1/2	23 1/2

\* Courtesy of National Association of City Dealers.

## Van Nostrand Named San Diego Sales Head

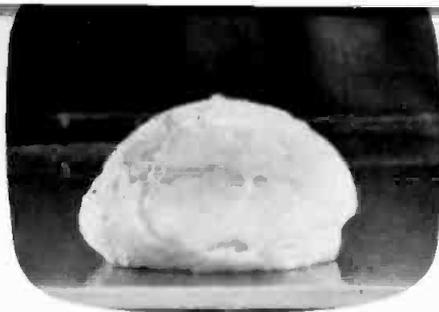
**West Coast Bureau of RADIO-TV D San Diego** — Appointment of **Jack Van Nostrand** as local manager of **KFMB-TV** has been announced by **George Whit VP** and general manager of **San Diego Transcontinent TV** let. **Van Nostrand** has been 1 and national account executive for **KTLL Los Angeles**. **ABC F** national sales representative, national and international representative for **Roy Rogers, Inc.**

Aggressive sales organization available for Radio, TV & Film Sales representation currently calling on Eastern markets. Also interested in representing companies to the Advertising & Marketing Research business.

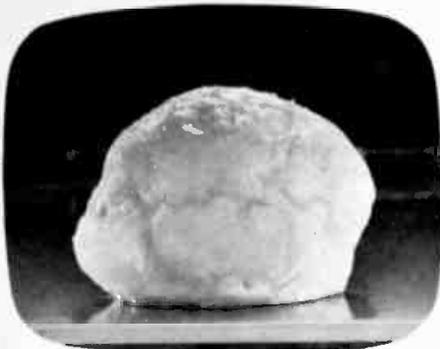
Box 176, RADIO-TV DAILY  
 1501 Broadway, New York 36, N. Y.



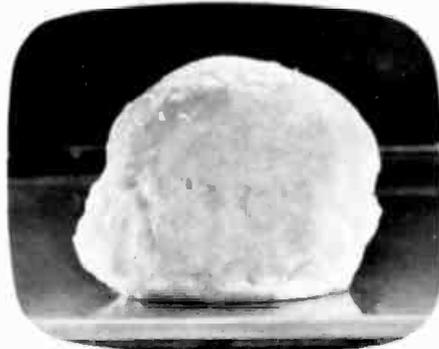
Right before your eyes . . .



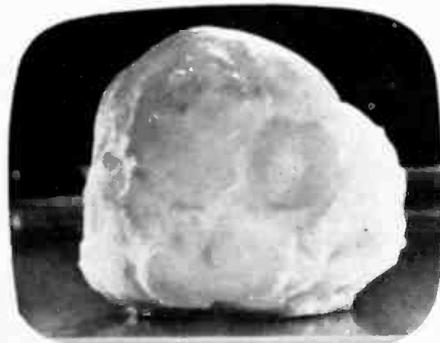
UP . . .



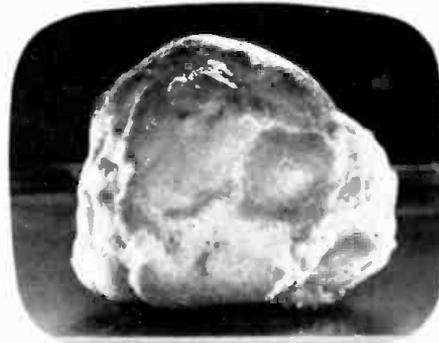
UP . . .



UP . . .



UP . . .



UP . . .

## Film does the unusual . . .

Think of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden shells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that packs minutes into seconds—the magic that's film!

But that's only part of the story! Only part of the reason why so many advertisers are using film. For film gives the optical effects you must have . . . gives commercials—crisp, vivid, exciting—the way

you want them—and when!

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires. For more information, write Motion Picture Film Department.

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

## Mayor Hails WLIB For 'Stumlord' Opinion

Mayor Robert F. Wagner has commended WLIB for its editorial campaign in behalf of the Repeal Bill giving New York City the right to make needed repairs in stum houses with payments to come out of future rents. The mayor, in a letter, also informed the station that the bill would be effectively enforced.

## Patty Duke to Face Ziv-UA TV Cameras

Fresh from the movie version of her Broadway hit, "The Miracle Worker," 15-year-old Patty Duke has signed contracts with Ziv-UA which will give her a TV show of her own. It will be a human situation comedy," according to Richard Dorso, Ziv-UA executive VP in charge of programs.

The new project, Dorso said, underlines close cooperation between Ziv-UA and its parent company, United Artists Corp. The film of the "The Miracle Worker" is an independent production for UA release.

Pilot on "The Patty Duke Show" will go before the cameras shortly in New York. She made her professional debut on TV some seven years ago, just after her eighth birthday.

## Cleveland 'Perspective' Tells of 3 Great Men

Cleveland — Roald Amundsen, Robert Falcon Scott and Richard Evelyn Byrd, three men who found greatness—one in triumph, one in death and one in heroic loneliness — will be eyed tonight on WJW-TV when the Cleveland Electric Illuminating Co. presents "Trio," another "Perspective on Greatness."

In some of the most remarkable motion pictures ever filmed, this presentation tells of these three men who traveled to the ends of the earth in search of greatness.

## Pocatello TV Off B'lock

Washington Bureau of RADIO-TV DAILY Washington — Granite District Radio Broadcasting has withdrawn its application to sell KTLA-TV, Pocatello, Ida., to Alex Gold and Harry Wallerstein, the FCC reports.

### HOWARD E. STARK

Brokers and Financial Consultants—

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. El Dorado 5-0405



By TED GREEN

• • • Former Broadway flack Steve Keegan has just inaugurated the Overseas Highway Welcome Station. For info on where to go, what to do and how to get there in the Florida Keys, write to Steve in Upper Key Largo . . . Dr. Anna Arnold Hedgeman, WWRJ personality, will emcee the seventh annual luncheon of the Utility Club, honoring Mrs. Martin Luther King as "Woman of the Year." The affair will take place June 2 at the Waldorf-Astoria . . . New twist-ventro-impressionist Bernie George will appear in a straight acting role as a priest in tonight's "Naked City" episode on ABC-TV.

• • • Are Martha Raye and her ex-husband, Nick Condos, once again acting at the romantic stage? . . . "Crying" comedian Rip Taylor scored a big hit on Ed Sullivan's TV show the past Sunday. He had a real "bawl" and so did the audience . . . Eddie Arcaro, who just returned from racing circles, told Perry Como his prediction for the Kentucky Derby winner would be Sir Gaylord (Okay, I'll bet two bucks Eddie) . . . Tip to TV talent scouts—Catch the talented duo, Laura and Bill Paer, singing at the Steak Pit in Paramus, N. J. A natural for guest shots on the major video musical shows.

• • • My Stetson's off to: Mert Koplín and Joel Chaseman, who propelled the "PM" show from a brash challenger into a nationwide nighttime habit without benefit of big budgets, cable, theatre, etc. Now that "PM" is going off the air June 22, we predict that Koplín and Chaseman will go on to new TV triumphs . . . Myrna March (she can belt a song) just sold four of her new numbers: "Warm Are Your Lips," "Crazy Crazy" and "Thou Art" to Bourne Music, and "Three Little Dreams" to Shapiro Bernstein. If a recording is going to be made of them, we recommend Myrna herself.

• • • Meet: Jimmy Dean, one of the hottest disk artists in the country, who will be hosting the "Tonight" show the week of July 9.



DEAN

His most recent record, "PT-109," the story of the naval exploits of John F. Kennedy during World War II, is approaching the half-million mark after just six weeks of sales. Last year, Jimmy's waxing of "Big Bad John," which he composed himself, sold 2.5 million copies here and abroad. As a youth he learned to play the piano, accordion, guitar and harmonica. After military service, he stayed in the Washington area for a number of years, becoming one of the Capital city's most popular radio and TV personalities. In the middle '50s, CBS in New York signed him and for the next 27 months he was occupied first on the "Morning Show," then a Saturday afternoon program and finally on his own show, five times a week. Jimmy's Columbia Record releases have made him a top purveyor of "Americana" music.

• • • Naomi Shelton, now singing at Number One Fifth Avenue, would be a natural for Mike Wallace's "PM" . . . Jan Tanzy has been signed to recreate her Broadway role of Baby June in "Gypsy" at the North Shore Music Theatre, Beverly, Mass., for one week beginning July 9 . . . Ty Hardin, Warner Bros. motion picture and TV star who is seen regularly as "Bronco" in "The Cheyenne Show" on ABC-TV, will be guest of honor at the second annual Goya Guitarr Folk Music Festival at Grossingers Hotel and Country Club in Grossinger, N. Y., Sept. 4-7 . . . Now in Hollywood, Tracy Butler is the only actress in movieland with a guarantee by Good Housekeeping. She was an editor with the magazine before turning to show business.

• • • Baritone Robert Merrill is so proud of his two Grammy Award nominations: for "Luella di Lammermoor" album (opera) and for "Sacred Service" album (classic). Bob's had a big re-ordering year; seven new albums out this season! Incidentally Robert is host of a new operatic puppet show being produced by Jerry Hanmer. The pilot's completed . . . Henry Morgan has been appointed head of the TV division of The American Society of Girl Watchers. He's considered an expert in this field.

23 Show Corp. Post-5 Acquired by WCBS-TV  
WCBS-TV has acquired 23 ture films from Show Corp of which were originally released theatrically between 1956-1961. They will be first-run New York.

## 20th-Fox's 'Paradise' Syndicated in 8 MA

Twentieth Century-Fox network show, "Adventure Paradise," has been released syndication. Howard Anderson 20th-Fox syndication man said over \$600,000 in sales recorded on the property during the first week of its release eight markets across the country.

Purchasers were in New York, Los Angeles, Dallas, Minneapolis, Phoenix, Tucson, Mobile, Honolulu.

The package includes 91 episodes of "Adventures in Paradise," which has just completed a three-year run on ABC based on James Michener's work.

## 'Daily News' Has 'Survey'

(Continued from Page 1)  
of TV Station Break Commercial" was included in a survey covering changes in buying terms for salad and cooking cake mixes and margarine, ketchup and brand data for ale, Scotch whiskey, air conditioners, autos and travel.

The newspaper stated that "current and definitive picture of the New York market" of 8 million adults alone, was obtained through personal interviews of 10,000 separate households. It claimed that one finding was that the actual station break audience "did not even approach the average number of people viewing the two surrounding programs."

Further on in a New York press release is a pitch for newspaper advertising, which does reveal whether any survey has been made comparing the number of people who read the stories against those actually cognizant of the ads.

## Danon Joins KTLA

West Coast Bureau of RADIO-TV DAILY Los Angeles — Dalton Danon, who for the past nine years held executive sales positions in leading distribution companies, has been named KTLA film operations director.

## OBITUARY

### Frank Goss

Frank Goss, veteran CBS newscaster, died in Hollywood yesterday following a heart attack.

# AN OPEN LETTER

During the past few years, I was privileged to direct Ed Wynn in "Requiem for a Heavyweight" and Red Skelton in "The Big Slide." Both portrayals earned Emmy nominations.

Earlier this season, I directed another great clown, Milton Berle, in "Doyle Against the House."

As a director, I have come to know that comedy and drama are closely related. Therefore, I am delighted—but not surprised—that these comedy greats delivered so brilliantly in their dramatic efforts.

To Milton Berle, a gentleman and a pro—congratulations!

*Ralph Nelson*

## SG Sells 12 Stations Hanna-Barbera Pack

Twelve more stations have purchased 156 new, five-minute Hanna-Barbera cartoons for Fall debut, it was announced by Screen Gems. The cartoons, broken down into three series of 52 episodes each, are titled "Touche Turtle," "Lippy the Lion" and "Wally Gator" and are the first made expressly for syndication by Hanna-Barbera.

Sales were to WBZ-TV, Boston; KPIC, San Francisco; WJZ-TV, Baltimore; WXYZ-TV, Detroit; WEWS, Cleveland; WDAF-TV, Kansas City; WCCO-TV, Minneapolis; WBNS-TV, Columbus, O.; KCPX-TV, Salt Lake City; WNDU-TV, South Bend; KGMB-TV, Honolulu, and WTVW, Evansville. Hanna-Barbera, which will have three animated half-hours on ABC-TV next fall — the returning "Flintstones" and "Top Cat" and the recently announced "The Jetsons" — also produce "Huckleberry Hound," "Yogi Bear" and "Quick Draw McGraw," in national spots for Kellogg in over 100 cities.

## McGinn Joins Jayark As Account Executive

James T. McGinn has joined Jayark Films Corp. as an account exec. He formerly was president of McGinn TV Productions, where he produced over 1,000 live, tape and film TV shows. Among his credits are "American Memoir," "Folk Song," "Down You Go," "Investors Forum," "The Storyteller," "Mr. McGarrity," "BOZO Circus" and "Playboy's Penthouse."

Just before forming his own organization McGinn was associated with Encyclopedia Britannica Films of Wilmette, Ill.

## New Jazz Pilot for TV

Steve Allen's associate, Phil Turetsky, is in New York with a new jazz pilot, produced by Steve's Meadowlane Enterprises. Oscar Brown, Jr. is host of the half-hour series. Rod Erikson, of Filmways, is handling the sale in New York.

## Polio Drive to Get WPX Booster Shot

The polio drive now under way receives a booster shot today through WPX's newly introduced "Community Service Project," when one of the Health Department's nurses appears on the station's "Bozo the Clown" program. She will be interviewed by clown performer Bill Britten and discuss her department's plans for issuing polio shots to school children.

# HOLLYWOOD

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Rumors concerning a supposed exit of Sam Jaffe from the "Ben Casey" series seem a bit exaggerated. According to Basil Grillo of Bing Crosby Productions, Jaffe did express dissatisfaction with his role but the option on Jaffe's services for next year is being exercised and the part of Dr. Zorba undoubtedly will be expanded next season.

• • • KTLA has come up with a plum in the form of an exclusive campaign from J. M. Smucker Company, makers of jams and jellies. The deal was set by the Detroit office of PG&W, according to Jack Donahue, station sales manager. . . . Shari Lewis and her husband, Jeremy Tarcher, will add to the moppet audience with one of their own in July. . . . "Route 66" has wound up its season's shooting and resumes production June 4 after a four-week vacation. George Maharis should be ready to resume his co-starring role by then, after recovering from a rough session with hepatitis.

• • • Jay Ward has signed Michael Levin to write three original tunes for "The Bullwinkle Show," as well as to score and write music for Ward's pilots. . . . Revue has signed actress Pippa Scott to a term contract for both screen and television. Her first assignment is the lead opposite Lee J. Cobb in "The Virginian," new 90-minute color series to be aired via NBC-TV. . . . Bill "Jose Jimenez" Dana is in Seattle for three days of p.a.'s, accompanied by Bill Lyon, v.p. of the Brandy Company. . . . Dan Duryea reports for U. S. Steel Hour rehearsals in New York June 18 for his starring role in "The Scene of the Crime," to be aired on CBS-TV June 27.

• • • KTTV week-end newscaster Les Lampon, who speaks Russian fluently, has been engaged by the State Department to host a series of six quarter-hour radio programs for broadcast behind the Iron Curtain. The Russian language shows will be taped at the Glen Glenn Studios. . . . KIH has a cp for a new transmitter to be located on Venice Blvd. Ground will be broken shortly. . . . Leonard Reinsch, veteran broadcast executive and Radio-TV Advisor to President Kennedy during the presidential campaign, will be guest speaker at the joint meeting of the Los Angeles and Hollywood Ad Clubs at the Statler-Hilton May 15. . . . KABC has come out with a sales brochure that is about as elaborate and complete as any we've seen. . . . MGM Records has worked out a tie-in with 130 Fred Astaire dance studios to promote Choreo label's recent LP release of "Three Evenings With Fred Astaire."

• • • Following completion of his writing assignment on "Dr. Kildare," Arthur Welss will write the teleplay "Baby Needs a New Pair of Shoes" for MGM-TV's "Eleventh Hour" series. . . . Hal Prince's new Broadway show, "A Funny Thing Happened on the Way to the Forum," celebrated with a Roman costume party at the Forum Restaurant last night, with Zero Mostel starring in both places.

• • • Ed Feldman has signed on at Desilu as producer of the new one-hour comedy series "Fair Exchange." Created by Cy Howard, the series stars Eddie Foy Jr. and will be filmed starting the middle of June at Desilu-Gower.

## 'Superman' in 80 Markets Via Flamingo Syndication

"Superman," the live-action adventure series, has been sold in 10 new markets, it was reported by Ira Gottlieb, president of Flamingo Films, syndicator of the TV program. Comprised of 104 half-hour shows, "Superman" is now in a total of 80 markets.

The recent purchases include KTVI, St. Louis; WAFB-TV, Baton Rouge; WMTW-TV, Portland, Me.; KLTZ-TV, Denver; KVOO-TV, Tulsa; WEEK-TV, Peoria; WTCN-TV, Minneapolis; KGMB-TV, Honolulu; KENS-TV, San Antonio, and KTVB, Boise.

## Radio Helps Pave Way For 'Highways to Hope'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Los Angeles will launch the National Multiple Sclerosis Society's 1962 "Highways to Hope" program, and KABC-Radio is making the campaign the station's special "Public Service Project of the Month" for May, Ben Hoberman, vice president and general manager, announced.

A special Greyhound bus, which is traveling across the country on behalf of MS, carrying educational displays, spreading knowledge of and increasing interest in the work of the Society, will be on view here this week.

## Telethon Draws \$5 To Handicapped Kids

Pittsburgh — More than \$90,000 was raised for handicapped children by KDKA-TV's 11th annual Variety Club Telethon, the station announced yesterday. The 18-hour spectacular, held Sunday, was a joint effort of KDKA-TV and Harry O'Neil, former Variety chief here.

The money will be used for additional facilities at Camp O'Connell, summer home for handicapped children at Wexford, Pa. KDKA-TV's public affairs director L. Thrall produced the show, with program manager Robert Novak supervision.

## Phoenix Aims 'Teen Beat' As Showcase for Talent

Phoenix — "Teen Beat," a live local entertainment program, will premiere Sunday on KPH-TV, it was announced by Chas. Glance, program director. The program, produced by Jack Curran and Bill Thompson, and directed by Clare Yares, will showcase new talent from the valley such as teenage singers, comedian-vocal groups, and bands. Curt, entertainment columnist for the Arizona Republic, will review each act and comment on their chance of success.

A special feature of the series will be a review of the latest popular recordings by guest disk jockeys.

## Screen Extras Guild Elects 11 to Board

Results of the annual election of the Screen Extras Guild, in which 25 candidates competed for 11 three-year terms on the board of directors, have been announced by executive secretary H. O'Neil Shanks.

The directors elected are: Tom Regan, Paul Cristo, Bob Burrows, Joe Brooks, Kenner G. Kempf, Evelyn Ceder, Tom Anthony, Tim Menard, Richard Elmore, Joe Evans, Paul Denton.

## Soccer Finals Telecast In U.S., Canada, Europe

Toronto — An annual highlight of the British soccer scene, the Football Association Cup Final will be seen Saturday on CBC-TV here, Sunday on ABC-TV in the U.S., and on Eurovision in Europe. The presentation will consist of BBC coverage filmed last Saturday at Wembley, England. Kenneth Wolstenholme is the commentator.

# All Networks Pool for New Spaceman Shoot

## Avery-Knodel Ups Staff Executives

Avery-Knodel station reps. in move to expand and streamline cities in the New York and Chicago offices, has announced following appointments, which take effect today:

Thomas J. White has been made senior VP and a member of the executive committee, and will be in complete charge of the New York office.

### Radio, TV Execs Named

Roger H. O'Sullivan, also a senior VP, will have the same responsibilities in the Chicago office. He has been with the agency since 1947; Edward W. Lier, Robert J. Kizer and Donald F. Mercury have been named director of sales development, director of sales and director of radio sales, respectively.

Lewis H. Avery, president, said his company's research department is also being enlarged.

## Betty Furness to Tour Cities for Israel Bonds

Betty Furness, of CBS Radio's "Dimension 7" feature, "Woman's World," will appear in six major cities during May and June as a commentator with a fashion show tour sponsored by Bonds for Israel. After her first engagement in Huntington, Miss. tomorrow, Miss Furness' itinerary will be:



FURNESS

June 7 — Rochester, N. Y.; 14 — Cincinnati; 20 — Boston; 21 — Minneapolis; and 24 — Cleveland. The fashions are created by Israeli and Italian designers, of Israeli fabrics and manufacture.

## Spring Gridiron Clash Signs Two Sponsors

West Coast Bureau of RADIO-TV DAILY Seattle — The annual '62 Varsity Alumni Spring football game at the University of Washington will be telecast on KOMO-TV, May 1.

Keith Jackson, sports and special events director, will do play-by-play.

The game will be sponsored on KOMO-TV by Glaser Beverages for "Up (Cole & Weber) and Northwestern Mutual Insurance (Miller, Mackay, Hoecck & Hartung).

## TV Now Threatening Even the Hairbrush!

With 38 per cent of modern American parents, deprivation of TV privileges is the most popular method of punishing naughty children, according to a national survey of 1,400 families conducted by Bruskin Associates. The method is now second only to spanking, still used as principal punishment by 59 per cent. This factor might affect TV ratings of kid shows, if the rating is taken on a "stark of the moon" day when there's been an upsurge of youthful misbehavior.

## NEW POPEYE ACT ON SALES TOUR

King Features Package Vies for Market Tie-Ins

King Features Syndicate has packaged a new live Popeye act for this Summer, to debut at Freedomland when the park opens May 26. The act was conceived by Gene Plotnik, creative services director for KFS-TV, which distributes the 220 new made-for-TV Popeye cartoons and plans to work out merchandising tie-ins in each market the act is booked.

Consisting of Popeye and his traditional antagonist, Brutus, the half-hour vaudeville-style show will play at Freedomland the first five weekends plus Memorial Day.

## Chris Anchors Global Sports

"Worldwide Sports" will debut on CBS Radio May 28 as a 15-minute Monday-through-Friday program chronicling major happenings here and abroad. Chris Schenkel will serve as anchor man in New York, with the program borrowing the technique of CBS News shows to present sports news, interviews and features, reported from the scene by various correspondents.

Producing "Worldwide Sports" will be Don Steffens and John Chanin. Under the overall supervision of CBS Radio sports director James M. Dolan.

## New Series for WIIC

Pittsburgh — WIIC here will premiere a new series "Divorce Court," on Saturday.

## Seattle Station Airing Outer-Space Symposium

Seattle — A panel discussion on outer space, by 10 U. S. astronauts at the World's Fair here, will be carried from 2 PM tomorrow until conclusion on KOMO-TV. Sponsor is the Seattle First National Bank.

## Hudson Joins WLEE As VP, Managing Dir.

Richmond, Va.—The Lee Broadcasting Corp., which owns 5,000-watt WLEE here, has appointed Harvey L. Hudson to its board of directors and named him a vice president and managing director of the station. In addition, Joe Mason was appointed station manager, directly responsible to Hudson in the operation of the various WLEE departments.



HUDSON

For Mason it is a return to Richmond after a number of years in which he was active in his own sales promotion and public relations firm, radio and TV broadcasting schools and most recently in the management of WTOP, Hartford, Conn. He worked his way from announcing to sales manager and sports director of WLEE in the late 1940s and early '50s.

## Student Hunt for Jobs Gets TV Boost in SF

West Coast Bureau of RADIO-TV DAILY San Francisco — For the second consecutive year, KGO-TV and the California Department of Employment will join forces in a campaign to foster more "Summer Jobs for Students" in the San Francisco Bay Area. The program will be concentrated during the week of June 10-16, when most high school and junior college students begin their Summer vacations.

Plans call for the station to use spot announcements and special programming to point out to local employers the need and advantages of offering vacation work to capable young men and women.

## Boys' Best Friend

San Antonio — K TSA deejay George Lester has recorded "Old Shep," written by Red Foley. Lester says he will turn over the earnings from the recording to Boysville.

## Navy's 3-Orbit Flight Spotted from Hangar To Mainland Return

All networks have pooled forces for live coverage of Navy Lt. Comd. M. Scott Carpenter's forthcoming three-orbit flight. Radio-TV production for the Mercury-Atlas 7 man-shoot at Cape Canaveral will be supervised by NBC News. Pool producer is Donald Meaney and pool director, James Kitchell. ABC News, CBS News and NBC News rotate supervision of the all-network pool at the Cape.

Joint coverage will start in the early hours of launch day when the astronaut leaves Hangar "S" for the missile, and will end when films of the astronaut's recovery are returned to the mainland and aired. The whole pool operation will take about 20 hours.

### Chosen by Lots

The networks drew lots for news correspondent assignments. ABC will provide newsmen for the launching pad, aboard a Navy LSD in the first orbit recovery area and at Cocoa Beach, Fla. (NASA press headquarters). CBS correspondents will be aboard an LSD and destroyer in the second orbit recovery zone. Mutual Broadcasting will provide one man on the carrier and one on a destroyer at the end of orbit three, and all "downrange" short-wave facilities. NBC will provide two newsmen, at Hangar "S" and on the destroyer for recovery.

### Individual Coverage Also

The networks will also cover individually with Walter Cronkite as anchor man for CBS-TV, and originating his Monday-through-Friday news program from the Cape the week of the flight. He'll be backed by Don Hewitt and Robert Wussler. Dallas Townsend will be anchor man for CBS Radio.

For NBC, Roy Neal and Frank McGee will anchor the TV coverage from Cape Canaveral and New York, respectively. Merrill Mueller and Jay Barbree will handle NBC Radio coverage from the Cape.

### Begon, O'Brien for ABC

Jack Begon has been named producer for ABC-TV at Cape Canaveral, and Tom O'Brien again takes charge of ABC Radio's origination there.

Radio Press International newsmen Spencer Danes, Merritt Hadley and Dick Kidney will broadcast complete reports from blast-off to recovery, with RPI bureaus in New York, London, Washington, Paris, Berlin, Moscow and the UN to provide subscribers with national and international reaction.

# TVB SALES PROMO FILM ON WPIX IN PRIME TIME

"The Salesmachine," TvB's half-hour report on the role of commercial TV in the national economy, will be presented on WPIX in prime-time May 29. The program is believed to be the first time in the New York market in which TV has been used to demonstrate the selling power of the medium.

"The Salesmachine" notes that "the pace of manufacturing is governed by the pace of selling and to produce more you must be able to sell more. The limitations of in-person selling require mass media to extend reach, thus the growth of mass production is possible only through the growth of mass media.

## 'Not Just Substitute'

"Today, TV provides the advertiser tools for communication better than those any in-person salesman ever had. TV is not just a substitute for face-to-face selling; it is something more. The growth of TV as America's basic sales medium and the added tools of communication it provides can enable the manufacturer to produce more, and profit more, because he can sell more, with more TV."

"The Salesmachine" was produced and directed by George G. Huntington, TvB VP and general manager, and Ed Herlihy narates.

## Deceptive Ad Claims Bringing FTC Action

(Continued from Page 1)

ceptive buyers who live far from the property to be sold and who have little or no idea of how actual parcels of land differ from that described or pictured in the advertisements.

The commission's probe, it is believed certain, will extend into all other forms of national advertising, including newspapers, magazines and direct mail.

When North American Philips Co. recently was charged with deceptive price claims on its electric shaver, the firm branded the complaint as untrue and asked for its dismissal.

## Several Claims Revised

Meanwhile, Tenex, Inc., with sales subsidiaries in the northeast segment of the country, is reported to have agreed to stop misrepresenting the price and savings of its food freezer offerings. The FTC has advised that International Latex has consented to drop claims that its rubber gloves are fabric or cotton lined. A Palo Alto manufacturer of toothpaste has been ordered by an FTC examiner to discontinue stating that its product is non-abrasive, will whiten teeth and remove stains and film.

## Veterans Broadcasting Boosts Murrellwright

Rochester, N. Y. — Veterans Broadcasting Co., which recently remodeled headquarter facilities for WROC-AM-FM-TV at a cost of \$450,000, has named Arthur Murrellwright a company VP. He also is WROC-TV general sales manager.

## 'Atomic Age Physics' Returns to Network

"Continental Classroom" will continue for its fifth year on the NBC-TV in 1962-'63 with the return of the "Atomic Age Physics" course that launched the country-wide educational project and repeat of the current season's course in "American Government." The announcement came from William R. McAndrew, executive vice president, NBC News, who declared:

"There is a great need that must still be served if the United States is to move faster in the science race. Five years ago, 'Continental Classroom' was begun as an experiment to apply the power of network television to the pressing national problem of improving science instruction in our schools."

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

ideas are individually inspired or if some Washington-power planner isn't sending up trial lead balloons?

... But, to get back to Mr. Frowley: He's willing to let the matter of qualifying for tax exemptions be determined by a Government-Industry committee which would formulate policy. And there's the rub!

TOWARD the end of his dissertation, the Harvard man reveals that "nearly all network executives with whom I have talked, have in no uncertain terms, expressed a great distaste for further Government participation in broadcasting affairs." He's even willing to admit that "their reactions cannot be dismissed as fears of 'bogeymen.'"

Here Mr. Frowley has set up the rebuttal as a "straw man" and then punched him silly before Industry spokesmen can make adequate response. "If at any time a broadcaster feels 'pressured' as to program content, he may refuse to apply the exemption in determining the corporate tax."

Fair enough, Mr. Frowley, but if TV and radio broadcasters throughout the land agree on any one thing it is this: they do not want the Federal hand in deeper than it is at present because attempts to plunge to the elbow and then to the shoulder are bound to follow.

Your plan, Mr. Frowley, would not "open another window in the house of freedom;" it would hang the black pall of Government control over the whole structure of the finest commercial broadcasting system in the world and literally destroy global democracy's biggest chance of communicating its message of hope in the future.

# Coast Channel Buys 10 Syndicated Series In Summer Revamp

West Coast Bureau of RADIO-TV DAILY

Hollywood — KCOP-TV has made 10 major syndication deals with Desilu, MCA, Ziv-UA, CBS Films, Flamingo Films, NTA and TV Marketeers, primarily as Summer replacements in its Monday-through-Friday, 9 PM-midnight schedule, beginning next week. Included are "Flying Doctor," distributed by Marketeers, and "Deadline," distributed by Flamingo, both half-hour skeins new to area TV.

Others are Desilu's "Harrigan and Son," MCA's "Coronado 9," "S A-7" and "Mike Hammer;" NTA's "Assignment Underwater;" Ziv-UA's Economee Division "Ann Sothern Show," "Harbor Command," and CBS Films' "Call Mr. D."

## Changes in 'Stokey Show'

The programming shifts also involve radical changes in KCOP-TV's "Mike Stokey Show," previously a 90-minute, Monday-through-Friday program, which now becomes interchanged with news, weather and sports features of the station.

## Station Names Warren

Edward A. Warren, director of programming for WGN-TV, Chicago, has been named program manager for WNBC-TV here, effective May 28. The position has been vacant for the past several months.



By HAL TATE

Chicago — Appointment Daniel T. Pecaro as WGN-TV program manager, & Robert L. B. Ford as WGN-Radio program manager were announced by Ben Berentson and Charles E. G. who respectively manage the and radio operations.

Pecaro succeeds Edward A. Ford, television program manager for two and one-half years, accepted a similar position at WNBC-TV in New York City.

A lifetime Chicagoan, Pecaro left a teaching position in the Chicago Public Schools to enter the field of radio via WGN. He began in 1954 as traffic department assistant, became a radio producer in 1955, and in April of 1958 named radio production supervisor. In September of 1960, he was named program manager WGN-Radio.

He is a graduate of DePaul University, where he received a bachelor of science degree, majoring in education, in 1950.

# Nova Scotia Getting ETV Studies in Fall

Special To RADIO-TV DAILY

Halifax, N. S. — The CBC will help bring educational TV to the province in the Fall, with network's CBHT here to originate 11th-grade courses in mathematics and physics for rebroadcast throughout Nova Scotia. To be aired mornings, the courses will be on each subject.

Others transmitting the courses will be CB-HT's rebroadcast stations in Liverpool, Shelburne and Yarmouth, N. S., with the CBC to provide more web facilities in areas of the province not covered by CBHT. The CBC will also audition potential TV masthead people.

## Desi Picks Producer For Lucy's New Show

Los Angeles — Desi Arnaz has assigned Elliott Lewis to produce the new Lucille Ball Show, which debuts on the CBS-TV Oct. 1. Lewis, who joined Desilu last year as producer of "Gueststar Ho!" is currently producing the hour-long "Kraft Mystery Theater." Arnaz will be executive producer, which features Vivian Vance as co-star.

# on Review Board (NAB Radio Code; Bill Chairman Again

Washington Bureau of RADIO-TV DAILY  
Washington — Nine leading radio  
broadcasters have been named  
the NAB Radio Code Review  
board, which serves as an appeal  
body in administering the  
NAB Radio Code of Good Prac-  
tices for programs and commer-  
cial messages. The board has been  
constituted as part of NAB's  
expanded code operation.

Cliff Gill, president, KEZY,  
Sanheim, Calif., was reappointed  
for a two-year term as chairman.  
Appointed with him was Rob-  
ert B. Jones, Jr., VP, WFBR,  
Baltimore. Appointed for two-  
year terms were Richard M. Fair-  
banks, president, WIBC, Indianapo-  
lis; Lee Fondren, station man-  
ager, KLZ, Denver, and Richard  
Mason, president, WPTF, Rich-  
mond.

Continued for the remaining  
year of their terms under the old  
board were Richard O. Dunning,  
president, KHQ, Spokane; Elmo  
Harris, program manager, WSB,  
Atlanta; Herbert L. Krueger, VP  
KAG, Worcester, and Robert  
Pratt, KGGF, Coffeyville.

## 3C-TV Hits \$46 Million

(Continued from Page 1)  
... "Wagon Train," "Gallant  
Men," "Strip" and "Untouch-  
ables;" Block Drug, "Cheyenne,"  
"Combat," "Gallant Men," "Eye,"  
"Special," "Naked City," "Strip"  
and "Untouchables;" Bristol-  
Myers, "Eye," "Special," "Casey,"  
and "Wagon Train," plus renewal  
of "Naked City."  
Lincoln - Mercury, "Eye,"

ABC-TV has named Vincent A.  
Hobler sales VP for its Western  
Division. He joined ABC in 1945  
as a deejay at KGO, its o-o in San  
Francisco, and two years later  
started his sales career there. Vin-  
cent then moved to network ra-  
dio sales and in 1949 became gen-  
eral manager of ABC National  
Hot Sales. He was named ABC-  
TV Western Division Sales man-  
ager in 1955.

Train," "Gallant Men," "Strip,"  
Casey," "Cheyenne," "Special"  
and "Stoney Burke;" plus AFL  
and tilts; Mobil Oil, "Untouch-  
ables," "Naked City," "Premiere"  
and "Strip;" Schick Electric,  
Cheyenne, "Burke" and "Strip;"  
Polaroid, "Combat," "Eye," "Pre-  
miere" and "Leave It to Beaver;"  
Gilco, "Special," "Eye," "Un-  
touchables," "Naked City" and  
"Strip."

## Outlet Names Ohio Reps

Pittsburgh — KQV has named  
Ohio Stations Representatives,  
Cleveland, its Ohio representative.

# AGENCY NEWSCAST

By SHELBY COOPER

Paramount TV Productions yesterday taped a half-hour fashion show for Macy's department store, to be aired later this month on KPIX, San Francisco. The show, "Fashions On the Go," features Dorothy Gardiner, John Milton Kennedy and 11 models. Lorning d'Usseau was producer-director.

Co-sponsor of the program is Lincoln-Mercury, via Kenyon & Eckhardt.

Ettie Adams has been named "Commercial Spokeswoman of the Year" for her Muriel Cigar TV commercials, produced for Muriel by Lennen & Newell... American Motors, via McKim Advertising, Toronto, has purchased two-thirds sponsorship in the season's last Wayne & Shuster Hour, May 26 on CBC-TV. Other sponsor is Union Carbide, via Stanfield, Johnson & Hill, Toronto.

Martha Wright, star of the Broadway show, "Sound of Music," will be luncheon guest tomorrow of the Advertising Sportsmen of New York... Two Miami agencies, Harris & Co. and J. R. Brumby & Associates, will merge June 1, as Harris, Buggeln & Brumby.

The Benton & Bowles board of directors has named Atherton W. Hobler founder chairman, by acclamation... David J. Salembier and Gilbert C. McDonald have been promoted to VP's at Young & Rubicam... Ann Lewis has joined the copy staff at Reach, McClintock. She was formerly with Wesley Associates, and before that with Grey Advertising.

Bien Trading has named Smith/Greenland to handle ads for Empress Tuna Fish... Gil Gorman has joined Nahas-Blumberg, Houston, as PR director... Nat Steinberg, of WIL, St. Louis, has received the Sales & Marketing Executives' distinguished salesman award for 1962.

Robert N. Aylin, of Aylin Agency, Houston, has been elected chairman of the Southeastern Council

## 'Little Bird Told Me' Say St. Louis Admen

St. Louis—WIL, Balaban station here, recently had all of the local advertising agencies and birds talking! Account execs from WIL delivered live parakeets to clients & agencies, with the theme "Spring is on the air—WIL is the station the birds say is for the people." Some of the birds were overheard saying, "Wonderful WIL."

## Thought for Today

"We will attract ample talent only when knowledge of the advertising agency business replaces fiction on campuses and elsewhere; when agencies can hold out a higher measure of job security; and when certain offensive kinds of advertisements that drag down the prestige of the business fade from the scene."  
—Marion Harper, Jr.,  
Chairman, 4A's  
President, Interpublic

of the 4A's... The Ad Men's Post of the American Legion holds a special meeting for its JOB wing Monday... Tod Potash, account supervisor at Jack Bernstein Associates, has been elected a VP.

Friendly Ice Cream stores, Wilbraham, Mass., has bought a schedule of spots running from May 21 through Labor Day on five Massachusetts and Connecticut radio stations, via R. W. Bacon agency.

# CBC's Trans-Canada Linked to Far North

Toronto — CBC Radio has announced connection of its Northern Mackenzie network, which began operation Apr. 2, with its Trans-Canada network.

National radio service is now being brought live to residents of the Yellowknife, Hay River and Fort Smith areas of the Northwest Territories. According to CBC Radio, more than 8,000 residents of the Far North are receiving national programming through the new connection.

The Mackenzie network consists of a manned station at CFYK, Yellowknife, with unmanned, low-power relay transmitters at Hay River and Fort Smith. CBDH, Uranium City, Sask., will be converted to a low-power relay next winter and added to the Mackenzie network.

## JFK, Ike will Outline Views on World Trade

President John F. Kennedy and former President Dwight D. Eisenhower will outline the challenge and promise of free world trade on CBS Reports: "Breaking the Trade Barrier," May 24 on CBS-TV. The report was filmed in the U. S. Europe and the Far East.



Things don't turn up in this world until  
somebody turns them up.

Garfield

## —A Thought For The Day—

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

# THE REBEL

starring Nick Adams



## NOW LOCAL

For Fall '62 release: 76 high rated 1/2 hours for syndication! The eminently successful REBEL enjoyed top Sunday night audiences on ABC's Television Network for 2 solid years. A 32.9% average share-of-audience\* put THE REBEL into 9,729,000 homes each week during the 1960-'61 season. Already bought and programmed by the NBC Network\*\* THE REBEL faces no hiatus this summer. This invaluable exposure of your property will cover 12 weeks this summer on the network: A springboard for your local programming this fall. So rally 'round THE REBEL, boys! Write for full details today: or call . . .

**ABC FILMS, INC.** 1501 Broadway  
New York 36  
LA. 4-5050

\*NATIONAL MEASUREMENT, JAN-MAY, 1961 \*\*WED. 8:30-9 P.M. STARTING JUNE 27. (REPLACING JOEY BISHOP)



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Vol. 90, NO. 90

THURSDAY MAY 10, 1962

10 CENTS

## TALENT-FEE SLAP STINGS AFTRA

### CBS SALES AND PROFITS AT PEAK; TV 92% SOLD

With 92 per cent of its available TV network time for next fall already sold, CBS, Inc. yesterday reported net sales and profits for the first quarter of this year as the highest in history.

The latter gladsome tidings were presented to the company's stockholders yesterday in a joint statement by William S. Paley, board chairman, and Frank Stanton, president.

Consolidated net income for the first quarter was \$7,764,855 compared with \$6,025,978 for the corresponding period of 1961, an increase of 28.5 per cent.

(Continued on Page 6)

### Storer Company Posts First-Cent Qtrly. Dividend

Miami — Storer Broadcasting Co. board of directors has declared a quarterly dividend of 45 cents per share of common, payable June 8, to stockholders of record May 25. The board also declared a quarterly dividend of 1/2 cents per share on its unissued B common.

### Calif. Federation Honors 100 Stations, 2 Women

San Diego — The California Federation of Women's Clubs, at luncheon in the El Cortez Hotel here, presented the following awards:

Mrs. G. W. Jorres, state chairman, for her outstanding contribution to the radio-TV industry.

(Continued on Page 6)

### Fredericks Says Innuendo Forcing His Show Off Air

Carlton Fredericks charged in a radio broadcast from the Regie Hall last night that the Food and Drug Administration, in conjunction with the American Medical Association, and other groups are trying to force his indicated nutrition program off the air through "the dangerous use of publicity." He claimed that over 50 stations dropped his program after receiving a "letter of innuendo" from the FCC, later rescinded, and that only some 10 stations now carry his program.

### \$1.5 Mil. More Asked By JFK to Run FCC

Washington — President Kennedy has asked an additional \$1,517,000 to run the FCC during the fiscal year which begins on July 1, to bring total funds requested for the agency to \$14,617,000. The FCC was voted \$12,508,000 for the current fiscal year.

### Stafford British Show Stirs Global Interest

By PETER C. DAVALL

Special To RADIO-TV DAILY

London — TV companies in many parts of the globe are showing keen interest in the British-made "Jo Stafford Show," which was entered in the recent Montreux Festival by the Independent Television Authority, covering all commercial TV interests in Great Britain.

Produced by ATV, show is being broadcast in many countries.

(Continued on Page 4)

### Woodland Serves RFE Fund As Middle-Atlantic Chairman

Cecil Woodland, general manager of WEJL, Scranton, has been appointed radio-TV chairman of the Middle Atlantic area

for the 1962-'63 Radio Free Europe Fund drive, and will organize committees to enlist support of radio and TV stations for the Radio Free Europe Fund. The nationwide goal of the 1962 Fund is \$11 million. Since it is privately financed, every cent



WOODLAND

### Telecasts in Frisco Of Right-Wing Views Sought by H. L. Hunt

By BILL SHEA

San Francisco — H. L. Hunt, Texas multi-millionaire who has been the financial angel of many a controversial ultra-conservative venture, plans to bring a daily right-wing telecast to the Golden Gate.

His personal representative, James Morgan of Dallas, hired a St. Francis Hotel press conference suite and gave newshawks and potential advertisers glimpses of a few sample programs.

Hunt terms his five-minute daily telecast, "Life Line," "a positive and not negative program" and claims they are "patriotic, religious and educational."

Morgan told the reporters the programs favor U. S. withdrawal from Vietnam.

(Continued on Page 5)

### Dr. Margaret Kearney AWRT President-Elect

Philadelphia — Dr. Margaret Mary Kearney, WCAU-TV educational director, has been named president-elect of AWRT. She will be installed next May.

donated is used in sending news and information behind the Iron Curtain.

In recognition of Woodland's outstanding service to RFE in recent years, his station has received two RFE Fund Broadcast Participation Awards. The only station to win the award two years running, WEJL has supported RFE through spot announcements, interviews, news programs, speeches, films and a special advertising program in the

(Continued on Page 6)

### Union's Spokesman Spots TvB in Drive To Lower Charges

Sharp disagreement with a TvB report earlier this week that talent is pricing itself out of major spot commercial work was registered yesterday by Donald F. Conaway, AFTRA national executive secretary, in an exclusive statement to RADIO-TV DAILY.

The commentary which drew the fire of the union spokesman had been released by Norman E. Cash, TvB president. There are ominous tones in it, according to Conaway, who said:

"No doubt much of what Mr. Cash has to say was the kickoff of this (fee reduction) campaign

(Continued on Page 7)

### Harry Holmes Appointed Gen. Mgr. at Cellomatic

Harry A. Holmes has been appointed general manager of the Cellomatic Production Center. Thomas Howell, VP of Cellomatic, a Screen Gems division, announced yesterday. From 1959 on, Holmes was art director for Cellomatic. Prior to that, he was head of the audiovisual section of the Fairchild Engine and Airplane Corporation of New York.



HOLMES

### Biscayne TV Loses Bid To Keep Miami Ch. 7

Washington — The FCC has refused to reconsider its decision taking Miami Channel 7 away from Biscayne TV, ordering the company to cease operation of WCKT on that channel on an unspecified date, in another of the so-called "influence cases." WCKT will be permitted to operate WCKT until it exhausts its court appeal procedures.

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**MARVIN KIRSCH** : Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES** : Editor

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**COMING AND GOING**

**GUNTHER LESS**, host and producer of KILA's "World Adventure" series, to Seattle from L. A. tomorrow.

**CHARLES A. ALICOATE**, president and publisher of Radio-TV Daily, will leave New York by plane tonight for Dublin, where he will attend the convention of Variety Clubs International.

**IRA G. DELUMEN** and **ROBERT C. TROUP**, VHF, Inc. executives, to Chicago on business.

**BILL LEONARD**, CBS News Election Unit executive producer, has returned from Boston, where he filmed interviews for an upcoming special.

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

**ROBERT RUSSELL BENNETT**, musical director of NBC-TV's "Project 20," in Rome on vacation.

**WALTER CRONKITE** in St. Bonaventure, N. Y., today to speak at St. Bonaventure U.'s 26th Annual Press Day.

**CONNIE HINES**, co-star of CBS-TV's "Mr. Ed.," to Honolulu on vacation.

**JOHNNY WESTERN**, composer and singer of the "Ballad of Paladyn" of "Hove Gun, Will Travel," is in N. Y. for a concert at Carnegie Hall today.

**MONIQUE VAN VOOREN**, in Seattle for personal appearances at the Seattle World's Fair.

**FINANCIAL**

(May 9)  
 NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	16	14 1/2	14 1/2
AB-PT	35 1/2	35	35 1/2
A. T. & T.	122	119 1/2	119 1/2
AVCO	23 1/2	23	23
CBS	39 1/8	38 3/4	38 3/4
Columbia Pic.	20 1/8	19 1/2	20
Crow-Coll.	34 1/2	32 1/2	32 1/2
Decca	45 1/2	44 1/2	44 1/2
Disney	33	32 1/4	32 1/4
East. Kodak	107 1/2	105 1/2	105 1/2
Gen. Elec.	44	43 3/4	43 3/4
General Tel.	23 1/2	23	23
Hazeltine Corp	21	20 1/4	20 1/4
Magnavox	43 1/4	42	42 1/4
MCA	57 1/2	56 1/2	57 1/2
M.G.M.	41 3/4	40 1/2	40 1/2
Not. General	7 1/4	7 1/8	7 1/8
Paramount	47 1/2	47 1/8	47 1/8
Plough	69 1/4	69 1/4	69 1/4
RCA	56 1/8	55	55
Storer	32 1/2	32	32 1/2
20th-Fox	28 1/2	28 1/8	28 1/8
United Artists	32 1/2	32 1/8	32 1/8
Warner Bros.	15 1/8	15 1/8	15 1/8
Westinghouse	32	31 1/2	31 1/2
Zenith Radio	65 1/4	63 1/4	63 1/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	16	16
DeSilu	9 1/4	9 1/4
Filmways	7 1/8	7 1/8
Movielab	12 1/2	11 3/4
MPO	9	8 3/4
NTA	1 1/2	1 1/2
Reeves Sound	4 7/8	4 3/4
Screen Gems	17 1/4	17 1/4
Technicalair	14 1/2	14 1/2
The Prompster	12	11 1/2
Trans-Lux	14 1/2	14
TV Industries	2 1/2	2 1/2

**New York TV Academy Lists 23 Nominees for 1961 Emmys**

Betty Furness, president of the New York chapter of the ATAS, has announced 23 area nominations for the academy's 1961 Emmy awards.

For the first time this year, the academy is experimenting with a "no category" system, so that local TV may be judged solely on the basis of achievement, without restrictions of categories. Awards will be presented May 22 at the Hotel Astor.

**WCBS-TV Selections**

WCBS-TV nominees are its American Musical Theater series: Charles Collingwood; Ned Cramer; "Eye on Albany - Eye on Trenton"; Albert Gretz; Karl Malkames and Edmund Bert Girard; "The Invisible City," and "Vote for What—Vote for Whom."

WABC-TV nominees are Jim Bishop; the Eichmann trial series; the "Expedition New York" series; and its Youth TV Writers project.

WNBC-TV nominees are Oscar Brand; Ben Grauer; "New York '61" series; Brian O'Doherty; "Open Mind"; Gabe Kaplan; "Recital Hall," and "Searchlight."

**Four from WNEW-TV**

WNEW-TV nominees are Bennett Korn; Son Fox; James Fleming and David Susskind. The sole WNTA-TV (now V NDT-TV) nominee is Miss Furness.

**Jewish Group Honors Catholic Show on NBC**

The American Jewish Committee has given its Institute of Human Relations Award to the National Council of Catholic Men for its four-part "Prejudice—U. S. A.," produced in cooperation with NBC-TV. The series analyzed what prejudice is, how much of it exists and what it is doing to the country.

**Schaefer Backs N.Y. Int'l Soccer Telecasts**

"International Pro Soccer" returns to WPIX for weekend telecasts beginning May 20, with F. & M. Schaefer Brewing via BBDO, returning for the third successive year. Sportscaster Win Elliot returns again this year to cover the play-by-play.

Most of the 14 games will be telecast on Sundays at 9 PM except for two which will be presented on Saturday, June 16, 9 PM and Wednesday, July 4, 10 PM. Included in the 14-game series will be the play-off contest between the winner of Section One and the victor of Section Two, scheduled for Sunday, Aug. 5, with the championship finals and American Challenge Cup Award, following on Sunday, Aug. 12.

The games will be taped at Randall's Island Stadium for television presentation during the evening. "International Pro Soccer" is presented on WPIX in association with the New York Soccer Club. The series will be directed by Don Carney.

**OVER THE COUNTER**

Herald	8 1/2
Meridith	7 1/2
Metrodata	30
Official Films	15 1/2
Scranton	17
Strling	12 1/2
Transcontinental	9 1/2
Wometco	23 1/2

\* Courtesy of National Association of City Dealers.

**New 'Challenge' Bows Via Longines-Wittnauer**

A new five-minute, national "Challenge" has bowed on WPIX sponsored by Longines-Wittnauer and featuring author-lecturer Butterworth. The show consists of capsule philosophical talks—"practical ideas which can lead to success and peace of mind." Frank Knight is host, and Angelo Petzold, producer.

**Mrs. Jesse Kaye Dies**

West Coast head of MGM Records was killed yesterday in an auto accident. Funeral services will be held tomorrow at Pierce Brown Beverly Hills.

**South Wants New Outlet**

Washington Bureau of RADIO-TV Daily. Washington — Alabama TV Commission has applied for a non-commercial station on U.S. Channel 42.

**New Italian Outlet For EBF TV Sales**

A Western European office for TV sales has been opened in Milan, Italy, to service material of Encyclopaedia Britannica Films, Wilmette, Ill. Warren P. Everette, EBF producer and distributor of educational motion pictures and filmstrips, having pioneered also with Temac, programmed learning materials in languages and mathematics.

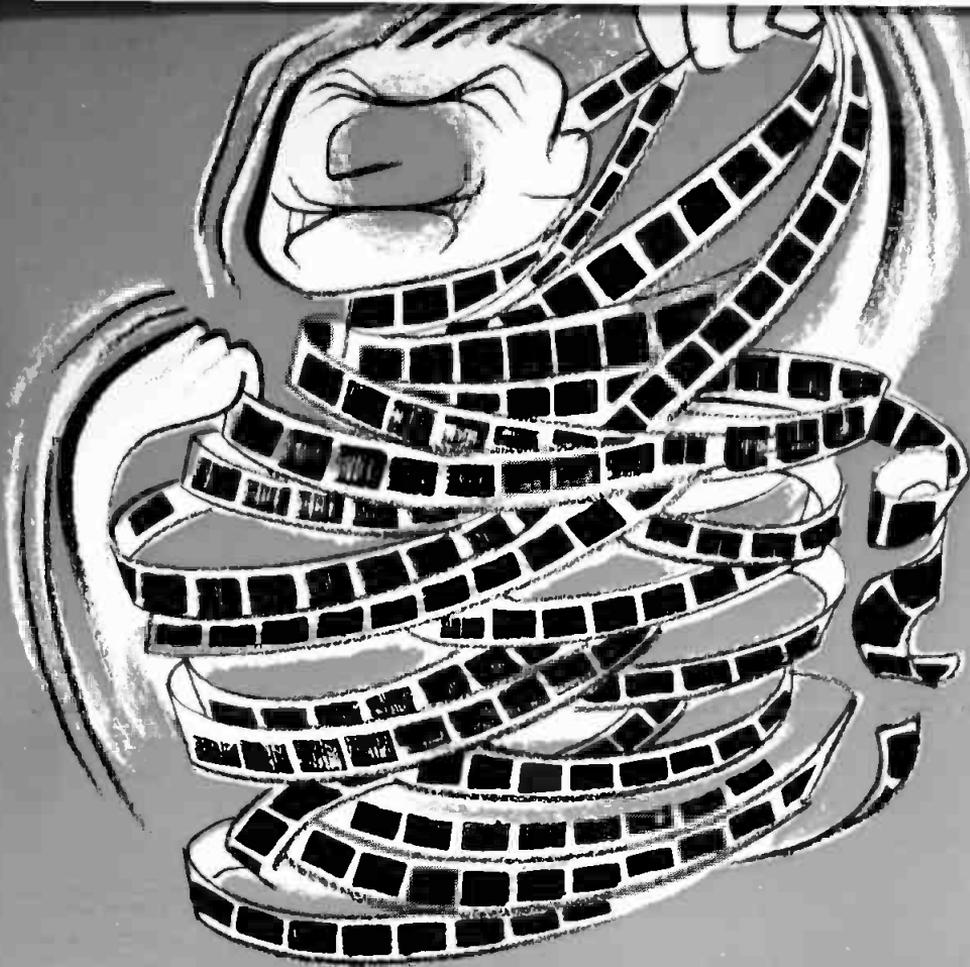
The new office is headed by Arthur E. Breider, formerly advertising and sales director for Sponsor Publications, New York. Previously, he was sales manager of the Central Division of MGM-TV.

**Kaleidoscopic-Lens Debuts**

A kaleidoscopic lens, simple as a child's kaleidoscope in principle, is being used for the first time in a drama on ABC-TV's "The New Breed" May 22. The lens breaks down the image into six or more pieces. In "Judgment at San Belito," it serves as the eye of guest star Arthur O'Connell who is seen undergoing mental disintegration and imagines every person he passes is looking at him accusingly.

Attached to hand-held camera, the broken images are formed by

tilting and panning the camera. Thus, the same person is seen in various shapes and images — from six to eight—simultaneously. The lens was developed by Chris Peterson and Harry Smith, partners in a Hollywood television commercial firm.



## BENT ON SELF-DESTRUCTION?

Granted—you have a backlog of film product—but—is it good for broadcasting? Times change and yesterday's smart buy may strangle you today. Don't be determined to use film just because you have it. Sorting through it, trying to hold old and get new customers, you may end up so engulfed in second-rate product that self-destruction is inevitable. Nothing is as expensive as a product that just misses. We can tell you that Warner's 'Films of the 50's' don't

miss...145 stations\* have bought them...they haven't missed for them...they won't miss for you either. Station after station that has bought smart has bought ratings, sponsors, and profits...

These are the facts...these are the reasons why Seven Arts' 'Films of the 50's' are "Money makers of the 60's."

\*The list of 145 TV stations programming Seven Arts' 'Films of the 50's' see Third Cover SRDS "Spot TV Rates and Data."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 270 Park Avenue      YUkon 6-1717  
 CHICAGO: 8922 D N. La Crosse, Skokie, Ill.      ORchard 4-5105  
 DALLAS: 5641 Charlestown Drive      ADams 9-2855  
 L.A.: 232 So. Reeves Drive      GRanite 6-1564—Stare B-8276

## Throat Better, Darin Will Sing This Sunday

Bobby Darin headlines the guest roster on "The Ed Sullivan Show" on CBS-TV Sunday. The star, whose scheduled appearance last Sunday had to be postponed because of laryngitis, will present 12 minutes of songs, accompanied by an on-stage orchestra.



By TED GREEN

## St. Louis ETV Outlet To Ask Power Boost

St. Louis Educational station KETC-TV is preparing for submission to the FCC an application to quadruple its transmitting power. The St. Louis ETV Commission, headed by Lawrence M. Curtiss, has approved the application for an increase from 51 to 214 kilowatts and will add an amplifier to the transmitter.

If the request is approved, KETC-TV will buy some \$100,000 in new equipment, which will be financed from St. Louis area corporations and schools.

The schools have increased their contributions for the fiscal year starting July 1 from \$170,000 to \$229,000. There is also a possibility that KETC-TV, which has been having a rough time financially, may get some federal assistance under the new Kennedy program. In addition to in-school programs, KETC-TV provides many civic and cultural programs.

## Petry Gets 2nd Offer; Accepts It This Time

Pittsburgh — Thomas Petry, acting general manager of community station WQED-TV, again has been awarded a CBS News and Public Affairs Fellowship for a year's study at Columbia U. Petry postponed the previous award late last summer when he was named WQED's acting general manager. His fellowship, which begins in September, is for graduate work in international relations.

Donald V. Taverner will take over as the station's general manager July 1. Taverner is director of development at the U. of Maine, and a trustee of the Eastern ETV net.

## St. Louis Cameras Eye Europe, India Scenes

St. Louis—Two members of the KTVI staff are overseas shooting film for programs which will be part of specials on the ABC-TV affiliate here. Bill Leonard, station manager, is visiting St. Louis reservists stationed in Europe. Larry Johnson, chief photographer, is accompanying Dana Brown, world traveler, who is hunting big game in India.

... Guests attending a preview of David L. Wolper's TV documentary, "D-Day," airing June 3 over NBC-TV, received their invitation the hard way. Only persons admitted to the screening were those who participated in the Normandy invasion, hitting the Nazi-held beaches on D-Day! ... Yaffa Yarkoni, chosen one of three top recording artists by South America, embarks on another singing engagement there with a new act written for her by Hans Hoizer. Yaffa records for Columbia and sings in many languages.

... Gig Young, who hasn't been on radio in 15 years, hits the airwaves next month as a favor to Cary Grant to plug their co-starrer, "That Touch of Mink" ... Riverside Records A&R exec Cannonball Adderly and his quintet will play a jazz concert at Kleinham Music Hall, Buffalo, on May 30 ... Saverio Saridis, the singing ex-NY cop, begins a one-week engagement at the Miramar, Columbus, O., May 21 ... The Gene Krupa Quartet will play a jazz concert at the State University of New York College in Cortland, N. Y., May 18 ... Columbia releases Jerry Vale's fifth LP, "I Have But One Heart," for national distribution June 1.

... If Ed Sullivan seems to be smiling more lately, credit Jerry Volpe, miracle golf pro at Englewood Country Club, who's chopping away strokes on Ed's game, lowering his already-low score. Sullivan now joins the Jerry Volpe fan club, which includes other Englewood members such as Joey Bishop, Mickey Mantle, Buddy Hackett, Corbett Monica and Dick Shawn ... No, that wasn't Sandra Dee at Rattazzi's!—It was her look alike, startier-model Joan Paulson ... Milt Tarloff, director of the Toledo Home Show, stops off next week-end en route to the Variety Club's convention in Dublin for a week, then four days each in London and Paris ... Harry Millard, winding up his tour with the "Advise and Consent" road company, signed for the lead in the pilot of Cee-Dee Productions' projected live drama series, "Repertory" ... Monique van Vooren may set a future fashion trend for TV glamour girls. She now owns four pairs of contact lenses—tinted blue, green, brown and violet—and seven wigs—ranging in shades from auburn to platinum to raven-black. Figures she can change her eye and hair coloring for each new TV appearance! (Will the REAL Monique van Vooren please stand up?)

... "My Stetson's off to WLIR, New York, for its cooperation with WDSU, New Orleans, in devoting a good deal of prime air time in broadcasting editorials and news from the New Orleans outlet on the "Reverse Freedom Rides." The New York station also carried an interview with John Singerman, head of the White Citizens Council's program for sending Negro families North ... Producer Bill Hohn, for one of the finest shows, production-wise, I've seen on TV in a long time. The May 3 "Sing Along" tribute to Irving Berlin looked like a million-dollar spec and it was top treatment for the wonderful Berlin tunes. We look forward to tonight when the final hour of the two-part dedication takes place. Beautiful show, gentlemen. Everyone connected with it should be congratulated.

... Actor Crane Jackson, veteran of many TV shows, will tour the site circuit in "Music Man" and "Summer and Smoke" ... Mike Wallace's departure from "PM" came as no surprise. He's been restless for weeks ... Marlene Adamo, tummy-tosser at the Britania, received a fan note from Hugh O'Brian ... ABC-TV execs excited about the new singing-comedy team of Ronnie Brisk and Arlene Casey ... Brook Benton and Fats Domino may co-star in a TV one-shot ... Comic Archie Robbins penning a book about his recent tour of Great Britain and Australia ... Sal Mineo listening to offers for a weekly series.

## Veronica Lake Tapped For 'Monitor 62' Ta

Veronica Lake, long a firm Hollywood movie-mog will be interviewed on NBC's "Monitor 62" Saturday by reporter John Cannon bring listeners up-to-date on activities since quitting film. She tell how she got her stage and her famous hair-do. Lake has turned down a number of offers to appear on TV show favor of remaining out of limelight.

## Content Rule Easing To Help Canada TV

Special To RADIO-TV DAILY Montreal—The Board of Broadcast Governors this month consider temporarily reducing 55 per cent Canadian content to 45 per cent.

Dr. Andrew Stewart, chairman of the BBG, said the proposal would be in effect Oct. 15, and is intended to give private television stations which are "not yet out of the wood financially."

In commenting on TV's potential as an educational medium, Stewart said he found it difficult "to be connected with broadcast and not be cynical about the intelligence level of TV viewers. He suggested that ETV is something for educators rather than television broadcasters to be concerned about.

## Stafford Show Popular

(Continued from Page 1)

handled by Independent TV Channel in addition to Jo Stafford, who also stars Mel Torme, Rosemary Clooney and Ed "Kookie" Byrne.

Commenting on the fact that although filmed in Britain, all big names in the show are American, several British columns have said this bears eloquent testimony to the pre-eminence of U.S. entertainers in the world show business market.

## OBITUARY

### Allen Parr

Hollywood — Funeral services have been held for Allen Parr, 49, CBS-TV program department business manager, who died of a heart attack. He is survived by a wife and two sons. Parr joined CBS Radio programming operations in N. Y. in 1936. After discharge from military service, he became CBS-TV program coordinator and later, program manager. He was appointed to Hollywood with the network in 1952.

## 1-48s in 79 Maris Screen Gems

Screen Gems has chalked up four sales of its "post-'48" Columbo-style feature library, packaged now on a total of 1,488 titles. It was announced by station VP Robert Seidelman. Purchases were by WBZ-TV, WVLW-TV, New Orleans; Omaha, and WNDU-TV, Bend.

WBZ-TV will schedule the films for that part in its "Movie Master-Tuesday-through-Sunday, 12:15 nighttime series, which aired the day the station went on air in September, 1957. Eugene S. Thomas, the station VP and manager, noted that "top titles have been the backbone of programming for five years. Majority of the Columbia features allow us to continue our policy of one year between repeats."

In contrast WNDU-TV is the first film user in its market, only one nighttime feature aired each week on Sundays, 12:15. Present plans call for the Columbia features exclusively on the station beginning September.

## 'Winner Leighton for Westinghouse

Margaret Leighton, winner of this season's "Tony" as "Best Actress of the Year," has been signed to the starring role in "The First Step" the Westinghouse Pre-special June 20 on CBS. Miss Leighton won her award for her performance in the Massey Williams play, "The Iguana," currently Broadway.

## Aden Joins CBS Radio Sales Post

William C. Aden, Jr., has joined CBS Radio's advertising and promotion staff as a sales presentation writer. He formerly was assistant editor of "Christianity in Crisis" and, before that, promotion and research director of a TV firm and a freelance writer and editor for two publications and a newspaper.

## Spec to Satirize Education

Chicago — Within the next several weeks, WBKB will present a satirical, in-depth study: video-taped in the WBKB studios here. Associated with "Second City Reports" are Bernard Sahlins, Second City's producer and Paul Sills, the company's director.

## 2,000 STATIONS IN FOREIGN TV

Industry Still Mushrooming From 28 Outlets in 1951

Washington Bureau of RADIO-TV DAILY

Washington — The mushrooming TV industry overseas continued its rapid expansion in 1961 with the number of transmitting stations passing the 2,000 mark and the total of TV sets in use numbering almost 54 million, the USIA reports. At the end of 1961, there existed only 28 stations and a little over 1 million receivers, USIA said. The figures excluded the United States and Canada, as well as U. S. Armed Forces TV stations overseas.

The number of stations increased by 442 in 1961 for a total of 1,866 in non-Communist countries, while in Communist bloc 117 new stations raised the total there to 381.

(Continued on Page 8)

## Pauline's Pen Is Mightier

Pauline Frederick, NBC News UN correspondent, can't draw anything — except money.

When asked to contribute an original work of art to be raffled for the UN Children's Fund, she replied "I can't even draw a circle." Repeating her confession over NBC Radio's "Emphasis," she said:

"All my handiwork is done with a typewriter, and who would be willing to exchange two bits for a bit of original radio script?"

She had an answer within a few days. More than 300 listeners sent quarters — and dollars. According to fund officials, Miss Frederick raised more money than any of the individual pictures contributed. For that, the fund's giving her a certificate of appreciation.



MISS FREDERICK

## Sales, Production Top '61 Quarter for R-TV

Washington Bureau of RADIO-TV DAILY  
Washington — Distributor sales and factory production of radio and TV sets during the first quarter of this year were well over the same quarter last year, the Electronic Industries Association reports.

During the first quarter of this year, factories turned out 1.7 million TV sets and 4.8 million radios, up from 1.3 million TV sets and 3.6 million radios in the corresponding quarter during 1961.

Distributor sales in the first quarter of the current year were 1.6 million TV sets and 2.1 million radios, up from 1.3 million TV sets and 2 million radios in the first quarter of last year. Production figures include auto radios sets, but distributor sales figures do not.

## Best of 'Hennessy' Segs Return as Summer Skein

A special "Hennessy" Summer series, consisting of 18 episodes from the three-year history of Jackie Cooper's show, premieres Monday on CBS-TV, sponsored by G-E Household Refrigerators and Room Air Conditioners, via Young & Rubicam, on alternate weeks.

"Hennessy," produced and directed by Jackie Cooper, was created by Don McGuire, who wrote many of the scripts. Other writers include Richard Baer and James Komack.

## Hunt Telecasts Planned

(Continued from Page 1)

from the UN, oppose U. S. disarmament, no matter what agreement might be reached with Russia, and would be "in sympathy with anyone honestly and diligently fighting Communism," including most Birchers but not their leader.

The "Life Line" project began as a radio show in 1958, on the death of a previous Hunt enterprise — a radio series known as Facts Forum and ballyhooed as a "fair and impartial discussion of public issues." Critics said the forum was a political machine for the late Senator Joe McCarthy in a bid for Presidency.

## 'Eternal Light' Address By Ruder & Finn Prexy

David Finn, member of the board of directors of the Jewish Theological Seminary and president of Ruder & Finn public relations, will deliver an address Sunday on NBC Radio's "Eternal Light" program. Finn's address will follow a dramatized biography of sculptor Bernard Reder.

## MBS President Cites Irony of Having Data 'Nobody Believes In'

Radio is being "short-changed" by confused rating systems, Mutual Broadcasting System President Robert F. Hurlleigh declared yesterday.

"A TV minute on prime network time now costs anywhere from 50 to 70 times as much as that same minute on network radio," he said in his network newsletter. "Certainly, it can't produce 70 times the audience, nor can anyone convince me it's 70 times as effective. What causes the confusion is the very multiplicity of ratings."

Hurlleigh said he agrees with the view of Robert Pauley, president of ABC Radio, who is alleged to have said, in effect, that the NSI people and the Nielsen Radio Index group apparently do not speak to each other. To prove how far apart their separate tallies are sometimes, an NSI figure was quoted on a certain program reaching 20 per cent more homes through just five ABC affiliates than the NRI figures showed for the same five affiliates plus 174 others carrying the show at the same time.

## Points to Federal Study

Hurlleigh said the current congressional study of rating methods may come up with some solutions that the industry has not been able to negotiate on its own.

The MBS president declared that "almost anyone" says he doesn't believe in ratings at all. "This is the delicious irony," Hurlleigh added. "An entire industry spends millions every year on the amassing of data that 'nobody believes.' How grown men (many of them truly brilliant men) allowed themselves to fall into this snake pit is one of the mysteries of our time."

## Stars Go That-a-Way For 'Bonanza' Whoop-Up

Four stars of NBC-TV's "Bonanza" color series, which takes place in Virginia City of the 1860's, will visit present-day Virginia City May 19-20 for a Bonanza Day celebration. Lorne Greene, Fernel Roberts, Dan Blocker and Michael Landon will headline a parade and accept an award from Nevada Governor Grant Sawyer.



HURLEIGH

## Bon Ami Appoints Distributor for Films

The Bon Ami Film Distributing Corp. has appointed Programme Exchange Ltd., of London, exclusive distributor for the Eastern Hemisphere of a major portion of the Bon Ami library of 170 feature films. Jackson E. Dube, executive VP of Bon Ami, said that under the agreement Programme Exchange has exclusive distribution rights to 105 Bon Ami films for theatrical, non-theatrical and TV use in Europe, Australia, Africa, Asia and Australia.

Included in the package are several Walter Wanger productions and films by United Artists, Republic Pictures, Producers Releasing Corp., among other major producers.

## Calif. Federation Honors Two Stations, 2 Women

(Continued from Page 1)

man of radio-television, presented a special award to KCOP, Los Angeles, for its excellent overall programs in 1961-62. It was accepted by Dr. Martin Klein of USC.

KGEL, San Francisco, was cited for its daily broadcasts to Latin America.

Harriet Nelson and Donna Reed were honored for portrayal of womanhood at its best and for furthering the ideals of family living.

## Broadcast Follies Highlight Annual RTES Fete May 16

The annual luncheon of the Radio and Television Executives Society May 16 at the Hotel Roosevelt will be highlighted by installation of officers and presentation of the second annual Broadcasting Follies, with proceeds going to the Herald Tribune Fresh Air Fund. Taking over as president will be William K. McDaniel, NBC Radio executive VP.

Jan Murray will serve as emcee of the Follies, which this year will feature a selection of early TV films and kinescopes and another appearance by Steve De Pass, who will debut more original ballads about broadcasting and broadcasters. The program has been planned by Ted Bergmann and Wade Barnes.

In addition to McDaniel, others who will be installed are 1st VP, Sam Cook Digges, administrative VP, CBS News; VPs, T. J. McDermott, N. W. Ayer & Son VP, and Robert H. Teter, manager, WNII-TV, New Haven; secretary, Sol J. Paul, publisher, Television Age; treasurer, Sol Cornberg, president, Sol Cornberg Associates.

Also, the following members of

the Board of Governors, Julius Barnathan, VP of ABC-TV; Ted Bergmann, Reylon; Richard P. Jones, VP-media director, J. Walter Thompson; Roger M. Greene, advertising VP, Philip Morris; Edward Reynolds, CBS-TV assistant press information director; Albert B. Shepard, Select Station Reps VP.

### Five Stay as Directors

Remaining on the board for another year are: Matthew J. Culligan (ex-officio), general corporate exec and director, Interpublic Inc.; William J. Adler; William N. Davidson, Advertising Time Sales VP; Stephen B. Labunski, VP-general manager WMCA, and Peggy Stone, president, Radio-TV Representatives.

### Cecil Woodland Named

(Continued from Page 1)

Scranton Times, a WEJL affiliate, as an RFE Fund award winner. Woodland studied RFE's facilities in West Germany and Portugal in 1959 and 1961.

Woodland, before joining WEJL, was president and general manager of WCSB, Amsterdam, N. Y., commercial manager of WSNY, Schenectady, and program Manager of WTRY, Troy.



MURRAY

## Nat'l SDX Awards Go to 6 in Radio

Detroit—Six awards distinguished service in journalism go to broadcasters at the national awards dinner Delta Chi here at the Memorial Building on Gardner Cowles, Look editor, will be the principal speaker.

Broadcast recipients are news staff, Pittsburgh; Watson and Frank O'Rourke, Harrisonburg, Va.; KNTZ-TV, KDKA-TV, Pittsburgh; TV, Oklahoma City, and KPHO-TV, Houston.

Robert W. Hefty is presenting the local chapter sponsor awards affair, and B. D. Davis is general chairman for the event.

## N.Y. Station Links Up With Negro News Net

Leon Lewis, news director, WWRL, New York's Negro radio station, has announced WWRL will be the New York metropolitan area outlet for new Negro News Network. Information will be fed to direct and on a regularly scheduled basis from WAOK-TV, WDAS, Philadelphia, and WPTT, Pittsburgh. In turn, Negro news in the New York area will be fed by WWRL to three radio stations.

A cooperative venture of four stations form the network, what is to become a National News Network. From time to time other stations will be added.

## Music Knots Unraveled At Chicago Music Fair

Chicago—Controversial topics on music will be aired to the public in a series of symposia at the World's Fair of Music Sound, beginning Aug. 31. Leonard B. Meyer, U. of C. Music Department, and chairman of the fair's educational committee said the topics to be discussed live talent demonstrations will present a range of interest.

## CBS Profits at Peak

(Continued from Page 1)

increase of 28 per cent. Current earnings are equivalent to \$7 per share, compared with \$6.88 (adjusted for stock dividend) '61's first quarter.

First quarter net sales \$128,550,576, a \$2.5 million increase over last year's first quarter net sales of \$126,008,002.

At yesterday's board meeting a cash dividend of 35 cents a share on the common was declared. It is payable June 15 to stockholders of record on May 15.

## News Flashes from Coast-to-Coast

### Job Well Done

St. Louis—Personalities Ron Lundy and Gary Stevens have conducted a Teen Team Drive for Cancer, working with the St. Louis Chapter of the American Cancer Society. Hundreds of volunteers were recruited.

### Happy 1st, 'Romper Room!'

Ft. Worth—"Romper Room," syndicated kindergarten show seen

### N.Y. Viewers to Eye

#### Hypnosis as Therapy

"Hypnosis and Neurosis," a practical study of the role played by hypnosis in psychotherapy, will be aired Saturday night on WOR-TV, Michigan U. Prof. Jesse Gordon will demonstrate the practical uses of hypnosis by hypnotizing a subject and creating an artificial neurosis. Then he will re-hypnotize the subject, enabling her to talk about the neurosis, thus exorcising it.

week-days on KTVT-TV, will celebrate its first birthday here today, proclaimed official "Romper Room Day" by Mayor John Justin in recognition of the program's contribution to public service and pre-school education. Miss Mary Lynn has been the teacher since the program started.

### Rhea to KCKN

Kansas City—Don Rhea has joined KCKN, where he will fill the 6-9 AM slot. Rhea was formerly with KENS, San Antonio.

### More Honors for Student

Babylon, N. Y.—The Communications Arts Award, established this year by Sol Horenstein, WBAB-AM-FM president and chairman of the board, was presented to Dorothy Sharo, an honor student from Utica, who has contributed to the development of broadcasting and communication arts.

### Two For Mom

Phoenix—KPHO-TV will broadcast "Our Lady of Fatima" and

"The World's Greatest Mother" on Sunday, in honor of Mother's Day.

### KBTR, IMN Affiliate

Denver—KBTR has become affiliated with the Intermountain Network. Station manager Dick Shireman said KBTR will retain its ABC affiliation.

### 'Artful' Accolade

Columbus—WTVN-TV has been presented with an award of excellence by the Art Directors Club of Columbus for "noteworthy performance in advertising art."

### Traffic Safety Aids Win Award for WHLI

The New York City Traffic Department has presented WHLI, Hempstead, L. I., with its "Traffic Safety Achievement" award "in recognition of wholehearted and effective cooperation in the traffic safety education program of the Department of Traffic."

# ELSEN ADDS 6 MARTS FAST RATINGS REPORT

Important markets will be added to the Nielsen Fast 24-let TV Ratings report for the Fall season. The new Fast report, representing approximately 50 per cent of

TV homes, will include three Coast areas — Los Angeles, San Francisco-Oakland and Portland — and Buffalo, Milwaukee and New Orleans.

The new report, like its predecessor, reflects TV program performance in markets where all major networks have facilities and generally carry net programs at "originated

weekly, 50 times a year, delivered just four days after the reported telecast. Fast market reports will provide a check for early appraisal of programming, changes in station and for early renewals, said Nielsen. The refunction as a supplement to a basic National NTI re-

## Way Answers Talent Report

(Continued from Page 1) will undoubtedly grow in popularity, if not in accuracy, in the coming months.

AFTRA officer declared TVB's own figures "continue to reflect the additional portion of total advertising dollar going its way into the TV media . . . . Indicate banner years enjoyed by the networks station owners."

Conaway pointed out that talent costs only one of 25 different items in preparation of a film commercial and seem "a microscope of most TV budgets;" pay-to-actors for a 20 second time spot over 13 weeks represented roughly one cent of the total costs.

### Take 'Keen Exception'

Conaway also said he took an "exception" to another part of Ash's remarks in which the latter was quoted as follows:

"In the next negotiations I hope full membership of the unions involved will be heard to the extent that they can again appear on artists' payrolls."

Conaway saw in this an instance of undemocratic principles. Conaway retorted that he served on the joint negotiation team for AFTRA and SAG and "memberships of both unions

depended on wages and working conditions in the field of film and TV commercials." The proposals were considered by AFTRA's national convention of more than 300 delegates and, he added, both unions' members in their cities unanimously voted in approval of the tentative

## Kildare Dons New Garb As Lancer Paperback

A paperback, titled "Dr. Kildare," has been published by Lancer Books of New York. This is a new novel, based on the characters of Dr. Kildare and Dr. Gillespie and their associates as seen in the NBC-TV "Dr. Kildare" series. Robert C. Ackworth is the author.

## Four Honors Given To Orlando Channel

Orlando — WDBO-TV, in three weeks, has received four different honors for various areas of public service programming. The first was the National Safety Council's Public Interest Award for Exceptional Service to Safety in 1961, one of two Florida TV stations so recognized.

The Florida Bar Association cited the station's "It's the Law" series for a honorable mention on behalf of its "outstanding and constructive contributions to the administration of justice. The same series also received the Public Service Award from the National Police Hall of Fame.

The fourth honor was a nomination by the Florida Education Association for WDBO-TV's weekly educational series, "The Open Window," to receive the state's School Bell Award.

## They'll Fete Att'y General



Harry J. Halperin, vice chairman, left, meets with committee members to discuss plans for dinner honoring Attorney General Robert Kennedy and Mrs. Kennedy, to be given by the Association for the Help of Retarded Children, New York City Chapter, May 24 in the Hotel Astor. With him (l. to r.) are Sam Cook, Digges, Edward K. Kennedy and Charles A. Alicante.

## 'Catholic Hour' Eyes Communism Growth

"The Catholic Hour-TV," produced by the National Council of Catholic Men and NBC, will present "Communism in the Post-War Years" on Sunday, the second program in NBC-TV's series, "America and Communism." Written by Edward Rice and William Jenkins, it traces the growth of communism as a world power from 1948 to the present, and its effect at this time on the United States.

Featured on the program are Tim O'Connor as narrator, and Thayer David, Sorrell Booke and Albert Quinton as readers. David is currently featured on Broadway in "A Man for All Seasons;" Booke in "Purlie Victorious," and Quinton in "Passage to India."

## Beantown Sets Air Time For Gridiron Contests

Boston — WEEI-CBS Radio begins its third season of Boston Patriots football broadcasts when the Pats meet Oakland Aug. 11 in the first of four exhibition games. Bob Gallagher again will handle play-by-play and WEEI's Fred Cusick, color.

In addition to Boston Patriots football, WEEI will broadcast all home and away Boston College grid games, starting Sept. 22.

## Palmer Rejoins WKRC As Exec News Director

Cincinnati—George Palmer will rejoin WKRC-TV as executive news director, starting May 21. Palmer will be seen on "Local Report" Monday through Friday, and on the late news Monday through Saturday.

## SCRIPT CONTEST FOR YOUNGSTERS

N. Y. Area High-Schoolers Vie for WABC-TV Awards

WABC-TV, the ABC flagship station, has launched its second annual "Youth TV Writer" script competition for public, private and parochial high school students in the metropolitan New York area. The contest runs through June 15 and winners will be announced July 2.

High school students, 16 to 18 years of age, including graduates of the Class of June, '62, are invited to submit a 500-word outline of an original story idea for a TV show which they believe would have appeal for young people.

Winners of the "Youth TV Writer" script competition (a young man and woman) will be invited to observe the many areas of a TV station's operations during an eight-week Summer period; and each will receive a \$200 fee for the development of their outlines into actual TV scripts. An additional award of \$100 will be given for the script which is used.

## Today's Radio 'Town Crier'

Phoenix — Radio's ability to reach Americans everywhere, instantly, and intimately is the reason for its status as an incomparable ad medium, John M. Couric, NAB PR manager, told the Advertising Club here. He said: "Each station is the town crier of its listeners, the community bulletin board and a newspaper of the air."

Couric told the ad men: "Eight out of 10 new cars are sold with radios installed, and there are more than 50 million automobile radios now in use. The number one accessory the auto buyer insists on is a radio."

## E. S. Sumner Corp. Adds Gaulocher and Brydson

E. S. Sumner Corp. has appointed Todd R. Gaulocher sales VP, and named David Brydson an account exec. Gaulocher comes from WCBS-TV, and before that was with Crosley Broadcasting in New York. Brydson was in Toronto National Sales for CHCH-TV.

## WEDDING BELLS

### Woolen-Zack

Dick Woolen, KTTV vp in charge of programs, and Marilyn Zeck, secretary to president and general manager Richard A. Moore, were married on May 5, in a ceremony at Moore's home.

## Dane, Mogul Leading UJA's Ad-PR Drive

Advertising, publishing and public relations leaders have joined to campaign for the current drive of the United Jewish Appeal of Greater New York. Maxwell Dane and Emit Mogul are chairmen of the campaign which will be climaxed by a dinner at the Hotel Biltmore May 22. At the dinner, Alfred J. Seaman, president of Sullivan, Stauffer, Colwell and Bayles, Inc. will narrate a film "The Adman (thought-leader version)." Seaman is vice-chairman of the 4A committee on improving advertising. There will be a panel discussion entitled: "What We Can Do To Improve Advertising's Image."

## Miss Frederick Honored By SDX's Deadline Club

Pauline Frederick, NBC News' UN correspondent, has won a certificate of meritorious achievement "for a decade of distinguished United Nations correspondence." It was announced by the Deadline Club, the New York City chapter of Sigma Delta Chi, national professional journalism society.

Miss Frederick will receive the award at the annual Deadline Club dinner tomorrow at New York's Hotel Pierre. In the citation she is praised for having "repeatedly displayed the ability to combine truthful, complete reporting with a firm conviction that world peace depends on better international understanding."

## 'Lone Ranger' Lassoed By 3 More TV Stations

Telesynd has sold "The Lone Ranger" to three additional TV stations bringing the total markets to 50. The sales were to KHJ-TV, Los Angeles, WKBT, La Crosse, Wis., and WTTG, Washington. Trans-O-Gram Toy Corp. will sponsor the show in Washington. Telesynd also syndicates "The Ray Bolger Show."

## AGENCY NEWSCAST

By SHELBY COOPER

The Spring meeting of the Association of National Advertisers May 21 and 22 at the Hotel Commodore, New York, will consider the need for increased efficiency in advertising. Pro-

### Thought for Today

*"We are all familiar with the notion that the mass media foster conformity of thought and standardization of ideas, that they lend themselves to manipulation by government or powerful private interests. The fact is that television generates a remarkable diversity, conflict and range of ideas; it comes to grips increasingly with controversial material, and it maintains standards of fairness and independence in the highest tradition of journalism."*

—Robert W. Sarnoff  
Board Chairman, NBC

Robert J. Wanamaker has joined Clinton E. Frank, Inc., as a VP and copy director. It was announced by Robert J. Reardon, a senior VP and creative director of the Chicago based advertising agency. For the past two years, Wanamaker held the same post with Edward H. Weiss & Company, Chicago, which he joined in 1957. From 1952 to 1957, he was assistant creative director with the Fulton, Morrissey Company, Chicago. . . WCAU Radio personality John Trent, and John B. Kline, general sales manager, will attend the Super Market Institute Convention in Chicago, May 14 through 16. For the 5th year, Trent has been engaged by Kellogg Co. of Battle Creek, to do news commentaries at the SMI luncheons.

St. Louis scene—Alan J. Zuch has been appointed advertising manager of Stix, Baer & Fuller department store. He had been associated with Neiman-Marcus in Dallas. Gimbels and Saks in New York and the Grey Advertising Agency in New York. . . S. Lee Larkin has been named manager

## Raleigh Station Affiliation to ABC

WRAL-TV, Raleigh, N.C. became a primary ABC affiliate Aug. 1. Owned by the Broadcasting Co., WRAL-TV began broadcasting Dec. 1, and has been a primary affiliate.

Capitol president A. J. said WRAL-TV is changing primary affiliation "to make it possible for the first time to audience the schedule of popular and diversified ABC program lineup."

## Maxim Will Talk About Records' Cultural Role

Philadelphia — Arnold Maxim, president of MGM Records, will speak Tuesday at the SMI Hotel before the Philadelphia Chapter, American Word Radio and TV. His topic is "Contribution of Phonographic Records to the Cultural World."

## Jones Takes Sports Job

Dallas — Charlie Jones has been named as sports director of WFAA-TV, replacing Wes Wise. Jones has been the station's director of public relations and radio "Voice of the Texans," professional football club.

of the newly-established separate public relations department at International Shoe Co. and will report directly to A. L. Johnson, director of advertising. . . Effective Aug. 1, Gardner Advertising is resigning several Procter & Gamble food accounts, including Jif Peanut Butter and a number of Duncan Hines mix brands.

### Nothing Outshouts

### Quality and Integrity!

THE ASSOCIATED PRESS

## W. Europe Video Expanding

(Continued from Page 5)

similarly, in the non-Bloc world, sets in use increased by 9 million to a total of 44.5 million, while in the Communist Bloc 2 million new sets were added to swell the total to 9.5 million.

Four countries were tabulated as joining the TV ranks last year—Ireland, Albania, the Syrian Arab Republic, and Kuwait — bringing the total to 66.

Of the new stations in non-Bloc countries, 394 were set up in West Europe, 21 in the Far East, 18 in Latin America, seven in the Near and Middle East and two in non-Arab Africa. Of the 117 new stations within the Communist Bloc,

the USSR accounted for 26, Czechoslovakia for 48, East Germany 34 and other satellites, nine.

An increase of 6.5 million sets in use in West Europe brought the total for that area to nearly 30 million. The Netherlands joined the "million set circle," along with the United Kingdom, West Germany, Italy, France and Sweden. The Far East total surpassed 10 million sets, an expansion of nearly 2.5 million, with Japan alone accounting for more than 8.5 million. Latin America reached 4.5 million, an increase of about 1 million sets. Small increases were noted in the Near East and in Africa.

## GRESS 'BELLWETHER' } NO. 1 ISSUE: CENSORSHIP S FCC OMNIPOTENCE }

### Takes 1st Step Move to Alleviate Over-Population

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has issued a partial freeze on AM radio applications as the first step toward issuance of new rules to deal with the radio over-population situation. The partial freeze was extended as necessary to avoid crowding the present AM frequencies with a continuing flow of new assignments during the busy and time-consuming rule-making process.

(Continued on Page 8)

### Menke Is Elected Indianapolis Club Pres.

Indianapolis — Don Menke, manager of WFBM-TV, has been elected president of the Advertising Club of Indianapolis, 1962-'63. Menke, who has served as vice president and member of the board of directors of the Indianapolis city advertising organization.



MENKE

### Top Net Execs Take Stand for Dodd Quiz

Washington — Top network officials will be questioned by the Senate Juvenile Delinquency Subcommittee both today and Monday, chairman Thomas J. Dodd (D., Conn.) said yesterday. The list for today is CBS-TV president James T. Aubrey; NBC executive VP Walter D. Scott, and Thomas Moore, VP in charge of ABC-TV. On Monday it will be CBS president Frank Stanton, NBC president Robert E. Kintner and ABC president Leonard Goldenson.

### CBS 'Sky' System Leaps Cuba Curtain

CBS said it has developed an "airborne" technique to overcome the ban imposed by the Cuban government on the export of news film to the U.S. Now, thanks to a monitor aboard a DC-3 in a special flight pattern off the Cuban coast, any broadcast over Cuban TV can be seen the same day by American viewers.

CBS said it formerly monitored Havana's CMG-TV at Key West, Fla., but the picture reception was unsatisfactory. The new system

(Continued on Page 5)

### Packard-Bell Electronics To Register Debentures

Washington Bureau of RADIO-TV DAILY  
Washington — Packard-Bell Electronics, manufacturer of radio and TV sets and other electronic equipment, has applied to the SEC for registration of \$5,023,800 of convertible debentures due 1977.

### BRITISH TV HOSTS MUST DRESS UP

Special To RADIO-TV DAILY

London — "You'll be faded out if you wear flashy clothes on the screen," is the warning that has gone out to news announcers for ATV, the Midlands TV company, from Midlands controller Philip Dorte. Other TV companies have issued similar warnings to women announcers whose hair styles are considered "over-informal."

### Dr. IQ's A. C. Anthony Succumbs in Atlanta

Atlanta — Veteran radio personality Allen C. Anthony—best remembered for his line "Doctor, I have a lady in the balcony" on "Dr. IQ," died here yesterday at Georgia Baptist Hospital after a brief illness. He was 55.

Anthony was producer-announcer for "Dr. IQ" and appeared as Jonathan Blake in "The Web." He was also on such radio landmarks as "Stop the Music," "Can You Top This," and "Inner Sacrum."

Anthony lived in Atlanta for the last three years and was director of air personnel for WAGA. He leaves his wife, Mary, and three grown children.

### Agriculture Pix for TV

Washington Bureau of RADIO-TV DAILY  
Washington — The Agriculture Department announces it has a special package of commemorative films to be offered to TV stations, marking the USDA centennial year.

### Add: Problem Areas— Pay TV, FTC Edicts, Ratings, Net Licensing

The strongest, most poignant criticism of the FCC by a non-broadcaster within the

past year came yesterday from Texas Congressman Walter B. Rogers who, as an influential member of the House Interstate and Foreign Affairs Committee, is regarded on Capitol Hill as a bellwether of Congressional temper.



ROGERS

Describing the "poor broadcaster" as a man who "spends most of his time trying to protect his license from the FCC and his economic head from the networks,

An account of the SITA awards presentation is to be found in this issue on page three.

either of which is a full time job," the Panhandle solon told some 600 persons at the fifth annual Station Representatives Association luncheon.

(Continued on Page 6)

### CBS Is Now the Owner Of Red Skelton Studios

Hollywood — The sale of Red Skelton Studios to CBS was finalized yesterday after lengthy negotiations. The amount of money involved in the sale was not divulged.

### 90-Minute 'Virginian' 94 Per Cent Sold

"The Virginian," 90-minute color Western which will bow Sept. 19 on NBC-TV, is now 94 per cent sold. It was announced by sales VP Don Durgin. Latest advertiser is Bristol-Myers, which purchased weekly sponsorship via Young & Rubicam. As previously announced, Liggett & Myers Tobacco has purchased weekly half-hour sponsorship.

### Cellomatic in Syndie Lists With Packages for Locals

Cellomatic, a division of Screen Gems, yesterday revealed it is entering into syndication, utilizing packaged formats specifically created for local programming stations that have acquired animation projector. Don Howell, Cellomatic VP, said these programs are tailored for independent stations seeking to integrate local talent and personalities. "The syndicated formats and graphic art packages will be available initially in a series of children based on informative and educational themes. The narrative and visuals will accompany the story line. A program package is also being developed for syndication based on a format for a Women's Magazine of the Air. Negotiations are in progress with Look magazine to serve in the role of feature editor-supervisor of the program content.

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**CHAS. A. ALICATO**: President & Publ.  
**MARVIN KIRSCH**: Assoc. Publ. Gen. Mgr.  
**ARTHUR PERLES**: Editor

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 46-4324. **MADRID OFFICE:** Bobby Doolan, Edifi-  
 cio Espana, Grupo 4, Planta 14.

**COMING AND GOING**

**DICK BAILEY**, WEI merchandising director, leaves Boston Monday to attend the Super Market Institute Convention in Chicago.

**HARRY M. ANGEL**, Intercontinental Services president, to Africa today to negotiate TV franchises on that continent.

**JACK BENNY** will arrive in town May 19 for "New York's Birthday Salute to the President" at Madison Square Garden.

**DICK FORD**, WICN newsmen, back in Minneapolis from Edina, where he spoke at Cahill School.

**ALLEN LUDDEN**, host of CBS-TV's "G-E College Bowl" and "Password," in Macon, Ga. today to speak at a local Beta clubs dinner.

**ROBERT MILFORD**, CBS-TV director of Network programs in N. Y., leaves Cannes, France for London, in connection with an upcoming special.

**GLENN YARBROUGH**, **ALEX HASSILEV** and **LOU GOTTLIEB**, known as The Limelights, leave Monday on a Western concert tour.

**FINANCIAL**

(May 10)

NEW YORK STOCK MARKET

	High	Low	Chg.
Admiral Corp.	147 1/2	127 1/2	14
AB-TPT	35 1/2	35 1/2	15
A. T. & T.	119 1/4	115 3/4	117
AVCO	27 1/2	27 1/2	22
CBS	38 3/4	38	38
Columbia Pic.	20 1/2	20	20 1/2
Crow-Coll.	32 1/2	31 1/4	32
Decca	45 1/2	44 1/2	44
Disney	32 1/4	32	32
East. Kodak	106 3/4	105 1/4	106 1/2
Gen. Elec.	42 3/4	41	41 1/2
Gen. Precast	23	22 1/2	22 1/2
Hazelton Corp	20 1/2	20 1/4	20 1/2
Magnavox	42 3/4	40 1/4	41 1/4
MCA	56 1/2	55 1/2	55 1/2
M-G-M	41	40 1/2	40 1/2
Not. General	7 3/4	7 3/4	7 3/4
Paramount	47	45 1/2	45 1/2
Plough	69 3/4	69 1/2	69 1/2
RCA	55 3/4	54	55
Storer	33 1/2	32 3/4	33 1/2
Toft	17 1/2	16	16
20th-Fox	28 1/4	27 1/2	28 1/4
United Artists	32 3/4	32	32 1/4
Warner Bros.	15	14 1/2	14 1/2
Westinghouse	31 1/2	31 1/2	31 1/2
Zenith Radio	65	63	63 1/2

**AMERICAN STOCK EXCHANGE**

Capital Cities	16 1/2	16	16 1/2
Delislu	9 1/8	9	9
Filmways	7	7	7
Movietel	11 1/2	11 1/2	11 1/2
MPO	9	9	9
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	47 1/2	45 1/2	47 1/2
Rollins	11 1/2	11 1/2	11 1/2
Screen Gems	18	17 1/2	17 1/2
Technicolor	14 1/2	13 1/2	13 1/2
TransPromter	11 1/2	11 1/2	11 1/2
Trans-Lux	14	13 1/2	13 1/2
TV Industries	2 1/2	2	2

\* OVER THE COUNTER

Jarrod	7 1/2
Meredith	30
Metromedia	15 1/2
Official Films	1 1/2
Scranton	7
Sterling	1 1/2
Transcontinent	9 1/2
Wometca	23 1/2

\* Courtesy of National Association of Riv Dealers.

**U.S. TV Sales-Happy: Briton**

Special To RADIO-TV DAILY

London — "American TV makes the mistake of straining after 100 per cent selling impact," Dr. John Grierson, said here on his return from a two-week visit to the U. S. Grierson had been in the U. S. to deliver seven lectures at North Carolina U. He is the producer of the weekly TV show, "This Wonderful World." While in North Carolina he received word that his short documentary film, "Seaward the Great Ships," had won an Oscar.

**NY OUTLET SKEDS BOSTON 'POPS'**  
 Concert Series Carried For Fifth Year in Row

For the fifth consecutive year, WQXR will carry the season's nine "Boston Pops Concerts," beginning tomorrow. The series will be broadcast in both stereo-FM and AM. The orchestra will be under direction of Arthur Fiedler, who has been regular conductor since 1930. Host and commentator for the first three programs will be William Pierce of the Boston Symphony. WQXR's Martin Bookspan, now abroad, takes over in June.

**ABC Knocks 'Em Over To Win 3-Net Victory**

The ABC Mike & Camera Club Bowling Team defeated CBS and NBC teams to win the three network bowling league championship. ABC won 12 out of the 14 trophies awarded in the league including the Tri-Network Trophy. ABC team captains were Barbara Smith, secretary to ABC VP and TV network general manager Julius Barnathan; Adrienne Finley, ABC-TV sales department; John Piscitello, duplicating and Ralph Vignols, duplicating.

**Elks Name Pamela Mason As 'Mother of the Year'**

Los Angeles — Pamela Mason, star of a daily KABC show, will be honored by Elks Club No. 99 here as "Mother of the Year" at a special ceremony on Sunday, followed by a dinner party. Pamela, the wife of actor James Mason and mother of two children, was selected for her many interests and activities which she combines with her role as wife, mother and career woman.

**ABC's of English Spur 'Tri-State Education'**

An examination of methods used in teaching English at Westfield High School, Westfield, N. J., will be presented on WNBC-TV's "Tri-State Education Report" tomorrow.

**Conn. Ass'n to Hear Dep't Store Ad Exec**

Hartford — Ralph Daddio, advertising manager for G. Fox and Co., will be the featured speaker at the May 24 general membership luncheon meeting of the Connecticut Broadcasters Association in the Grantmore Restaurant.

CBA president Sydney E. Byrnes said Daddio's subject will be "Retail Communications—1962." A special ladies' program will include a behind-the-scenes tour of G. Fox.

**Drama Festival Aiming For Listener Support**

An all-day festival of eleven dramas will be presented on May 20 by listener-supported WBAI-FM. The program will include three plays and two discussions of Shakespeare, and works by Strindberg, Yeats and Turgenev. According to the non-commercial station, the festival was planned to introduce WBAI to new listeners in connection with its annual fund drive.

**4 Directors Chosen For Emmy Telecast**

Four directors for the May 22 "Emmy Awards" show on NBC-TV have been named by executive producer Fred Coe. They are Robert Hultgren for the New York origination; Charles Jones for the Washington, D. C. origination; Alan Handley for the Hollywood portion, and Dick Schneider (also in New York) for the 1961-'62 "Review of Television."

Hosts for the "Emmy Awards" show will be Johnny Carson in New York, David Brinkley in Washington and Bob Newhart in Hollywood. The program will be written by Robert Goldman.

**Memorial to Strindberg Slated Monday on WNYC**

In commemoration of the fiftieth anniversary of the death of August Strindberg, WNYC will present on Monday, a program arranged by Arvid Paulson, authority on Strindberg's works and translator of his plays into English. Featured will be scenes from four of Strindberg's plays and excerpts from his letters to his third wife, Harriet Bosse. Swedish ambassador to the U. S., Gunnar Jarngren, will give a brief introduction.

**Faye Tells True Story Of Babv with 30 Moms!**

Faye Emerson narrates "tomorrow on "Around the World produced by the international of UN Radio and heard over Radio, New York. "Lelia" is as a true story from the film the UN Children's Fund and Health Organization about a program also will feature La Cairo and Rome datelines.

**Aleppo Codex Themes 'Eternal Light' Drama**

"The Masoretic Crown" I win Gonshak, based on Dr. J. Eisenberg's "The Story of Text," will be presented on "External Light," May 20. Masoretic Crown" is the oldest Bible in book form, the oldest existing part Bible in book form, the oldest Codex, written in the 10th century.

# ME-BUYER BLACK WINS SRA SILVER NAIL AWARD

Elizabeth Black of Donahue & Coe was presented with the Year Award yesterday at the annual Station Representatives Association awards luncheon. It was the second consecutive year the top time buyer honor to a woman.

Black was honored at the luncheon, held at the Waldorf-Astoria's Light Roof, was William H. Ted Bates executive, who presented the Gold Key Award for outstanding leadership in advertising.

Black's career began in 1954 when she joined Ruthrauff & Coad as timebuyer on the Lever account, early heavy user of spot radio. From there she went to Joseph Katz, where she spent 14 years supervising the advertising department. In 1954 she joined Harry B. Cohen (later Coe Ayleshire). When that firm merged with Donahue & Coe last year she transferred to Donahue & Coe's media division.

The SRA Awards luncheons have been held since 1958 when Donahue & Coe honored its retiring executive, Frank Silvernail, with an award for his years of service to the agency. The occasion began an annual affair when it was set up for sponsorship by the station reps the following year. The Chicago Timebuyer of the Year Award, made Tuesday, went to Marianne Monahan of Needham & Brorby.

## Wins an Account Exec Dallas Office of Petry

Arney W. Broiles has joined Dallas office of Edward Petry & Co. as a radio account exec. He worked as a radio and TV man for NBC, and as an account exec for Simmonds & Simmonds Advertising, Dallas, most recently was with Allied Radio Corp.

## Garroway Host-Emcee for TV Guide Awards

Arvey Garroway will serve as narrator for the "TV Guide Award Show" in color on NBC-TV June 24, starring Art Carney, Judy Holliday as special emcee. Originating in New York City, it will consist of 15 minutes of revue and 15 minutes of sketches in which people talk about various walks of life. The show will react to TV.

## KIDS' STYLES GET BOSTON TV DEBUT

Boston — WNAC-TV will air the latest children's fashion, "Drive-In Sleep-Ins," designed by Boston's Betty Goodman, on the "Louise Morgan Show" May 23. Six local youngsters will model the outfits that include such styles as "Drive-In Ticket Taker," "Policeman," "Snack Time Hostess" and others that look more like play outfits than pajamas. Nationally distributed by Mister Dreams of New York, they were introduced at the National Conference of Drive-In Theatre Owners in Dallas.

This will be their first TV appearance.

## Cars, Clothes Team for Show

West Coast Bureau of RADIO-TV DAILY San Francisco — Macy's California and the Bay area Lincoln-Mercury dealers join forces to present "Fashions on the Go," a preview of summer styles, May 17 and 20 on KPIX-TV. Commentator will be Dorothy Gardner.

The video-taped presentation was produced and directed by Loring d'Usseau, and written by Helen Gurley Brown. Clothes and accessories were coordinated by Gay La Jole, Macy's fashion director. Sale of the program was negotiated through the Kenyon and Eckhardt Agency, representing Bay Area Lincoln-Mercury Dealers. KPIX account executive is Paul Scheiner.

## Days of Montavani

All. Kisco, N. Y. — WVIP will present a Montavani spectacular this week-end, in cooperation with Fox & Sutherland.

## White Picks Up Alumni Award

Syracuse U. TV and Radio Center has named Lawrence White, CBS-TV vice president, of its 1962 Alumni Award. White, who received his B.A. from Syracuse in 1948, will accept the award tomorrow at the annual awards luncheon. He'll speak at the gathering on "The Challenge of Daytime TV."

The awards are presented each year to those graduates who, in

## WLS' Martha Crane, 33 Years on Chi Air, New Prexy of AWRT

Martha Crane, featured broadcaster at WLS, Chicago, for 33 years, has taken office as president of the 1,600-member American Women in Radio and Television for a one-year term, 1962-'63. She succeeds Montez Tjaden, promotion director of KWTW, Oklahoma City.



MISS CRANE

Newly elected to fill the president-elect's office just vacated by Miss Crane is Margaret Mary Kearney, educational director for WCAU and WCAU-TV, Philadelphia. The term is for one year.

### For Two-Year Terms

Also elected were: secretary-treasurer, Peggy Ware, Dudley Anderson-Yutzey; Western Area VP, Harriet Blue, KYA, San Francisco; East Central Area VP, Marion Corwell, Henry Ford Museum, ETV Department, Dearborn, Mich.; Eastern Area VP, Julia Chase Fuller, WTAG, Worcester, Mass.; Southern Area VP, Jean Clark, Humble Oil and Refining Co., Charlotte; Southwest Area VP, Sadie Adwon, KTUL-TV, Tulsa, and West Central Area VP, Mary Jane Chinn, KRNT-TV, Des Moines. They will each serve for two years.

## Job Hunters Get Tips On 'Dollars and Sense'

Each Tuesday, starting next week, WOR's "Dollars and Sense," with Faye Henley, will present a new feature, "Job Opportunities," dealing with various types of jobs and how to get them.

Guests on the programs will be from the New York State Employment Service and tell about Summer jobs for high school and college students; the first job, and finding the part-time position in today's market.

in the public interest

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

Representative: **MEEKER**

**STEINMAN STATION**  
Clair McCollough, Pres.

## Sports Director Takes Whisker & Water Pledge

Atlanta — WAGA-TV sports director Ed Thilenius is neither shaving nor taking solid food until the Atlanta Crackers triple-A baseball club wins a game. The club has lost seven contests in a row.

## Hugh Potter to Chair NAB's Radio Pubrels

Washington Bureau of RADIO-TV DAILY  
Washington — Nine leading broadcasters have been named to NAB's 1962-'63 Radio Public Relations Committee. All are members of NAB's Radio Board of Directors, and Hugh O. Potter, general manager of WOMI, Owenboro, Ky., will serve as the chairman.

Other committee members are John S. Booth, president, WCHA, Chambersburg, Pa.; John F. Box, Jr., executive VP managing director, WIL, St. Louis; Carleton D. Brown, president-general manager, WTUL, Waterville, Me.; B. Floyd Farr, VP-general manager, KEEN, San Jose.

Also, A. Boyd Kelley, president, KRRV, Sherman, Tex.; Allan Page, president-general manager, KGWA, Enid, Okla.; Lloyd C. Sigmon, VP-general manager, KMPC, Hollywood, and Lester C. Spencer, president-general manager, WKBV, Richmond, Ind.

## 50 KW in Sacramento Shifts Affiliation to ABC

KRAK, 50 kw Sacramento station, becomes affiliated with ABC Radio May 27. It is currently an affiliate of the Mutual Broadcasting System.

Manning Slater, president and general manager of the California station, said he decided to make the switch principally because "the ABC Radio Network, under the aggressive leadership of Bob Pauley, is now supplying a network news service tailored to meet the demands of our citizenry."

13th Annual  
WHITE MOUNTAINS'  
FESTIVAL of the ARTS

July 6th to 23rd

SKY HIGH in the  
WHITE MOUNTAINS

5 LAKES · 5,500 ACRES

Lake TABLETON Club

Pike · New Hampshire

Information: Walter Jacobs



By TED GREEN

• • • Walter Ross, author of "Coast to Coast," the controversial novel dealing with TV quiz scandals, is at home recovering from surgery. After the operation was pronounced a success, Ross got his second biggest thrill—when the hospital's bookmobile was wheeled into his room and an orderly suggested he read "Coast to Coast" . . . Gorgeous Sallie Blair spotlights Mike Wallace's "PM" show May 18 . . . 21-year-old singer Hank Leeds, Joe Franklin discovery making his niteclub bow at the Legion Club, will spark Franklin's WABC-TVer on Tuesday . . . Sunday's Lionel Hampton day at Palisades, where the "Vibes King" will preside over Bruce Morrow's ABC show from the Jersey amusement park . . . Chico Hamilton will back up the first half of Tony Bennett's Carnegie Hall concert June 9.

• • • WCBS Radio chief editorial writer, Alan Littell, married Caroline Byass of London in a civil ceremony at City Hall Park . . . Jane Friedlander, producer of the off-Broadway revival of Cole Porter's "Anything Goes," guests with Ruth Jacobs on WEVD Wednesday . . . Jack Webb considering Nina Paige for a lead in his upcoming "True" TV series, which starts around June 29. This guy can really pick talent . . . Attention producers and directors: Be sure to catch dynamic young Tom Golden this Summer in the 10th production of "Bye Bye Birdie." He's a real star on the showbiz horizon.

• • • Meet: Frank Blair, now in his 10th consecutive year on the "Today" show, who adds to his many activities a new radio series called "Frankly Speaking" on NBC Radio's "Monitor 62" June 2, eight times each week-end, sponsored by the Sealright Co. Frank, who has been on the "Today" show since its inception, is known as the "Image" of this program. When "Today" adds new personnel this Fall, Frank is slated to remain, as he always has, as this popular program's hard-core. Frank, who awakens daily at 4 AM to come in from Stamford, Conn., is also heard mornings at 7 AM on NBC Radio, just prior to the "Today" show. Frank has worked every type of radio and TV news coverage.



BLAIR

• • • My Stetson's off to: One of the greatest singing teams in the industry. Les Paul and Mary Ford. Their jingles are just great . . . To another great team, Ethel and Albert, who really know how to sell a commercial and hold the viewer . . . To Barry Shear, for being nominated for an Emmy for his production and direction on the "Here's Edie" show. In the opinion of this pillar, Barry is one of the tops in the production and direction field . . . Maggi McNellis, for her Hollywood type of announcing at the preview of the "Miracle Worker." This gor-jus and talented gal is still one of the best emcees in the industry.

• • • Several of Broadway's top producers are offering alluring scripts to Eva Gabor, hoping the talented glamour gal will headline a show . . . Abe and Jules Wilsker, who produce the shows at the Westchester Dinner Theatre in Yonkers, are also harness racing horse owners. Among their horses are Adios Volo, Irvin Paul, Apmat and Caduceus . . . Watch for a big TV campaign to begin soon on Amphicar, the "auto that swims." It's expected to be quite popular this Summer around rivers, streams and the ocean . . . Popular singing star Jodie Sands, who clicked with "Love Me Forever" last year, will soon record eight more sides for distribution.

• • • The American TV Commercials Festival cited Itenee Roy as one of the top ten for 1961 in the Best Spokesman-Spokeswoman Category. Bob Bergmann, president of Filmex, conducted the seminar on New Trends and Techniques in Commercials during the festival at the Waldorf. Filmex's "film doctors" exhibit at the festival was blessed with pretty nurse June Cowan, on leave from the Gaslight Club for consultation . . . Tom Howell, VP of Celiomatic, division of Screen Gems, in Puerto Rico to direct the audio-visual presentation for Look magazine's sales meeting.

## Slipped Discs Cheer State Hospital Patients

Dayton — Phonograph records unsold after WONE's Easter campaign are being used in occupational therapy at the State Hospital (for mental patients). Jeanne Caskey, W promotion and public relations director, taught the hospital how to make objects using records and peeled records. The sale of unwanted records from station's library netted the paign \$907.80 at 10 cents a r

## Rob't Kennedy Gives At Testimonial Fee

Attorney General Robert Kennedy will be guest of May 24 at a testimonial being held at the Hotel by the New York chapter Association for Help of Retarded Children.

Chairman of the \$100-a affair is Jerome H. Frank, president of Noyes-Frank real estate. Members of the dinner committee include Leonard Goldenson, president of American Broadcasting-Paramount Theatres and Les W. Hall. Director of press relations is Charles A. Alcocke, publisher of RADIO-TV DAILY.

## Screen Gems and NEA Link for 'Turning Point'

Screen Gems has implemented a tie-up with the National Cation Association on the "Turning Point" series. NEA officials — Roy Wilson from Lexington and Fredrick Jacob New York — jetted into wood for an extensive round of discussions with West Coast William Dozier, producers since Green and Russell Row studio publicity director Hardiman.

"Turning Point" will star Connors, former star of Greene-Rouse-produced "rope" series. With an hour mat, the series will go into production this Summer on Fall for the 1963-64 season.

## 'Golden World of Opera' To Score with 'Manon'

Massenet's "Manon" was heard tomorrow on WOR's opera series, "Radio's Golden World of Opera." The production features Victoria I Angeles as Manon Lescaut, Le Gay as Le Chevalier Grioux; Michel Denis as Lescaut, the Royal Guards; Jean Bon as Le Comte de Grioux, and Herent as Guillot de Morfe. Pierre Monteux will conduct.

# Frisco R-TV Awarded Top Calif. AP Prizes

## Jews Presentations By KCBS, KRON-TV Cited by State Ass'n

Coast Bureau of RADIO-TV DAILY  
Yosemite National Park — CBS and KRON-TV, both in San Francisco, have been awarded certificates for general excellence of presentation in the 10th annual news competition sponsored by the California AP TV-Radio Ass'n. Awards were presented here at the group's 15th annual meeting. Singled out for awards for excellence in the radio categories were: News — KPOL, Los Angeles, "Moon News;" Paul McElroy; Sports — KCBS, "Don Klein's Sports Notebook;" Farm — KNX, Los Angeles, "The Nelson Melnich Program;" Special Events — KSCO, Santa Cruz, "The Christmas Liquor Gift;" Individual Spot News Story — KABC, Los Angeles, "Freeaway Incident."

Also, Documentary — KFMB, San Diego, "The Forst Lewis Story;" News Review — KCBS, "Monorama '61;" Commentary and Analysis — KPFA, Berkeley, "Special Report;" Editorial — KCBS, "High-Handed Bridge Directors;" Special Award — KNX, "Aldoscope Series."

### Awards in TV Division

Awards for excellence in the TV division were to: News — KRON-TV, "6 o'clock News;" Sports — KXT, Los Angeles, "Santa Anita at Hollywood Park Feature Series;" Special Events — KGO-TV, San Francisco, "Space Watch;" Individual Spot News Story — KRON-TV, "Thomas Hotel Fire;" Documentary — KNXT, "The Inmate Generation."

Also, News Review — KRON-TV, "Bay Region Report;" Commentary and Analysis — KFMB-TV, San Diego, "Harold Keen Commentary;" Editorial — KNXT, "Top Hillside Fires;" Special Award — KGO-TV, "High School Football."

Cited for excellence in news coverage and news cooperation in the Associated Press Division were JOY, Stockton; KUBA, Yuba City; KUKI, Ukiah; KYNO, Fresno; KPRL, Raso Robles; KRKC, King City, and KSCO.

## sky' System for Cuba

(Continued from Page 1)

uses an executive-model DC-3, stripped of its interior furnishings and equipped with a 14 inch monitor, a tuner, and a 16 mm film camera with its shutter synchronized with the TV picture tube output. Four antennas bring in the picture as the plane flies about 5 miles off the coast of Cuba. The system was conceived in New York by Art Schoenfluss, CBS-TV manager of field operations and his staff.

## Daniel Kops to Speak For Jersey Managers

New Brunswick, N. J. — Broadcaster Daniel W. Kops will be one of the featured speakers at the



New Jersey Broadcasters Association's Spring meeting Thursday as guest of Rutgers U. here.

Kops, a pioneer in the development of broadcasting editorializing, is president of WTRY, Troy, N. Y., and WAVZ, New Haven, Conn. He has served two terms as an NAB director, and is a past president of the Connecticut Broadcasters Association. He was a founder and is now serving a fourth term as president of the Associated Press Radio and TV Association, national association of all broadcast subscribers to the AP.

Glenn C. Jackson, NJBA president and resident VP and general manager of WTTM, Trenton, will preside over morning and afternoon sessions.

## White Moves to Weed As Account Executive

John J. White has been appointed an account exec for the Weed organization, station rep firm. The appointment enlarges the New York sales staff of Weed & Co. White formerly was sales manager for Sumner TV.

## Hatch Takes New Post With Georgia Station

Savannah—Duane A. Hatch has rejoined WSAV Radio as commercial manager, Harben Daniel, president and general manager, announced. Hatch had previously served with WSAV as program director, advertising account executive and local advertising manager. He succeeds Robert W. Ward in his new position.

## Canada Catholics Caution CBC on 'Moral Content'

Montreal — The Ontario Catholic P-TA has submitted a resolution to the CBC, urging the network to screen its radio and TV programs carefully, "to guard against material in which the language or moral content could be considered offensive."

## NBC Spikes Another Newburgh Accusation

Countering the latest charge by Newburgh, N. Y. City Manager Joseph Mitchell that a welfare recipient who appeared on the network's "White Paper No. 9: Battle of Newburgh," was paid to "act" on the program, NBC has come up with an affidavit in which the reliever charges he was forced by city officials "under pressure and duress" to say he was paid.

## Matz, Jackson Join For Negro Mar PR

Mortimer Matz, president of the PR firm of Mortimer Matz Associates, has joined with Harold Jackson, WWRL personality, to form Jackson & Matz Associates for specialization in the Negro market. Matz, who continues as president of his own company, serves the new firm in the same capacity. Jackson is executive VP.

Commenting on his new association, Matz said: "There is a strong need for a professional and creative public relations approach to the important and growing Negro market."

Jackson, has had over 25 years' experience in Negro market public relations and was instrumental in setting up six stations in five cities in programming, merchandising and PR for the Negro market.

## Chi Channel Marks Israel's 14th Ann'y

Chicago—The 14th anniversary of the Independence of Israel will be commemorated Sunday with religious services from the Loop Synagogue on WGN-TV. The program will be entitled "Israel—Promise and Fulfillment."

The service at the Loop Synagogue is being sponsored jointly by the Chicago Board of Rabbis and the Loop Synagogue. Segments of the afternoon service will be taped by WGN-TV for broadcast later that evening. Film footage shot in Israel will be an integral part of the services.

Herbert Graham, noted Chicago actor-announcer, will narrate the film clips. A WGN public affairs department presentation, the program is being produced in cooperation with The Chicago Board of Rabbis.



If you would sleep soundly, take a clear conscience to bed with you.

Franklin

—A Thought For The Day—

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

# Fredericks Unwrap Spec. Effects Device

The Jenfred Threplex, which creates for motion picture filming projected optical and special effects never before possible, has been unveiled by its inventors, Claude and Grace Frederick.

The Jenfred Threplex system is based on a multi-motored, multi-lens system machine that can project as many as nine slides simultaneously with moving effects providing unlimited changing combinations, animations and the smooth reproduction of nature, realistically and with complete control, according to Mr. and Mrs. Frederick.

## Shown by Film

They previewed a special demonstration film to show how the Jenfred Threplex may be used for TV commercials, documentary, educational, industrial and feature films as well as for trade shows, window displays, titles and other related applications.

# 'Compassion' Is Filmed For 4-Station Release

Springfield — The Springfield Diocesan Bureau of Radio and TV has produced a half-hour, "Compassion," for the Diocesan Catholic Charities Appeal. The Rev. Fidells Rice, C. P., director of the bureau, said the film will be shown May 20 on WHYN and WWLP, Springfield; WYEN, Albany, and WRPL, Greenfield. It was filmed by Father Louis McCure, C. P.

# 'Open Mind Profile' Poses Life of Katherine Porter

Katherine Anne Porter, authoress of "Ship of Fools," will be the subject of WNBC-TV's "Open Mind Profile" Sunday. Appearing with moderator Eric F. Goldman will be author-critic Glenway Wescott, who will offer an intellectual document of her life and our times.

# Lockport Puzzles Over 'Mystery Voice Contest'

Lockport, N. Y.—WUSJ is celebrating National Radio Month with a "Mystery Voice Contest." Six well known area residents were asked to make short announcements in rhyme with hints as to their identity. The winner will get a table model radio.

This is the same station which asked for the first bushel of grass this Spring. WUSJ announcers are now taking their turns mowing a good-sized lawn.



By PETER C. DAVELLE

Independent Television Corporation's production chief Leslie Harris is giving his company's film series the "American look" by sending his units out on location throughout Europe and the world generally. "Man of the World," for example, will be shot against authentic Paris, Berlin, Rome, Venice and Cairo backgrounds. Studio work for the series will be completed at Shepperton Studios. ATV's deputy managing director Lew Grade tells me he's very pleased with the success in the U. S. so far of ITC's "Sir Francis Drake" series. They're doing well in Canada too, says Lew.

American Negro star Brock Peters, already known to British viewers for guest appearances on four TV shows over here, flew into London to start filming opposite Leslie Caron in "The L-Shaped Room," one of the most important British movies of the year. BBC-TV cameras go to London's Wembley Empire Pool next week to film 30 minutes of the game between the Harlem Globetrotters and "American Giants."

The U. S. cartoon series "Top Cat" bows on BBC-TV next week. BBC announce it as a "series for all the family." Scottish TV start up their new "Star Feature" programs with a half-hour analysis of the work of Elia Kazan. One of America's top TV producers, Milton H. Lehr, started work over here last week on ATV's new Latin-American musical series "Broadway Goes Latin." Sarah Vaughan and the De Castro Sisters are some of the guest artists signed to date.

BBC-TV chiefs searched the world for a girl who could sing jazz as well as opera to play the lead in their forthcoming TV production of the new British opera "Dark Pilgrimage"—a modern Orpheus and Euridice story. Search ended with the signing of colored U. S. soprano Margaret Tynes. Georgia-born Margaret now lives in Italy where she recently sang in Strauss' "Salome."

Russian language broadcasts by the BBC to Russia are being increased to 2 1/2 hours every day from this week. There'll also be a daily news bulletin in future. One of the top attractions at this year's Royal Academy Summer Exhibition in London is a portrait of TV comedian Sidney James whose recent BBC-TV series "Citizen James" was a big success on the national network.

# Rogers to Industry: Fight!

(Continued from Page 1)

eon in New York:

"If I were called upon to criticize your industry constructively, I think it would be for lack of courage, lack of willingness to fight for the things in which you believe and to fight for them, effectively."

## Sees Congress Sympathetic

The Congressman stated that, although the FCC is an independent agency of the government, "this does not mean it is vested with omnipotent authority." He reminded his audience that members of Congress "will always lend a sympathetic ear to even the remotest possibility of an injustice."

The number one broad objective in Washington concerning the radio and TV industry and associated entertainment field, Rogers said is:

The determination of programming responsibility and possible censorship by "pressure groups and last, but not least, the FCC."

Other categories of prime attention by the lawmakers, he said are: pay TV ("... and it appears that it will be quite controversial"), cease and desist proposals of the Federal Trade Commission, and ratings systems ("The smoke screen that has surrounded these practices will probably be lifted.")

As to the continuing controversy on network regulation, Rogers declared:

## Predicts Investigation

"... There is quite a bit of feeling in Congress to license and regulate the networks. What form this will take it would be difficult to predict, but it can be said whatever burden of responsibility, if any, has been escaped by the networks and absorbed by the separate stations, will be thoroughly examined, as well as the influence of the networks on the individual licensees."

# Westinghouse Bo Series on Democr

"Democracy in America," series of 14 half-hour documentaries based on the 1831 study by the United States by Alexis de Tocqueville, begins next week on the six Westinghouse Broadcasting radio stations. Financed by a grant from the Fund For Adult Education, the series is being distributed by the Broadcasting Foundation of America and the E. F. Foundation, and was first run on NBC Radio.

## Directed by Dr. Probst

Dr. George E. Probst, adjunct associate professor of American history at New York U., conceived the research for the project and collaborated on the scripts with I. Sinclair, a Canadian dramatic repertory group of 87 actors. The Canadian Broadcasting Company supplied the cast, with Bruce Morse portraying de Tocqueville and Alan King featured as de Tocqueville's host, the Marquis de Beaumont.

Thirteen of the programs will be shown in the U.S. during de Tocqueville's journey with Beaumont, with the last drama set in France on Dec. 2, 1851, a night that de Tocqueville spent in jail by order of Louis Napoleon. Music has been composed and conducted by Luigi Agostini. Andrew Allan produced.

# Corwin, Stone Appointed Framer Sales Prod. VPs

Gerry Corwin and Lee Stone have been named sales production vice-pres for the Framer Corp., handling distribution of Walt Disney's "The Big Payoff."

The series will be sold to individual TV stations, as well as network-quality show available for their own scheduling.

# Dr. King on WLIB

The Rev. Dr. Martin Luther King will speak on "Hurry Rights" tomorrow night on New York's WLIB. The civil rights leader is in New York to accept the F. A. Cullen Achievement Award for Human Betterment.

# Frank Knight Remembers Mike Career Highlights

Announcer Frank Knight, Bob Dixon's guest on WCBS' "At Your Service" program today, Knight, who for many years served as host for Longisymphonette, is currently here on WCBS' "Challenge" series. He'll discuss both shows with Dixon, as well as tell some of the highlights of his long radio career.

# AGENCY NEWSCAST

By SHELBY COOPER

Leo Burnett, The Advertising Council's new chairman of the board, has appointed his fellow directors to serve on various ad committees for the year ending next March 21. The committees, and their chairmen and vice chairmen, include, in order:

## Thought for Today

*"The web of mass media which makes the Western world one vast sounding board allows the citizen to speak up in a totally new fashion... Anyone who has anything worth saying, any group that has anything worth doing can be fairly sure of reaching the mass circulation media and of having the experiment discussed from end to end of the country. And it then becomes a factor influencing government via the pressure of public opinion."*

—Barbara Ward  
Noted Political Observer

## Marciarose 'Yr's Woman'

Philadelphia — Marciarose, producer and hostess of the "Concept" and "Speak Up" series on WRCV-TV here has been named "outstanding women of the year" by the Philadelphia Council of Auxiliaries of the American Medical Center at Denver.

"Concept" is a weekly documentary half-hour series of visits to leading colleges and universities throughout the area. "Speak Up" is a weekly series of unrehearsed, spontaneous discussions.

## Don Sanford Promises New Look at 'Applesseed'

Writer Don Sanford has been holding discussions with Dennis Weaver about Weaver's playing the lead in Sanford's concept of "Johnny Applesseed" for a new series. Sanford said his version includes new data on the historic but almost legendary hero who started orchards wherever he wandered across America of pioneer days.

## Pupils Script Commercials

LaGrange, Ill. — Brookfield school children demonstrated their musical creativity on WT-AQ here with 15 original singing commercials which made the finals in a competition staged for 5th, 6th, 7th and 8th grade pupils by Mrs. Bergita Baer, their music teacher.

Although over half of the 300 entries were about McDonald's hamburgers, Mrs. Baer pointed out the idea wasn't to sell hamburgers but to give her pupils a chance to show their musical creativity. She noted that the

## Prudential Sponsors D-Day Rebroadcast

The Allied invasion of Europe, June 6, 1944, will be depicted in a two-part series to be rebroadcast on "The 20th Century" May 27 and June 3 on CBS TV. Walter Cronkite will be the reporter. The first part covers the D-Day buildup, and the second part the attack on the Continent.

Prudential Insurance Co. of America sponsors the series, a presentation of CBS News Public Affairs Department.

Burton Benjamin is executive producer and Isaac Klefnerman, producer. Writer is Andrew Rooney, who participated in the invasion, landing on Omaha Beach in Normandy on D-Day Plus 2. George Antheil composed the musical score.

## Drama, Light Opera Dir. Visits 'Musical Theatre'

Jean Dairynple, director of the New York City Center Drama and Light Opera Companies, visits WCBS-TV's "American Musical Theatre" Sunday. With program host Earl Wrightson, she will recount highlights of her career, which has encompassed writing, acting, publicity, management, production and direction.

"American Musical Theatre" is presented by the WCBS-TV public Affairs Department in cooperation with the New York City Board of Education. Ned Cramer is executive producer, Ethel Burns associate producer and Tony Farrar director.

## West Given West U. S. By PAMS Productions

Dallas — Jim West has been named to handle sales throughout the western half of the U. S. for PAMS Productions, Dallas-based producers of recorded jingles and commercials. He formerly was a featured performer with the Jack Ross Sextette. He began at PAMS handling engineering for radio jingles series.

## Disk Spinning

By H. WILLIAM FALK

National Academy of Recording Arts and Sciences members are voting in 40 categories to determine the best disks of 1961, which will receive Grammy awards at simultaneous black-tie affairs May 29 in New York, Los Angeles and Hollywood. Competing for the Grammys are products from 38 disk companies, with every facet of recorded music, speech and sound represented.

MGM Records is training its promo guns on the new Dick Chamberlain single, "The Theme from Dr. Kildare," capitalizing on the high rating chalked up by the TV star via his "Dr. Kildare" series on NBC... David Rose's "The Stripper" on MGM heads a list of hot singles getting top air play all over the country. Others are Connie Francis' "Second-Hand Love" (MGM); Conway Twitty's "Comfy 'n Cozy" (MGM); Jimmy Smith's "Walk on the Wild Side" (Verve); Elmer Bernstein's "Walk on the Wild Side" (Choreo); and Chamberlain's "Theme." MGM also distributes Verve and Choreo disks.

Arranger-conductor-composer Eddy Manson blasts the type of training being given students by American music schools in a by-lined article in the September issue of Dr. Sigmund Spaeth's Music Journal Magazine... Tangerine Records, new label organized by Ray Charles, bows next week with a single marking the debut of Percy Mayfield — "I Reached for a Tear" b/w "Never No More." Charles will be A&R director for the label, continuing to record exclusively for ABC-Paramount, which will manage and distribute for Tangerine.

Decca has signed the Friars Four vocal quartet, formerly known as the Rover Boys, with the first release to be "Twenty One Years" b/w "The Wonderful Things." Hugo Winterhalter conducts.

## Outcasts Again Heads Buffalo ETV Association

Buffalo — The Board of Trustees community-owned educational station WNED-TV have re-elected Larry C. Lautensack to his fifth term as chairman of the Western New York ETV Association, Inc., censee of Channel 17. The 33 member board, composed of business, civic, and educational leaders in Western New York, held its annual meeting in the Hotel Lafayette at the station's studios.

**THE HIT! OF THE WEEK**

**RICHARD CHAMBERLAIN**  
(TV's Dr. Kildare)  
SINGS  
"THEME FROM DR. KILDARE"  
K 13075

**M-G-M** Records

## Sterling, Levenson Sit On 'Random' Panel

Boston—Comedian Sam Levenson and producer Dore Schary will headline the guest panel for the 90-minute "At Random" program tomorrow on WHDH-TV. Irv Kupcinet, Chicago newspaper columnist, is host and moderator.

Other panelists are, Kathy Godfrey, sister of Arthur Godfrey; Charles Vetter, U.S.A.; George Weller, Chicago Daily News foreign correspondent, and Gen. S.L.A. Marshall, military analyst and author.

## FCC in Move to Correct Excess of AM Stations

(Continued from Page 1)

making process.

Commissioner Rosel Hyde dissented on the freeze, saying, "I think this is essentially a substantive policy decision and ought to be the subject of a public notice before decision."

Television was subjected to a freeze when the FCC found that interference was being compounded back in 1948, and it took until 1952 before any new station could come on the air. Proposed new rules for radio stations, if they get into highly controversial grounds, could also take a long time to adopt. Therefore it is possible that the new freeze may last for a while.

### Present Applications Respected

Applications already on file will be processed. Bids to increase power from 100 watts to 250 or 500 and from 250 watts to 1 kw will be considered, as will applications for new class II-A stations.

NAB and the FCC have been conferring about the over-population problem in radio. Fears have been expressed in the broadcasting industry that if the FCC should clamp down on bids for new radio stations on economic grounds, alone, the question of monopoly would be raised. This, it was feared, would in turn put the pressure on for stronger regulation. It had been urged that the same result could be achieved by application of sterner engineering standards, and this is the route the FCC is considering.

## Jack Sterling Swamped In '62 Limerick Contest

Jack Sterling, WCBS personality, has received almost 19,000 last-line entries for his limerick contest, nearly doubling the mail response from listeners over the identical on-the-air promotion a year ago. "This was literally a contest that was rerun by popular demand," he said.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Art Linkletter's recent stint as host of NBC-TV's "Tonight" show was so successful, he has already been set for another two weeks in September. Murray Fromson has exited his news post at NBC to become assistant bureau chief of CBS News, West Coast, under Robert Schakne. Robert Gist's first directorial assignment under his new pact with Screen Gems is the "Goodbye Mama, Hello Aunt Maude" episode of "Naked City," which starts shooting May 15 in New York. Betty Andrews wrote the script.

• • • The photographic division of the Los Angeles Fire Department has a half-hour color film of the Bel Air fire which they plan to release to television stations as well as theatres. Martin Lanzer was production consultant. The new Lucille Ball comedy show starts shooting at Desilu (where else?) July 9. One of the stages is being remodeled to the tune of \$65,000 to accommodate audiences, since she insists on a live audience.

• • • Steve Allen's Meadowlark Productions resumes filming "Jazz Scene U.S.A." on June 4 following a two-week vacation. Producer Jimmie Baker has signed Steve Binder to direct the remaining 117 half-hours of the series to be syndicated in the Fall. Producer Joan Harrison has bought two novels by Andrew Garve for the new Alfred Hitchcock series on CBS-TV. Filming starts May 21 at Revue. Norman Lloyd will share producer assignments. Calvin Clements has signed on as associate producer on the "Dr. Kildare" series. MGM star Heidi Brühl has returned to Germany to star in three one-hour TV spectaculars to be produced in her native Munich for showing throughout Europe.

• • • Charles Arlington has been named news director of KILAC, a post which has been vacant since last Summer. KFWB deejay Joe Yeaman will tape interviews with picture and TV stars and their families at a special trade showing of Paramount's "Hatari" tomorrow at the Egyptian Theatre. Feature stars John Wayne and Red Buttons. Producer Winston Hibler has paced Jack Carson to star in the two-part "Sammy, the Way-Out Seal," Dr. Disney's "Wonderful World of Color." Filming starts at Disney Studios May 24 with Norman Tokar directing.

• • • Actress Irene Cuffe has been called in from her Lone Pine guest ranch for a leading role in ABC-TV's "Day in Court" with shooting scheduled to start Monday. 20th has picked up the option on Bob Denver, beard and all, for another year on "Dobie Gillis." Pact calls for his services in both TV and feature films.

• • • The Frank Cooper Agency has set Tom and Helen August to write their third story and teleplay for "Walt Disney Presents." Bill Davenport has been signed by Four Star Productions as head writer on "Ensign O'Toole," new video series starring Dean Jones. Ily Averbach will produce the series and also direct several episodes.

• • • Rose Marie, co-star on the "Dick Van Dyke Show," has signed Andy Thomas as musical director for her two week engagement at the Crescendo starting May 16. Her special material was written by Morey Amsterdam.

## Dope-Fighters Laud Station

WABC has been honored by Committee of 500 Against Drug Addiction, for station's "relentless crusade against teenage addiction." John M. Bess, the committee's community affairs chairman, Assemblyman Stanley Steingut and State Sen. Frank J. Pino presented the scroll.

The award stated that it was presented "in recognition of WABC's effort to combat the dread menace of drug addiction and for outstanding leadership for community good." In special tribute, the committee cited VP general manager Harold L. Neal, Jr., and Jack Powers, news-public affairs director for their "inspirational leadership."

WABC's major contribution to the campaign against drug addiction was a documentary program entitled: "The War Against Dope." The committee of 500 is composed of outstanding men and women from all walks of life. Kings County Judge Hyman Barshay is committee co-chairman with Steingut.

## Carla's Fury Probed In NBC DuPont TV

The devastating sweep of Carla, one of the great storms of the century, will be subject of "Hurricane!" on TV's "Du Pont Show of the Month" May 27. A presentation of CBS Projects, NBC News, it is under supervision of executive producer Irving Gitlin, with Al Wasserman as producer.

Gitlin said "Hurricane!" culmination of a year's investigation of the anatomy of a hurricane. Included will be a time-lapse of the eye of a hurricane taken by Weather Bureau research plane.

## Youth, Industry Ethics Spur 2 NAEB Shows

Pittsburgh — WJAS-TV will begin two new half-hour programs on Sunday, produced by the National Association of Educational Broadcasters.

"Coming of Age," a 13-series exploring the feeling of American youth, will deal with topics of importance to the teen-ager: "Ethic for Broadcasting," also running 13-weeks was prepared by the NAEB with focus attention on an ethic for broadcasters from several points of view, including religion, education, advertising and the criticism.

## 'Camera Three' Focuses On Dyer-Bennett Songs

Richard Dyer-Bennett, tenor guitarist, will present a program of his folk art on CBS-TV's "Camera Three," Sunday. His selections will depict the romantic and tragic characters perpetuated in six centuries of songs.

"Camera Three" is produced by Clair Roskam, in cooperation with the N. Y. State Education Department. James MacAndrew is host.

## Parmet Goes To Boston As Account Executive

Boston—WCOP, Plough Broadcasting outlet here, has announced the addition of Gus Parmet to its staff as an account executive. Parmet leaves the position of regional sales manager of WICE in Providence, a post he has held for more than five years.

## 'Pleasures in Learning' Gets New Lease on Life

"Pleasures in Learning," New York University Division of General Education TV program in New York's WUHF, has been extended with a new series through June 1. Walter J. Miller, associate professor, serves as host for the program.



Established February 9, 1937

L 90, NO. 92

MONDAY, MAY 14, 1962

TEN CENTS

## SEX-VIOLENCE QUIZ FANGS PULLED

### NBC Increasing Night Color Time To 68%

Chicago—Sixty-eight per cent of NBC-TV's total nighttime sched will be in color next season, Don Durgin, VP, network sales, says. This compares with 57 per cent this season and 41 per cent a year ago. Durgin said that beside more than 22 hours of regular nighttime color programming per week, there will be many "distinguished specials color."

### MASS. DEMOCRATS RESIST COVERAGE

Confab Chairman Issued Blunt "No" on TV Cameras

Springfield, Mass. — William L. Nam, president of WWLP, rebelled over the weekend that station has been refused permission to cover the Massachusetts Democratic State Convention although the Republicans gave ahead for their get-together. Nam claimed he was reportedly "stalled" by Democratic

(Continued on Page 3)

### Winter Opening Seen for UHF in Newark

Ed Cooperstein, head of New Jersey Television Broadcasting Corp., says he has completed financial arrangements for a new UHF-TV station to be opened in Newark, and will file application for a license with the FCC within a few weeks.

Cooperstein was formerly producer-director at WNTA-TV, Newark, recently sold to ETMA and converted to an ETV outlet in Newark. He said he would

(Continued on Page 8)

### Arts Productions Nets \$1.1 Mil. in Canada Ops.

Special To RADIO-TV DAILY Toronto — Net income of Seven Arts Productions for the year ending Jan. 31 was \$1,100,555, or 85 cents a share, president David B. Gilman reports. In the previous year the company had a net loss of \$1,090,212. Total revenue for the year was about \$18 million of which \$13 million represented rentals from TV distribution.

### Della Cioppa Shifting To Skelton Company

West Coast Bureau of RADIO-TV DAILY Hollywood—Red Skelton, president of Van Bernard Productions, Inc., has announced signing of Guy Della Cioppa as executive producer.

Van Bernard, in association with CBS, will produce "The Red Skelton Show" next season.

In addition, Della Cioppa will work with Skelton on the development of new properties. Della Cioppa resigned some weeks ago as VP, programs. CBS-TV, in Hollywood.



DELLA CIOPPA resigned some weeks ago as VP, programs. CBS-TV, in Hollywood.

### New Pittsburgh FMer Begins Test Operations

Pittsburgh — KQV-FM went on the air Friday on a program test basis, following receipt of FCC authorization. Operating with an effective radiated power of 55,090 watts on the frequency of 102.5 mc, KQV-FM will broadcast from 6 AM-midnight, Monday through Sunday.

### Iron Curtain Capitals Get Glenn-Titov Kinescopes

Kinescopes of the discussion between Lt. Col. Glenn and Maj. Titov in "The Nation's Future" on NBC-TV have been sent to the American Embassies in Moscow, Warsaw and Belgrade by the USIA as part of the cultural exchange agreement with the Soviet Union. The program was broadcast on May 6.

### 9 Advertisers Debut As Top 100 Spenders In 1961 Web, Spot TV

Nine advertisers made their debut on TV's top 100 list in 1961, according to TvB. Appearing on the network and spot TV combined list for the first time since TvB began compiling it in 1958 were: Mead Johnson and Co., Purex Corp., Goodyear Tire & Rubber, Lehn & Fink Products, Union Carbide, Charles Pfizer and Co., Ex Lax, Inc., Pharmacrast

(Continued on Page 8)

### Kahane Named VP-Mgr., Ft. Lauderdale AM-FM

Ft. Lauderdale — Florida Air-Porter, owner of WWL-AM-FM here, has appointed Al Kahane VP and station manager of both outlets and named Jack Swart to direct program and news. The moves are in line with consolidation of both operations and commercial departments.

### 'Calendar' Radio Salute Recalls Shows of 1920s

Radio as it existed in the '20s and '30s will be recalled tomorrow night on CBS-TV's "Calendar," in a special salute to 42 years of commercial broadcasting in the U. S. May has been proclaimed National Radio Month.

### Jack Murphy to Helm KOOL Video in Phoenix

Phoenix — Jack Murphy has been appointed station manager for KOOL-TV, Tom Chauncey, president, KOOL Radio-TV, has announced. Murphy, a 20-year broadcasting veteran in Phoenix, has been with KOOL-TV for six years.

### Fremantle Enters 'Ivor' At Vancouver Festival

Special To RADIO-TV DAILY London — Fremantle International has announced it will enter one of its British-made "Ivor the Engine" cartoon-series in the Vancouver Festival to be held in September.

### Stanton, Goldenson, Kintner Testify Today Before Senate Group

Washington Bureau of RADIO-TV DAILY Washington — Senator Dodd's Juvenile Delinquency Subcommittee today will resume its hearings on TV "sex and violence" after having had a few of its headline fangs pulled in the course of Friday's opening session here.

When the gavel is rapped this morning it will summon a triple-plated battery of network executives. Appearing will be Dr. Frank Stanton, president of CBS, Inc.; Robert E. Kintner, president of NBC, and Leonard H. Goldenson, president of ABC.

Friday's "bust" as a press sensation came as the Senate group questioned James T. Aubrey, president of CBS-TV; Walter D. Scott, executive vice president of NBC, and Thomas Moore, head of ABC-TV.

Little new material was introduced. (Continued on Page 7)

### BBC-TV's Hood in U.S. To Meet with Net Execs

West Coast Bureau of RADIO-TV DAILY Hollywood — BBC-TV program controller Stuart Hood is meeting here this week with top execs of networks and TV production companies, after which he will travel to New York via San Francisco, Denver, Chicago and Syracuse, addressing students at Syracuse U.'s TV & Radio Center. He arrives in New York May 24, leaves for England June 22.

### Lewis Gordon Awarded President's 'E' Flag

Lewis Gordon, president of CBS International, was awarded an "E for Excellence" flag at the opening ceremonies of the 1962 World Trade Fair at the Coliseum. Presentation was made by Secretary of Commerce Luther H. Hodges on behalf of President Kennedy, and was in recognition of Gordon's "outstanding contribution to the nation's Export Expansion Program."



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# COMING AND GOING

**ELLIOT M. SANGER**, WQXR executive vp. to France and England on vacation.

**BURT WEILAND**, ITC syndicated sales manager, back in N. Y. following business trip in connection with "Sir Francis Drake" program.

**GORDON SMITH**, BBC-TV film purchasing manager, has returned to England after a two-week visit to N. Y. and Hollywood.

**SOL KUNKIS**, Industry attorney, left N. Y. over the week-end for conferences in Hollywood. He returns tomorrow.

**CECIL WOODLAND**, WEJL, Scranton, general manager, in town for conferences in connection with Radio Free Europe fundraising campaign.

**MARTIN BOOKSPAN**, WQXR director of recorded music, off on a business-vacation trip to Israel.

**SIR FRANK PACKER**, chairman of the board of TV Corp. Network Ltd., Sydney, Australia, in N. Y. this week, headquartered at Charles Mitchell, Inc.

**ROBERT RICH**, Seven Arts Associated vp and general sales manager, returns today from W.C. sales trip.

**DENNIS SCUSE**, BBC-TV N. Y. representative, has left for the Coast.

**PETER J. SMITH**, VHF, Inc. vp of special projects, to New Orleans and Oklahoma City on business.

# Uncle Sam Rides To In Video Distribution As World's Sets R

Washington Bureau of RADIO-TV D. Washington—USIA is big business in TV. In announcing two appointments to its TV service agency said it was now distributing some 500 programs a year TV stations and networks overseas.  
 The TV service appointment went to Barbara Searles, production branch chief, and C. Pangle, producer-director.

The USIA began broadcasting a 30-minute daily radio program in Khmer language Monday Cambodia over its global network, Voice of America, raises Voice languages to 38 its weekly broadcast hours total of 731 1/2.

Searles worked eight years NBC, where she directed "Nation's Future" and co-ordinating "Wide World" and "3—Go," among other network programs. Pangle came to U after eight years as Washington producer of network news special event programs for CBS.

USIA said the appointments reflect efforts to meet the demand of rapidly-growing overseas stations in the world (outside U. S., Canada and the Communist bloc) has grown in the last years from 22 to 1,666. TV receivers in these areas jump from 1.1 to 44.4 million in decade.

## Far East, Aussies Spend \$400,000 with Desilu

Hollywood — Richard W. I more, VP and general manager of Desilu Sales, has reported a "more than \$400,000" of company's syndicated producting his recent trip through Far East and Australia.  
 Programming sold include "The Untouchables," "Guests Ho!" "Harrigan & Son," "Texan" and "Desilu Playhouse."

# One Out of 4 Big City Adults Say They Watch ETV Weekly

ETV stations in large cities attract nearly one-fourth of the adults in their areas as regular viewers, according to a survey soon to be published in book form. The survey, involving 30,000 phone interviews and 2,000 in-depth home interviews, was conducted by Dr. Wilbur Schramm of the Institute for Communication Research of Stanford U.

**'Regular Viewer' Defined**  
 The study defined a regular viewer as one who claimed he watched at least one program a week and could back this up by answering questions about the program. The regular viewers surveyed watched an average of four programs a week.

As for the entire ETV network (small towns as well as large), a VHF station can expect to have from 10 to 25 per cent of the adults in its viewing area watching its programs four times each week, the study showed.

## Chas. Alicoate Aboard: To Meet Industry Heads

Dublin — Charles A. Alicoate, president and publisher of Radio-Television Daily and Film Daily, and chief Barker of New York Variety Tent 35, arrived here over the weekend to attend the International Variety Clubs convention.

Following the Variety conclave he will go to London, Rome and Paris, spending several days in each capital meeting with industry leaders, and conferring with the publications' representatives, Bernard Charman in London, John Perdicari in Rome, and P. A. Harle and Thomas L. Rove in Paris.

## New CBS Affil in Texas

San Antonio — KMCA, 5,000-watt owned and operated by Howard W. Davis, will become a CBS Radio affiliate June 1.

## Frances Langford Aids Disabled Vets' Children

Hollywood—The Frances Langford Foundation has been formed by Frances Langford, her husband Ralph Evinrude and financier Charles Wick to channel funds for children of disabled war veterans.

## Pill R-TV Club to Hear ABC's Peggy Whedon

Pittsburgh — Peggy Whedon, producer of ABC's "Issues and Answers" will address a Pittsburgh Radio and TV Club luncheon tomorrow, on "The Changing News Concept."

One of four women ABC News assigned to cover the 1960 national political conventions, Mrs. Whedon assisted in the network's coverage of Princess Margaret's wedding, the 1960 Paris summit meeting and the inauguration of President John F. Kennedy.

# Benny to MC, Play In Salute to JFK

Jack Benny will perform at "New York's Birthday Salute to the President" in New York on Saturday, it was announced by Richard Adler, producer of the event.

Benny, who will fly in from California for two days to appear with other top stars of the entertainment world, will serve as emcee with Henry Fonda.

As part of his function, he will introduce some of the more than 20 other top stars who will perform, including Maria Callas, Diahann Carroll, Bobby Darin, Jimmy Durante, Danny Kaye, Peggy Lee and Marilyn Monroe, and will also play his violin.

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# 'Public Interest' Futile Sans Viewers: Rule

## ABC-TV Exec Tells NSAA the Audience Won't Accept Uplift

Coast Bureau of RADIO-TV DAILY  
Palm Springs—"One would think that 'public interest' programs are hardly in the public interest if the majority of people don't watch them," Elton Rule, general manager of ABC-TV, Los Angeles, told the annual conference of the Western States Advertising Agencies Association.

Rule pointed out that although there is "nudging" from the FCC for commercial TV stations to provide more public interest programming, there is no clear definition of just what "public interest" is. He delivered his remarks here today.

"We know generally what is meant by it, and so does the public," Rule went on. "The 'public' automatically switches the dial the mere mention of the words. It's their choice, and their loss."

**Sees Editorial Obligation**  
Rule further said that the TV industry has an obligation to assume a stronger editorial position in the community.

"Just as the press has long taken a position in matters of portance to the community through editorializing, so are we about to embark on such activities. I know that some stations throughout the country have already established editorial policies, but it is now time for more concentrated effort on the part of management, of both affiliates and independents, to find out what their particular role in this kind of community service is."

## Wallach's Talents for Upcoming Powell Seg

El Wallach has been signed to work on NBC-TV's "Dick Powell Show," in "Tomorrow the Man." Wallach will play a man who has a psychological problem with his younger brother. Filming will take place later this month in Hollywood for Fall release.

## TAC Library To Take Program on Honest Abe

Washington — George T. Hart, VP and general manager for TOP-TV, announced that the station's "The Lincoln Papers" has been accepted for inclusion in the TV Affiliates Corp. (TAC) library. Using Lincoln documents on the Library of Congress, the program was produced by Lawrence Beckerman, WTOP's director of public affairs, and directed by Bill Linden for the station's "Portfolio" series.

## Freeman, Kaplan Get Top CBS Calif. Posts

Devery Freeman and Horis D. Kaplan have been named to the newly created program positions of executive producers for CBS-TV in Hollywood. They will be responsible for supervising the CBS-TV program schedule originating in Hollywood, with Hollywood network program exec Bruce Lansbury continuing in his present assignments.

### Was With Paramount

Freeman during the past season was producer of "Pete and Gladys." Prior to that he was under contract to Paramount Studios as a producer. He also served as producer of the "Desilu Westinghouse Playhouse" and the "Ann Southern Show." Before going to Hollywood he was active as a freelance magazine fiction writer.

Kaplan, for the past two years, has been associated with Revue Studios, where he served as producer of "87th Precinct." Previously, he was with Columbia Pictures, where he produced the Burl Ives-Shelley Winters feature film, "Let No Man Write My Epitaph." From 1952 to 1957, in New York, Kaplan produced the film segments of the "Omnibus" series.

## Paul C. Kalvin Named UAA East Sales Chief

Paul C. Kalvin has been named eastern division sales manager of United Artists Associated. He was formerly an account executive with the company. Prior to joining UAA a year ago, Kalvin was an account executive for Television Industries. Previously, he held the same executive post with Motion Pictures for Television.



KALVIN

## American Scene Eyed In 'Observations, U.S.A.'

"Observations, U.S.A." CBS Radio "Dimension" feature which views the passing American scene, will return to the network May 28 as a Monday-through-Friday five-minute program, produced by Orson Marden of the CBS News public affairs department.

Participating in describing fads, fancies, attitudes and developments from their respective areas will be CBS News correspondents throughout the country, such as David Schoenbrun (Washington), Bernard Elsmann (Chicago) and Robert Schakne (Los Angeles).

## TV To Bloom In Color When It's Lilac Time

Spokane — As it has each year since Spokane's Lilac Festival of April 24, 1956, KHQ-TV will again colorcast the 1962 Lilac Festival May 19. Bob Britley will do the commentary for the approximately 2½ hour show. It will be taped and retelecast May 26 so those in the parade can see themselves.

## Roland to Help Pick 'Golden Sun' Awards

Will Roland, a representative of NBC International in Europe, has been selected by Eurovision as a juror for the Cannes Film Festival. He will help choose winners of the "Golden Sun" prizes for the best documentary and fiction TV films.

Entries from 20 nations and UNESCO are being screened at the Municipal Casino in Cannes, under the auspices of the Fifth Eurovision TV Festival, the video competition within the international motion picture convention. Vying for honors are films submitted by Australia, Austria, Belgium, Canada, Denmark, France, Great Britain, Hungary, India, Israel, Japan, Lebanon, Luxembourg, Sweden, Switzerland, South Africa, West Germany, Yugoslavia and UNESCO.

Prior to his association with NBC International, Roland was producer of the "Arthur Godfrey Show" in the U.S. as well as several programs produced in England.

## Five 'Think' Segments On WOR-TV Schedule

Five documentaries in the "Understanding Our World" series produced by the U. of Michigan TV Center will be shown today through Friday on New York's WOR-TV. The series begins with a look at contemporary church architecture. Tomorrow the program will examine aggressive impulses of children. On Wednesday, G. Mennen Williams, Assistant Secretary of State for African Affairs, will discuss "Changing Africa." Thursday's program reports on a child's aggressions towards his father and Friday's comments on language changes.

## Backs Beauty Queen

Tampa — According to operations manager Roy E. Nilson, WLCY will co-sponsor this year's Tri-City Queen. Reta Mathies, in her bid for the Miss Florida title in Sarasota in June.

## Paramount TV Prods. Enlists Henry White

Paul Raibourn, president of Paramount TV Productions, announced at a weekend the appointment of Henry S. White as eastern sales consultant for taped program and commercial production facilities at Paramount's Sunset Studios in Hollywood. White, who will headquarter in New York, leaves soon for the Coast to meet with PTP executives there.



WHITE

Recently VPA and general manager of WNTA-TV, White was previously national sales manager of Screen Gems TV subsidiary of Columbia Pictures and was associate director of programming for CBS-TV. He is a trustee of the national ATAS and he served as president of the New York chapter last year.

## Down East Democrats Nix Convention Airing

(Continued from Page 1)

State convention chairman Patrick Lynch until the latter finally came up with a flat "no."

"Here's the funny part of the deal," Putnam said. "Mr. Lynch tells us that it was the decision of the candidates not to allow TV cameras in the convention. Yet most of the candidates have independently told us that they would like to have the TV coverage."

### 4-Station Group Planned

WWLP was to function as organization point for a net of WWOR, Worcester, WRLP, Greenfield, and WHDH, Boston. WWLP also was to feed parts of the convention to NBC-TV, New York, for coast-to-coast coverage. National interest will focus on the Kennedy-McCormack struggle for the U.S. Senate nomination.

## Finkel Inks Contract For Hour Color Series

Bob Finkel has been signed to produce "The Andy Williams Show," hour color series beginning on NBC-TV Sept. 23. The musical program will be packaged by Tandem Enterprises and Barnaby Productions. Bud Yorkin and Norman Lear are the executive producers.

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## ODE TO A PRO



Some of my producing colleagues ahior what have erroneously been labeled "old movies." I admit to more bourgeois tastes, and confess that I adore movies on TV. Frankly, I'm grateful to television for the chance to catch up on some of the truly fine films now available to us, especially the Saturday night flickers on NBC, and the Sunday features on ABC. They've had some corkers lately, and a case in point was last weekend's "Witness For The Prosecution."

It was a typical Edward Small production: a solid, well knit, beautifully scripted and directed (by Billy Wilder) film, starring Tyrone Power, Marlene Dietrich and Charles Laughton.

I had missed it when it originally played the theatres; in fact, had never heard of the film until I saw it listed in TV Guide.

Tyrone Power was a much better actor than his handsome nien allowed us to recognize. Dietrich's name will never be erased from the annals of the Silver Screen. But from the first scene to the last, the film was the private property of Charles Laughton. With the supreme confidence of the true professional, he put this fine theatrical offering in his ample hip pocket in the most convincing single dramatic performance that I can recall. (And I think I've seen some of the current great ones, on stage as well as screen, including Olivier, Burton, Guinness, Richardson, Tracy, Alton, Bogart, and Evans.)

After the film had ended, Kit and I stayed up well past midnight puzzling over this question: how, in the face of such an overpowering performance, did Laughton miss the Oscar? Or at least a nomination?

Finally, my Fran—who isn't the dumbest thing in the forest—advanced this opinion: people like Laughton are SO good that they are taken for granted.

Bogart is another who fits my bride's description: SO good he was taken for granted. He looked and talked like a garage mechanic after a hangover, and he made his work seem incredibly simple, but in the process, he also made "African Queen" and "Casablanca" and "Maltese Falcon" and "Treasure of Sierra Madre" and at least a few other nifties that will be rated as classics in the next century.

So good as to be taken for granted:

That seems like such an empty tribute, doesn't it? Yet perhaps it is the greatest accolade of all to the true professional—the man who, regardless of his calling, knows what he must do, and does it so well that he and his work are taken for granted. That is the trademark of the Pure Professional.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Bill Britten ("Bozo the Clown" on WPIX) has been an honorary captain in the AAA Safety Patrol. . . "West Side" has three different recordings of the score in the top 20 album, with a new jazz version due. . . Grace Downs has the call of talented beauties to enter the Miss New York City contest, the ner to compete in the Miss America contest in the Fall. . . Gleason is undergoing minor surgery. If he needs a transfusion, know his pals will be glad to contribute a pint. . . When con Bernie Allen read that the '64 World's Fair will have an Ave. the Americas, he quipped: "To me it'll always be Sixth Avenue." Jimmy Durante's Chock Full O'Nuts commershills deserve an They're noseworthy.

• • • Industry still talking about the big scoop Westing Broadcasting pulled off so unexpectedly in landing Steve Allen, long-term deal to do a five-nights-a-week late-night TV show, starting June 25. WBC has taken long-term lease on Filmarte Theater Vine St., Hollywood, and is converting it into "The Steve Allen house." One of the current mysteries of the TV trade is how and Westinghouse Broadcasting managed to pull this one off so ly, and kept the lid on it. Could Ted Lloyd have had his fin this one, too?

• • • Meet: Chet Gould, newest discovery of ABC-TV and who is staff-announcer, commentator and music host on a number shows. Serving as announcer on the five-a-week "Camouflage" for the past year and a half, he started his career as a college student in Syracuse on WSYR and then hosted the radio show, "Around New York" on WNYC. A few weeks ago Gould became the anchor man of the weekly radio network show called "Voices in the Headlines." For the past week Gould was following Ron Cochran on WABC-TV on the news show called "New York Report," and during the past few week-ends he also participated in ABC-TV's "11th Hour News." In addition he presides over a three-hour Sunday program called "Opera" on WABC-FM. Chet's versatility and dignity in presentation of the spoken word has also brought him a great amount of comical work.



GOULD

• • • My Stetson's off to: Gabe Pressman, a newsman's news who once again proved his stature by being the only New York reporter to cover the advent of telecasting lineups for the city's P Department. . . TV actor Jimmy Yoham, who last year started little side line manufacturing automatic bookmarks, now has other products in over 1,600 stores throughout the U. S. Fifteen of the 22 stockholders in the company are in the industry. . . Termini, recuperating at Mercy Hospital in Hempstead, L.I. Buddy Basch, just back from a promotional tour on behalf of Morton's "May You Always" LP on MGM, says the most de-light-dee-fully, dee-luscious musicianer he's met in a long time (and met plenty) is lovely model-announcer Marcia Dee of WLIZ, Worth, Fla. Buddy also spent some time on the air with top-t Larry King on his well-listened-to morning show via WAME, Miami. . . If you are a "Tall Doll" and single, aged 16-26 over 5' 7" in standing feet and live in the metropolitan area, you are available to Rockaways' Playland's "Tall Doll Contest," which takes place June 15-16.

### Wanted By TV: 'Free-Wheeling Individualists'

Indianapolis—TvB president Norman E. Cash says the industry's men of originality with the courage to approach problems from non-orthodox standpoints. Emphasizing the need for "free-wheeling, creative individualists" in a speech here at the Annual Future Unlun Banquet of Junior Achievement, he said: "Sticking your neck out and stressing of individual responsibilities. . . these are apparent more and more in TV. On any TV screen, in any town, you will see more and more individualism at work."

## Lambe Named Prexy Virginia's APB

orfolk — Robert M. Lambe, dentist and general manager of TAR, has been elected president of the Virginia AP Broadcasters. The VAPB, at its convention here, also cited the station for outstanding achievement in the telecasting of news in the following categories: Best Regularly-Scheduled News Program; to Stan Garfin "Year End Sports Review"; the "Spotlight on Sports"; and "Best Coverage of a Stimulating News Story" to Ben James, Clayton Edwards, Joel Mason, Brick Rider and Richard Roy for their "Merger or No." Judges were Ohio radio-TV members of AP. Colgate W. Dar- Jr., former governor of State of Virginia, made the ententions.

## Warren to Come East Program Manager

Edward A. Warren, director of programming for WGN-TV, Chicago, has been named program manager for WNBC-TV, New York, as announced by station manager Peter M. Affe. The appointment becomes effective May 28. Warren began his TV career in 1948 as film editor for station 10 AU in Philadelphia. He joined WDU-TV, South Bend, Indiana, as film director in 1955, and moved to WGN-TV to the post of film editor in 1957, rising later to the position of program director.

## Rogers & Cowan Named to Handle DuPont Show

Edward I. du Pont de Nemours and Company has retained Rogers & Cowan to handle publicity and promotion for the "Du Pont Show of the Week" 1962-'63 TV series, marking the fifth successive year in which Rogers & Cowan will be associated with TV programming sponsored by Du Pont.

## Books For the Books

Pittsburgh — "Youth Looks at Books," a new series of education programs produced in cooperation with the Carnegie Library, began last Saturday on WJAS. The program engages student members of the library's Young Reviewers Club to discuss current best-sellers.

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## ABC Sports Show Puts Gym Champs 'On Camera

The 74th National AAU Gymnastic Championships at the Seattle World's Fair will be presented on ABC-TV's "Wide World of Sports" May 27. Jim Simpson will describe the men's and women's competition in the finals of eight events to be televised. Newt Loken, gymnastics coach at the U. of Michigan, and Tom Maloney, gymnastics coach at West Point, will be the color commentators.

## Dodd Hearing Slates 3 Web Officials Today

(Continued from Page 1)

duced by the subcommittee, with most of it having been covered at previous hearings and during the FCC's network probe, but the quizzing was narrowed down to one CBS show, "Route 66," and two each of the other networks.

Subcommittee chairman Thomas Dodd (D. Conn.) conceded that there has been "considerable improvement" as to sex and violence content of programs.

Segments were again screened at the hearings, but this time only of "Route 66." There was much documentary material on this CBS show, very little with respect to the NBC shows: "Man and the Challenge" and "Whispering Smith," and a great deal on ABC's "Untouchables" and "New Breed."

### Interoffice Memos No Help

Interoffice memoranda with respect to the Aubrey and CBS attitude on "Route 66" were contradictory. One memo writer said Aubrey wanted "broads, bosoms and fun" on the show, but in a Screen Gems interoffice memo, Herbert B. Leonard complained bitterly that Aubrey and his "collection of underlings, censors, etc." wanted to tone down the show so that it would be "bland" and a failure as a rating getter.

Aubrey, Scott and Moore all agreed that the word "sex" as used in the memoranda could mean different things to different people. They all denied any desire for salacious sex in the various programs, but said they wanted wholesome romantic interest.

### 'Reviews,' Pro and Con

Dodd put in the hearing record a slashing review by a New York TV critic, citing sex and sadism in "Route 66." Aubrey responded by reading a review of the National Parent-Teachers Association which likened the heroes of the program to knights of old and said "in 'Route 66' chivalry lives again."

All three network executives noted that they couldn't be blamed for interpretations expressed in the memos by program producers.

## Purex Buys 13 Specs For Summer on NBC

Purex Corp., via Edward H. Weiss & Co., will sponsor 13 prime-time specials on NBC-TV this Spring and Summer. The series will consist of two new programs now in production, nine selected from the highly successful hours originally sponsored by Purex on NBC-TV during the 1961-'62 season and two other programs.

Four of the programs were selected from the "World of..." series produced by NBC Special Projects, with Donald Hyatt as executive producer. Five of the hours — all scheduled in August — were selected from the "Purex Specials for Women," produced by the Creative Projects section of NBC News and Public Affairs, with Irving Gittlin as executive producer. The 10th program, "The Good Ship Hope," originally presented Nov. 28, was produced by NBC News, with Chet Hagan as executive producer.

Purex will sponsor this Spring two original special programs produced by NBC News. They are "Robert Ruark's Africa (May 26, in color) and "Germany: Fathers and Sons" (June 15).

## 'Editor's Choice' to View New Work of Hope Ship

"Hope Against Communism," the next voyage of the hospital ship "Hope" — will be the subject of ABC News' "Editor's Choice" Sunday on ABC-TV. Dr. William Walsh, founder-president of "Project Hope," will be interviewed on "Editor's Choice" by editorial director Fendall Yerxa.

"Editor's Choice" is produced for ABC News by Walter Peters and directed by Marshal Diskin. Jack Begon was the reporter and Hume Hale was editorial associate.

## Alan King, Jane Powell Brighten 'Moore Show'

Alan King satirizes aspects of the medical profession in a comedy routine on CBS-TV's "Garry Moore Show" tomorrow. Actress-Moore Jane Powell will share the guest-star spotlight with the comedian.

## Cowhand Corrals Kids For Western Lore Show

Denver — The "Laramie Jordan Show" on KBTU Monday mornings features the cowboy star introducing children to such things as Indian sign language, trick roping, the art of handling a bull whip, Western lore and ranch life. Laramie's horse, Smoky, and his Australian blue shepherd, Heyoka, appear with him.

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**WWNR**

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**WNAR**

**RADIO 111**  
Philadelphia Area.

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**WQTY**

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Philadelphia Representative:  
Paul O'Brien,  
1713 Spruce St., Phila., Pa.

## 'Audiobiography' Taps Goodman's Life

The autobiography of Benny Goodman, as told by the famous musician and band leader, will be a daily feature on WNBC in a new and unique segment titled "Benny Goodman: First Person Singular," starting today.

WNBC program manager Bill Schwarz said the format will offer one 10-minute "chapter" of the Goodman story each day through May 28, with the same segment presented between 9-10 AM, 1-2 PM, 5-6 PM and 10-11 PM.

## Nine Join Top Spenders

(Continued from Page 1)

Laboratories and Socony Mobil Oil.

Mead Johnson gross time billings rose from \$64,580 in 1960 to \$6,139,326 to rank the company in 48th place. Others and their billings, 1961 vs. 1960, are as follows: Gulf Oil \$4,017,711 vs. \$1,563,299; Purex Corp. \$3,774,355 vs. \$2,279,952; Goodyear \$3,237,706 vs. \$1,888,098; Lehn & Fink \$3,218,773 vs. \$726,586; Union Carbide Corp. \$3,182,002 vs. \$1,940,132; Chas. Pfizer \$2,798,569 vs. \$384,840; Ex Lax \$2,773,761 vs. \$1,666,820; Pharmcraft Laboratories \$2,767,730 vs. \$1,597,570, and Socony Mobil \$2,748,437 vs. \$2,468,630.

The top five advertisers in total TV billings last year were Procter & Gamble, \$108,632,187; Lever Bros., \$47,738,418; Amer. Home Prods., \$42,624,300; Gen. Foods, \$7,877,683, and Colgate Palmolive, \$36,503,110. TvB-Rorabaugh is the source for spot figures, and TvB/-Leading National Advertisers-Broadcast Advertiser Reports for the network figures.

## FMers Elect Schenkan

Austin, Tex. — Robert F. Schenkan, radio-TV director at Texas U., has been elected educational director for the 144-member Association of FM Broadcasters.

## AIR CONDITIONERS

### SALE

All Makes —

— Lowest Prices —

Fedders — G.E. — York  
Westinghouse

Sales — Service —  
Installation —

### FREE SURVEY

Call Jack Isaac  
**Anitah Trading Corp.**  
743 Fifth Avenue  
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PL 2-9550

## TELEVIEWS

'Music of the 60s,'  
KTTV, L. A., May 10,  
8-9 PM

KTTV and its sponsor, Van de Kamp Bakeries, are betting the era of the big band is returning and that there are enough people with good memories to constitute a worthwhile audience for this series.

The hour Les Baxter musical spectacular is the first of a series featuring big bands, to be syndicated by this station. Van de Kamp also plans to sponsor the show in Seattle and other West Coast marketing areas. The series is the brainchild of KTTV salesman Jerry Simmons, who is given producer credit.

Using a 40-piece orchestra and a chorus of 10, Baxter presented a potpourri of standards blended with modern tunes. It comes off well. Using as a theme "a musical trip around the world," Baxter presented schmaltzy arrangements of favorites. The camera work was interesting without striving too hard for odd shots.

Ratings should be fair, depending, of course, on competition. Possibly there may be a loyalty factor among devotees of such music that will show up on the sponsor's cash register in disagreement with ratings. And who knows? Some of the younger set might learn to like their parents' kind of clef corn.

The program was videotaped and recorded simultaneously on film, using KTTV's new EMI camera equipment. Buck Richard Pennington directed.

—Larkay

## Jerry Franken Co. Reps Bill Burrud Enterprises

Hollywood — Bill Burrud Enterprises has appointed The Jerry Franken Co. to handle its advertising, PR and sales promotion. The Burrud organization, in addition to producing "True Adventures," produces and distributes four other syndicated film series and operates the Bill Burrud Travel Agency in Los Angeles.

## STORK NEWS

Radio announcer, Elliot Field, and his wife have become the parents of a boy, Stephen Michael.

It's a girl for WNAC-TV, Boston, newsman, Dick Cannon and his wife Barbara.

Mr. & Mrs. Mike May are the parents of a girl, Mary Lynn. Dad is an announcer for WSBT, South Bend, Ind.

## Minneapolis Channel In 2-Hr. Beauty Fete

Minneapolis—The 1962 Miss Minnesota Contest, sponsored by the Minnesota State Junior Chamber of Commerce, will be seen on WTCN-TV June 2 in a two-hour program direct from the Mayo Auditorium, Rochester, Minn. All major segments of the annual meet, patterned after the Miss America event, will be seen.

During the program, Nancee Ann Parkinson, current Miss Minnesota, will offer the "jazz calypso" routine she performed during the finals of the 1961 Miss America competition. Mary Ann Mobley, Miss America of 1959, and Nancy Anne Fleming, Miss America of 1961, both are scheduled to appear on the show.

## Cooperstein Will File

(Continued from Page 1)

request call letters WNJ-TV, and hopes to go on the air late this year.

The new station's plans include colorcasts, broadcasts in Spanish and a beginning schedule of 3 PM to 7 AM, eventually going to full round-the-clock operation. Cooperstein said he was confident that sufficient viewers would purchase UHF converters for their present sets to make the operation practical.

## AGENCIE

By RALPH TYLER

WHN general sales manager Herb Weber reports Eastern Air Lines has had a 52-week renewal on its "Facts" campaign with the New York station. The year's renewal was linked for WMAL, Arlington, Va.; WNBC, Boston, and KR, Miami. "Facts" gives weight on any changes in Eastern Lines schedule. The renewal continues saturation total of 15 minute spots a day, seven a week.

TV campaign based on theme "These Two Are for 1" is being released for the Los Angeles Pontiac Dealers Association through MacManus, John & Co., Los Angeles office. Using a 15-minute plus filmed footage, new minute and 20-second spot turn performance aspects of the Grand Prix and Tempesta Mans cars. The full schedule includes saturation spots on KTLV, KABC-TV and KTLN through the next eight weeks. S. Kelsey Denton, former VP and account supervisor of New York office of J. W. Thompson, has joined G. Hoffman & Conner, San Francisco.

**Best Foods**  
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through  
Dancer-Fitzgerald-  
Sample buys...

# KGBS

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Authority  
through Honig-Cooper  
& Harrington

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THE PERSONALITY: GOOD MUSIC  
THE POWER: 50,000 WATTS  
THE MARKET: SOUTHERN CALIFORNIA

The magnificent sound of music  
over the City of Angels

ANOTHER IMPORTANT STORES STATION  
NATIONAL REPRESENTATIVES:  
PETERS, GRIFFIN, WOODWARD, INC.





Indiana University Library  
Bloomington Ind

Established February 9, 1957

90, NO. 93

TUESDAY MAY 15, 1962

TEN CENTS

# DODD HONES SCALPEL ON PROBE

## PANEL EXAMINES TV'S HECTIC LIFE

Critics, Writers, Ad Exec  
Join Howard K. Smith

BC News commentator Howard Smith and a guest panel will next explore and analyze "The Hectic Life of TV" tomorrow ABC-TV's "Howard K. Smith—News and Comments." Sponsor is Nationwide Insurance of Columbus. The program is produced for News by Bill Kobin and directed by Jack Sameth. Panelists will be syndicated Col-

(Continued on Page 7)

## News Strike's Over Audiences Stay

Detroit — TV and radio executives in this area, it is believed will hold their own as the audience gains registered for their news broadcasts during the 30-day strike of Detroit's two daily newspapers. The waves took up the slack for million news-hungry Detroiters.

Earl Cederberg, WJBK-TV director of news and public affairs, summed up the strike experience this way: "A newspaper by its very nature can provide greatly

(Continued on Page 6)

## InterMountain's Meyer Marks 20th Yr. at Web

InterMountain Network president Lynn L. Meyer today marks the 20th anniversary of his association with the regional group comprising 72 stations and will be honored at ceremonies in the New York offices of Edward Petry & Co., the group's rep. Taking part will be InterMountain chairman George C. Hatch.

## West's Radio Vaults Reds' Jamming Curtain

Western radio is heard by a majority in East European satellites in the Communist network of 2,500 jamming transmitters, John Richardson Jr., president of the Radio Free Europe Committee, reported yesterday. He said more than 90 per cent of RFE's programs to Czechoslovakia, Hungary, Poland, Bulgaria and Romania penetrate Red jamming.



New York is giant in size and sales, wPIX-11 delivers the "right tool at the right time" minute commercials in prime evening hours in a "network atmosphere."

NEW YORK'S PRESTIGE INDEPENDENT

## Pauley Calls on Nets To Use Radio All Day

ABC Radio president Robert R. Pauley yesterday declared that radio networks, for the most part, are wasting their prime hours — almost half their day. He said a radio network's lines are "asleep seven hours a day," with the rest of its daily routine broken up into six hours of original programming and another



PAULEY

(Continued on Page 8)

## ACADEMY ADDS 4 AWARD-GIVERS

Fred Astaire, Arlene Francis, Cyril Ritchard and Loretta Young will be presenters on the May 22 Emmy awards presentation of the National Academy of TV Arts and Sciences. Miss Francis and Ritchard will appear from New York, while Astaire and Miss Young will do the honors in Hollywood.

The 14th annual awards show on (Continued on Page 3)

## Conn. Outlets Create Jobs Clearing House

New Haven — The Connecticut Broadcasters Association has formed a clearing house for radio and TV stations on job applicants and availabilities. For job seekers it avoids the necessity of visiting all stations to learn of openings.

WBRV, Waterbury, president Gustave Nathan has been designated pool-plan clerk by the Con-

## Senator's Badgering Flops in Intimidation Of 3 Web Executives

Washington Bureau of RADIO-TV DAILY

Washington — A slashing Senate Juvenile Delinquency Subcommittee final report, questioning the candor of top network officials in their testimony was virtually promised yesterday by its chairman Thomas Dodd (D., Conn.). With Frank Stanton on the stand for CBS, Robert E. Kintner for NBC and Leonard H. Goldenson for ABC, Dodd complained that all network officials denied responsibility, but there's still too much sex and violence on the air.

Stanton drew the most fire from Dodd. Goldenson was told: "The best thing about your network is your attitude" that ABC doesn't say "it never happened." The Connecticut solon tried throughout the morning to draw admissions from his top-level witnesses, with Stan-

(Continued on Page 7)

## S&H Stamps Fetes Dinah; Now Her Full Sponsor

Dinah Shore will be honored tomorrow in Washington at a reception to which many government and society figures have been invited. Host at the affair is the S & H green stamps firm, celebrating its move from co-sponsorship of "The Dinah Shore Show" colorcasts on NBC-TV this season to full sponsorship next season.



MISS SHORE

## Wes Harris Taking Post As USIA's Video Chief

Washington — Weston John Harris will take over as the USIA's TV chief on June 4. He is currently program director of WRC-TV. In his USIA post, Harris will be responsible for telling the U. S. story abroad by means of TV.



Established Feb. 9, 1937

Vol. 90, No. 93, Tues., May 15, 1962 10 Cts.

CHAS. A. ALICANTE: President & Publ.

MARVIN KIRSCH: Assoc. Publ.-Gen. Mgr.

ARTHUR PERLES: Editor

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Arthur Simon, Advertising Manager. 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 Daily, Television Daily, 1501 Broadway, New York, City, (36) N.Y. Phone W1-conc'n 7-6336, 7-6337, 7-6338. Cable Address: Radaily, New York.

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## COMING AND GOING

MAL KLEIN, KMJ-TV general manager, has left on a two-week business trip to Minneapolis, Chicago and N. Y.

ROBERT W. FAULF, WPTA news director, to Europe as part of a U. S. Department of State-Defense tour, to assist reporters in military and political coverage of today's Europe.

JAMES G. RIDDELL, ABC vp in charge of the Western Division, and ELTON H. RULE, KABC-TV vp and general manager, have arrived in N. Y. from Palm Springs, for business meetings.

WILBUR STARK, producer of CBS Films' "The Brothers Brannagan," has arrived in town for conferences.

IRENE RYAN, featured in the upcoming "The Beverly Hillbillies" series, is in Honolulu on vacation.

ROLLAND W. TAYLOR, president of Foote, Cone & Belding, arrives in N. Y. today from Southampton and Cherbourg.

R. PETER STRAUS, president of WMCA and RPI, has left for Europe to visit RPI bureaus and correspondents.

ROD SERLING, writer-creator of CBS-TV's "The Twilight Zone," in N. Y. to attend the Ed Wynn Testimonial Dinner.

HUGH FERGUSON, WCAU form director, arrives in Washington, D. C. from Philadelphia today to attend the World Food Forum Dinner.

ROBERT GIST in Gotham to direct a "Naked City" episode.

JACK DUFFIELD, head of KTV's N. Y. office, and FRANK BROWNE, head of the Chicago hq., in L. A. for business meetings.

## FINANCIAL

(May 14)

NEW YORK STOCK MARKET

	High	Low	Cl.
Admiral Corp.	15 1/2	13 1/2	15 1/2
ABT	35 3/4	34 1/2	35 3/4
A. T. & T.	117 1/2	113	117 1/2
AVCO	23 3/4	21 1/2	23 3/4
CBS	39	38 1/2	39
Columbia Pic.	20 1/2	20 1/4	20 1/2
Crac-Coll.	32	29 1/2	32
Decca	44 1/2	40 1/2	44 1/2
Disney	33	31 1/2	33
East. Kodak	107	104	106 1/2
Gen. Elec.	41 1/4	39 1/2	40 3/4
General Tel.	22 1/2	21 1/2	22 1/2
Hofeliner Corp	21 1/2	20 1/2	21 1/2
Magnavox	41 3/4	39	41 3/4
MCA	52 1/2	51 1/2	52 1/2
M.G.M.	40 3/4	39 1/4	40 3/4
Nat. General	7 1/2	7 1/2	7 1/2
Potomac	46 3/4	44 1/2	46 3/4
Plough	69	68	68
RCA	56 1/4	53 1/4	56 1/4
Storer	32 1/2	31 1/2	32 1/2
20th-Fox	29 1/2	27 3/4	29 1/2
United Artists	32	30 3/4	30 3/4
Warner Bros.	15 1/2	15	15
Westinghouse	33 1/2	31 1/2	32 1/2
Zenith Radio	63 1/2	58 1/2	63

AMERICAN STOCK EXCHANGE

Capital Cities	16	15 1/2	15 1/2
Desilu	8 1/2	8	8 1/2
Esquire, Inc.	10	10	10
Filmways	7 1/2	6 3/4	7
MPO	9 1/2	8 1/2	9
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	4 1/4	4 1/4	4 1/2
Screen Gems	18	17 1/2	18
Technicolor	14	12 1/2	14
TeleProm-Ter	11 1/2	10 3/4	10 3/4
TransLux	14 1/4	13 1/4	14 1/4
TV Industries	2	2	2

OVER THE COUNTER

Jerrold	8	8
Meredith	28 1/2	28 1/2
Metromedia	15 1/4	15 1/4
Official Films	1 1/2	1 1/2
Scranton	7	7
Sterling	1 1/2	1 1/2
Transcontinent	9 1/4	9 1/4
Wometco	22	22

\* Courtesy of National Association of Brokers-Dealers.

## R-TV a Pervasive Social, Economic Force: Graham

Lubbock, Tex. — Radio and TV bring the American people a "wealth of experience," and before the decade is over the entire world will reap the benefits via a global communications network.

### N.Y. Police Unit Fetes 'Chief' Bolton of WPIX

"Chief" Joe Bolton, who hosts the daily "Dick Tracy Show" on WPIX, will appear as special guest of the New York City Police Anchor Club at its 26th annual Orphan's Day (outing July 19, at Steeplechase Park, Coney Island. The club's president, Lt. Emile A. Liberatore, told Bolton: "We in the Anchor Club, and in the department for that matter, feel that your influence on TV has been both a boost to 'cops' in general and we in New York in particular."



GRAHAM

"Broadcasting's impact on America has been as widespread as the very airwaves that carry its impulses," Graham said. "It is a vast pervasive social and economic force. And, as we witnessed in the elections of 1960, broadcasting was largely responsible for the turnout of a greater percentage of eligible voters than ever before in our history."

Graham said that although broadcasting techniques will change, broadcasters' obligations will not change. "We will continue to entertain. We will redouble our efforts to inform, to educate, to help Americans to understand and interpret the news. Because our basic belief does not change. This belief is that only through an informed public can we preserve our American way of life."

## WSJS Ups Carver, Ulrich and Pointel

Winston Salem — WSJS-Radio and TV has appointed F. O. Carver to fill the newly created post of public relations director. In addition, Max Ulrich has been named manager of WSJS Radio Program Department, and Charles H. Pointel has been designated manager of WSJS News Central.

Formerly director of the WSJS News Department for 16 years, Carver will direct WSJS-TV's plans for greater participation in the affairs and events of the communities in the 52-county area served by the WSJS stations. Ulrich has been with the station since 1950, and Pointel, former Radio Department manager, is a veteran of five years with WSJS-TV.

## Communism Studied On Minn. Radio

Minneapolis — WCCO will begin a six-part series on "The Anatomy of Communism" on Thursday, with Dr. Ralph Gilbert Ross, Minnesota U. professor in humanities and philosophy, making the study. It will be aired in interviews with Jim Bornmann, WCCO news-public affairs director.

"People who have been congratulating WCCO for broadcasting the full appearance of Communist Ben Davis at the university say that the broadcast revealed classic Communist techniques and American student reaction at its best," said WCCO general manager Larry Haeg.

### Has News for You

Columbus — WTVN-TV has begun "Complete Information News," with Nick Basso heading the panel-type show assisted by weatherman Earl Green and sportscaster Jim Steer

### COLLECTIONS

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# Federal, Industry Chiefs to Top FAB Meet

## Broadcasters Varied Sessions Tampa June 13-16

Tampa—The Florida Association of Broadcasters, holds its annual convention at International Inn here June 13-16, will hear talks by FCC Broadcast Bureau Chief Kenneth C. Charles A. Sweeney, chief of Food and Drug Advertising Division of the FTC's Deceptive Practices Bureau; NAB radio VP F. Meagher; George W. Krueger, president of WJWC, Corvallis.

Also, Elmo I. Ellis, executive consultant of Cox radio-TV stations and manager of programs production for WSB, Atlanta; David Schwartz, Georgia College of Business Administration; attorneys Robert L. Ald and Thomas H. Wall; FAB president Kenneth Ballinger, and AF Capt. Jack R. Olsen, who conduct a Strategic Air Command briefing.

**AP, UPI Units to Convene**  
The Associated Press News Division, the American and the United States International News Directors Association will meet the afternoon of June 16, with a joint luncheon for the FAB and news associations concluding the convention.

Highlighting the annual banquet June 15 will be the presentation of the scholarship award to Nicholas Carter, with entertainment being provided by "The Showmen." General convention chairman is Fred P. Shawn, manager of WSUN-TV, St. Petersburg, and the event will be presided over by FAB president Lee Smith, WTVJ, Miami.

## Andrews General Mgr. KCOP, Los Angeles

**Coast Bureau of RADIO-TV DAILY Hollywood**—Bill Andrews, for the last three years general sales manager for KTVT, Fort Worth, Texas, has resigned from that position to become general sales manager for KCOP, Channel 13, Los Angeles, effective immediately. The announcement was made by John Hopkins, president and general manager of Channel 13.

## Paul Harvey Honored By Mid-Tennesseans

NBC Radio's "Paul Harvey" has been selected best radio network news show at the 15th annual "Connie" awards luncheon of the Middle Tennessee Radio and TV Council. The program is heard on WSIX in the Nashville area.

## Petroleum Firms Up Net, Spot TV Usage To \$40.6 Mil. in '61

Petroleum companies, in their use of TV advertising during 1961, assumed a major role in the sponsorship of news, weather, sports and documentary broadcasts, TVB reports in a summary of the industry's advertising last year.

TV gross time billings only, in behalf of gasoline and lubricants, totaled \$40.6 million in network and national spot, compared with \$40 million in 1960. Of the total, \$21,746,000 went to spot TV (Source: TVB-Rorabaugh) and \$18,860,956 was for network (Source: TVB-LNA-BAR). In 1960, spot billings were \$24,338,000, network \$15,699,000.

### Seven Firms in Lead

Of the \$40.6 million total, an estimated \$26 million was spent in sponsoring news, weather sports and documentaries. Among the leaders, Standard Oil N. J. sponsored news and sports; Sony-Mobil, news; Gulf Oil, news and documentaries; Texaco, news; Standard Oil Ind., news and sports; Phillips Petroleum, news and sports, and Atlantic Refining, weather.

The top 15 petroleum companies, which account for nine of 10 measured media advertising dollars, increased their TV spending from \$35,348,272 in 1960 to \$37,216,566 in 1961.

## D. C. Stations to Report On Maryland Primaries

**Washington Bureau of RADIO-TV DAILY Washington**—WWDC and WRC will both broadcast complete coverage of the Maryland primary election returns as they are received today.

Bob Gaston and David Von Sothen will handle coverage for WRC, sponsored by Jones, Kreeger & Co. A special feature of the WWDC coverage will be a running analysis of results on the Steve Allison show.

## Academy Show Planned

(Continued from Page 1)

NBC-TV will originate at formal dinner parties at New York's Hotel Astor, the Hollywood Palladium and the Sheraton Park Hotel in Washington.

Produced by Fred Coe, this year's Awards program will feature Johnny Carson, Bob Newhart and David Brinkley as emcees at the three locations, respectively. Coe has announced that in addition to the awards, the show will highlight the past TV year through films and tapes.

## Prof. Lubell Opines:

## 'TV, RADIO OUT OF TOUCH WITH BIG U.S. CHANGES'

It's the opinion of Columbia U. Prof. Samuel Lubell that TV and radio — along with newspapers and magazines — are out of touch with the big changes remaking American life. Writing in the university's quarterly "Forum," Lubell says: "We have been running a race against increasing complexity, and we have been losing that race."

"The trouble is not that important news is suppressed, or that not enough is published," he said. "The trouble, I believe, lies in the fact that we in journalism have not yet learned how to report change."

### Points to Police Reports

What is needed, he said, is to turn the reporting of "change" into a regular beat that can be covered as systematically as are police headquarters or the courts.

"Unless this is done," he said, "we will find ourselves trapped with old labels which have lost their meaning or which need new definition. We will lose the ability to debate the questions that really count and will waste our energies in meaningless arguments over choices that don't exist."

## Stanfield to Direct PGW Radio Promo, Research

Ray M. Stanfield has been appointed radio promotion-research director for Peters, Griffin, Woodward, effective June 1. He is currently VP-general manager of the Belk Radio Stations and has also served for the past five years as general manager of WIST, Charlotte, N. C., a Belk station.

Before that, Stanfield was sales and programming director and news-sports director of WIS, Columbia, S. C., from 1953 to 1959, and earlier was associated with WFBC and WEJC, Greenville.

## L. A. Unit in Move For Education Television

(Continued from Page 1)

**Hollywood**—Plans for bringing an educational television station to Los Angeles have been announced by Dr. Lee A. Du Bridges, president of Cal. Tech and chairman of the board of directors of Community Television of Southern California.

Prominent southern California educators have been asked to serve on an educational advisory council for the proposed station, including presidents of the area's universities and colleges.

## STORER HONORED BY BLIND ASS'N

Station Group Lauded  
For Airing Radio Series

Storer Broadcasting Co. has received a special award from the American Foundation for the Blind in recognition of the company's outstanding service to the blind. Presented at the foundation's fifth annual PR conference in work with the blind, it was accepted by Grady Edney, Storer radio programming VP, and James P. Storer, blind general manager of WJW, Cleveland, and son of George B. Storer, chief executive officer and chairman of the company.

Similar recognition also was given to WRVA-TV, Richmond, and Westinghouse Broadcasting Co.

## Rust Craft TV Outlets First Qtr. Sales Rise

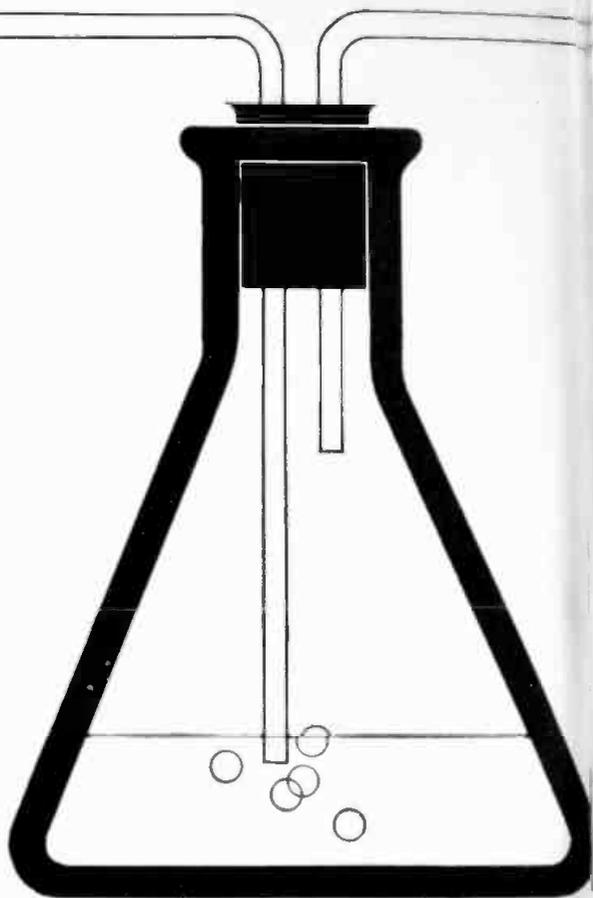
**Steubenville**—The Rust Craft Broadcasting Co., TV stations, known as "The Friendly Group," reports gross sales for the first quarter of '62 exceeded the same period in '61 by 16 per cent. Increases were shown in all sales categories — local, regional, national and network.

The increases occurred in all five TV markets served by the Rust Craft stations WSTV-TV here; WRGP-TV, Chattanooga; WRDW-TV, Augusta, Ga.; KODE-TV, Joplin, Mo., and WBOY-TV, Clarksburg, W. Va.

## Penn. Stations Praised For Farm-Home Service

**Altoona, Pa.**—Pennsylvania radio stations gave free public service time for 26,791 broadcasts by county extension agents, says Curdell Hatch, extension radio editor at Penn State. In all, 219 of the 151 radio stations in the state provided public service time for regular extension broadcasts, he reported, adding: "Pennsylvania is probably the top state in the country in the number of stations used and in the number of programs extension worker prepare."

A FROZEN FORMULA? NO!



Because people are different . . . markets are different. They require tailored programming to meet the difference. That's why Storer Broadcasting Company's formula is to have no single formula for its 9 key markets.

NEW YORK

WJW

LOS ANGELES

WJW

PHILADELPHIA

WJW

DETROIT

WJW

DETROIT

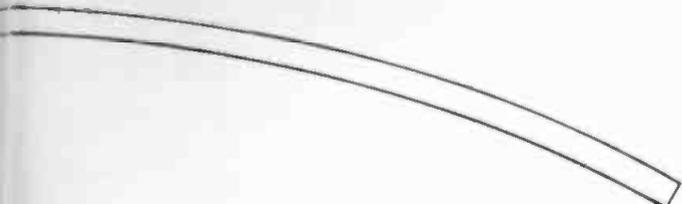
WJW-TV

MILWAUKEE

WJW-TV

CLEVELAND

WJW



INDIVIDUAL FORMULAS? YES!

Instead, an individual format is created for each station to meet the needs and desires of that community. Small wonder a Storer Station gives you so much for your advertising dollar. ***Important Stations in Important Markets.***

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JW-TV

ATLANTA  
WAGA-TV

MIAMI  
WTOG-TV

PHOENIX  
WASA-TV

PORTLAND  
WVTV-TV

**STORER**  
BROADCASTING COMPANY

# NYU 6-Week Course On All R-TV Aspects

A six-week course in TV and radio, covering all creative and technical aspects of the two media, will be offered by NYU's General Education Division June 25-Aug. 3. The six-day-a-week schedule (a minimum of 45 hours) includes at least 15 hours in a fully equipped, air-conditioned TV studio owned and operated by the university, and nine hours in a radio studio.

Among the special lecturers will be Richard Aimone, manager, NBC special effects department; Richard Bernstein, CBS-TV art director; George Heinemann, manager, NBC Public Affairs Division; Richard M. Rack, programming VP, Westinghouse Broadcasting; David Savage, VP, Bernard L. Schubert, Inc., and William A. Wood, Columbia U. radio-TV director. Workshop director is Wallace H. House, NYU assistant speech-radio-TV professor.

## Press Strike Aids R-TV

(Continued from Page 1)

detailed information. However, we feel that with our additional news coverage, we more than cushioned the loss of the newspapers for Detroiters."

During the shutdown, Cederberg's station supplemented its usual daily newscasts with three more daytime 10-minute news programs and a special nightly half-hour in prime time.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy

# in Detroit

WJBK-TV  
detroit

A STORER STATION



By TED GREEN

• • • It's good to see one of the industry's top business managers (and one of the best-liked guys), Vincent Andrews, back at his desk looking like a million. Vincent leaves next week for Washington to visit his son Vincent, Jr., who will be sworn in as a second lieutenant in the U. S. A. Intelligence Corp., on graduation from Georgetown U. . . . In case you're interested, WTFM program manager Mark Ritter says there are about a quarter-million stereo radio sets in the metropolitan area. . . . Klavin and Finch standing at 49th and Fifth Ave. at 2 PM (hey, isn't it past your bedtime?)

★ ★ ★

• • • After a week in New York where he received the Emmy Award nomination news, Milton Berle returned to his Beverly Hills home to find a telegram awaiting him. It was from TV Guide congratulating Uncle Miltie because in their 3rd annual nationwide public TV poll, viewers have nominated his "Doyle Against the House" for the TV Guide Award in the "Best Single Dramatic Program" category. Incidentally, as a result of Berle's Emmy nomination, Four-Star wants him for three serious drama roles. But they'll have to wait until he finishes his film, "It's a Mad, Mad, Mad World," in which Milton co-stars with Spencer Tracy and Ethel Merman.

★ ★ ★

• • • David L. Wolper is searching for a publicity man to appear as himself in Wolper Productions' "The Story Of . . ." documentary entitled "Press Agent." . . . New York City Traffic Dept. has presented WMCA with its annual Traffic Safety Achievement Award. . . . Jazz trumpeter Al Hirt, the hefty man-with-the-horn, is making the transition from TV to summer stock. Al and Donald O'Connor will tour New England during July on a special concert bill—Al and his Dixieland combo accompanying O'Connor's song-and-dance routines. . . . KABC and Ben Hoberman, the station's general manager, were honored at the National Association for Better Radio and TV banquet at the Los Angeles Press Club, receiving an award "In recognition of superior overall program balance in news."

★ ★ ★

• • • The incomparable Hildegard is back in town, and will again grace the TV screens. On Friday she will try to stump the panel on Merv Griffin's "Play Your Hunch" on NBC-TV. . . . Twinkle Kiddie book publisher Mike Karas is entering the TV-film production field. Karas will produce "Sunrise Fantasy" for TV syndication in more than 100 markets plus a version for theatres. "Sunrise Fantasy" will feature live performers in a modern children's fairytale story. Karas will donate all profits of both ventures toward establishing "Twinkle-town," a village for needy children of all faiths. George Marion, Jr., has written an original script for the production. . . . Muriel Fox of Carl Byoir & Associates outdid herself as usual yesterday, serving as hostess at a luncheon in the Hotel Roosevelt for the benefit of the American Association for the United Nations. Muriel, director of Byoir's radio-TV dept., acted in behalf of Dubonnet wines, sponsor of the program.

★ ★ ★

• • • Goings on at Mercury: Gerhard Wendland, Philips Records singing star, embarked for his native Germany on the liner Bremen. Upon reaching Europe he will be presented with a gold record for selling a million copies of his Philip's record, "Tanze Mit Mir In Den Morgen," which he also did in English for the American market. . . . Mercury's singing cowboy, Rex Allen, has hit the sawdust trail with the Castle Circus for a two-week tour. His faithful horse, Koko, and his musical group, Frontiersmen and Joanie, complete the act. . . . Charlie Fach, veep in charge of special products, has disclosed that the Smash label's new album "Haley Baby" by Bruce Channel, has quickly become the most successful LP in the year's history of Smash. . . . Two new albums by The Platters have been recorded by Mercury, plus one by the Northwestern U. Men's Glee Club and another by the Smothers Brothers. . . . Johnny Draper, son of veteran recording artist Rusty Draper, has made his debut with a single on the Smash label, "Sentimental Me."

# Kick-Off In Color Has U.S. In Mind

Special To RADIO-TV DAILY

London — "Masquerade," first episode in ATV's hour TV filmed series "Man of World," is being shot in color first 60-minute British TV gram ever to go before the cameras. ATV managing director Val Parnell says this is done mainly because of the increasing interest in color TV in the U. S. where the Independent Television Corp. anticipates major break-through with "Man of the World" series.

Hollywood actor Craig Sie stars in the new series. Script "Masquerade" has been written by Lindsay Hardy, the best-selling novelist whose book "Mr. and the Grand Duke" is being filmed by Columbia. Charles Boyer. ATV also announced they are taping now 13 episodes of "Ghost Squad," American star Michael Qu again playing the lead. Transmission of the first series has started in Canada, and, says "the Canadians are asking more."

# Spring Set Sales Zoom To Dealers In Canada

Special To RADIO-TV DAILY

Montreal—Distributor sales dealers of TV and radio sets in Canada in March were 10 per cent ahead of last year, according to Electronic Industries Association. TV, with 30,806 units sold compared to the 25,310 in previous March was up 21.7 per cent. The first quarter sales rose 21 per cent. With 41,095 radio units sold, radio sales in March were up 13.2 per cent compared to 36,208 last March.

# WEDDING BELLS

Gilhuley-Littlejohn

Ann Gilhuley, ABC-TV presentation writer, and Frank Littlejohn, president of KJ Broadcasting Co., San Antonio, were wed Saturday here. Couple will reside in San Antonio.

Buzzelli-Trax

June L. Buzzelli, KDKA, Pittsburgh, promotion manager, and William E. Trax, of the American Radiator and Standard Sanitary Corp., were married at Peter Creek Baptist Church Library, May 5.

INDEPENDENT DISTRIBUTION ORGANIZATION

Interested acquiring features and their theatrical distribution in West states. Head office Los Angeles TV performance and reputation with many years experience. Write:

Box 177  
Radio-TV Daily  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

# BRITISH PREFER BBC TV OVER COMMERCIAL OPS

Special To RADIO-TV DAILY

London — A large majority of the British viewing public thinks the BBC is doing a better job in TV than the Independent Television Authority, which controls the commercial networks, according to a recently conducted Gallup Poll sponsored by the Daily Telegraph. The percentage was: better, 42; ITV better, 22; equal, 21; and don't know, 15.

## Documentaries Popular

The poll also shows that viewers like the BBC did a better job than ITV in presenting documentary feature programs, almost exclusively on news, considerably more on plays and sports. Variety

programs confidence expressed in TV applied in BBC as a whole, with only 24 per cent in favor of introducing commercial radio in Britain — in addition to the Radio — against 61 per cent favoring to leave radio entirely in the BBC's hands. One of every two wanted to see any new radio programs organized on a more local basis than at present.

The only field in which a preference was shown for the commercial network programs. A total of 53 per cent were satisfied with the amount of time the BBC devoted to serious, informative programs, while 11 per cent asked for more and 16 per cent for less.

## Confidence in BBC

Another result was a decisive preference for the BBC, rather than ITV, to operate any additional TV services that the government may decide to set up in Britain. Two of every three people were prepared to allot equal services either to the BBC or to an entirely new authority, with about equal numbers preferring the latter course.

More than half of those questioned claimed that TV kept them better informed about world events; 45 per cent said it helped them to relax, and 42 per cent said it gave them something to talk about when meeting people.

## Brinkley Follows Skirt, Views Dying Theatres

The story of a skirt — how it is designed, cut and sold — and a nostalgic look at some of our deteriorating movie theatres will be examined May 23 on NBC-TV's "David Brinkley's Journal." The first segment was filmed at New York's A&R Junior Dress Co., and in the second Brinkley looks back at the Roxy Theatre and other once-great movie houses that have been torn down or are showing age badly.

## Canadian Screen Gems Distribute 'Festival' Skins

Montreal — Screen Gems will distribute "Festival of Performing Arts" throughout Canada. It was announced by Ray Inouk, general manager of Screen Gems (Canada) Ltd. The series is produced by David Suskind and James Fleming.

## Westinghouse Spots 'Wacky' Jerry Lewis

"The Wacky World of Jerry Lewis," a Westinghouse Presents special starring the comedian, will be aired live from Hollywood on ABC-TV May 29. The hour program will be sponsored by the Westinghouse Electric, via McCann-Erickson.

Lewis' antics will run the gamut from mild spoofing to wild satire, combining his material from TV, motion pictures and night clubs.

"The Wacky World of Jerry Lewis," marking the comedian's first TV special in three years, will be produced by Ernest D. Glucksmann and directed by Jack Shea.

## 'Airman' Leads Flight

Pittsburgh — "Come Fly With Me . . . Henry D." is the theme inviting KQV listeners to join Henry DaBecco in an Island Holiday arranged by the station with Pittsburgh International Travel.

# Execs Deny Sex, Violence Order

(Continued from Page 1)

ton particularly strong in holding his ground.

The three witnesses also pledged cooperation by their networks for a projected juvenile delinquency study, to be headed by Dr. Ralph Garry, subcommittee guest expert, in cooperation with HEW.

Stanton repeated his belief the study should be broadened to take in effects of other media and other influences on juveniles, in addition to TV. Goldenson revealed that Two ABC officials have already been assigned to cooperate with the study.

At the outset yesterday Dodd said, "I think it is quite clear there has been an effort to inject sex and violence by the networks." Stanton eschewed the soft answer and said "I can't accept that, sir, for the CBS network." When Dodd accused James T. Aubrey of overlooking producers and sponsors in

# 8 Buy Sponsorship On ABC Night Sked

Eight national advertisers bought sponsorship in NBC-TV's 1962-63 nighttime schedule in the last two weeks, reports Don Durkin, VP for network sales. The purchases are in a total of eight programs on five nights a week.

Block Drug Co., through Grey Advertising and The Dow Chemical Corp., through MacManus, John & Adams, Inc., bought sponsorship in "Sam Benedict" (Saturdays). The Frito Co., via Dancer-Fitzgerald-Sample Inc., "The Virginian" (Wednesdays). Green Giant Co., through Leo Burnett Co. Inc., "The Virginian," and "Saturday Night at the Movies." Heriz Corporation, via Norman, Craig and Kummel Inc., "The Jack Paar Show" (Fridays). Quaker Oats Co., through J. Walter Thompson Co., "International Showtime" (Fridays).

## Sperry Rand Heavy Buyer

Sperry Rand Corp., through Young & Rubicam Inc., purchased sponsorship in seven programs, including four new series—"The Eleventh Hour" (Wednesdays), "The Andy Williams Show" (Thursdays), "The Virginian" and "Sam Benedict"—and three returning programs, "Laramie" (Tuesdays), "International Showtime," and "Saturday Night at the Movies."

## To Explore 'Life of TV'

(Continued from Page 1)

umnists John Crosby, and Harriet Van Horne, Richard Pinkham, senior radio-TV VP for Ted Bates and Co.; Robert Alan Arthur, playwright of Talent Associates, and Maurice Edelman, British MP and playwright.

calling for "broads, bosoms and fun" and asked whether Stanton "plans any action," the latter said bluntly "I do not."

Kintner flatly denied allegations that there had been any "Kintner edict" to inject sex and violence. "Anyone who knows me and speaks objectively and with a desire for the truth would know that I have issued no such directives." He also denied that anybody deliberately ordered excessive sex and violence.

## Stanton Stresses 'Final Test'

Quizzed about allegations that Aubrey insisted on sex and violence, Stanton again held his ground. He responded: "I don't agree that Mr. Aubrey did that. . . On the basis of the record, I think it is quite clear he didn't. . . The final test is what the public saw." Stanton also denied that there was excessive sex and violence on the challenged series, "Route 66" and added that lifting footage out of

# EICHMANN SERIES SCORES FOR ABC

Jewish Group Cites Net. Also Outlet and Sponsor

ABC News has received the achievement award of the American Association for Jewish Education, for its weekly TV program, "Eichmann on Trial," which ran for 20 Sundays during the court proceedings. The award was presented at the annual meeting of the National Council on Jewish Audio-Visual Material.

Commentator Bill Shadel was anchorman. Sid Darlow produced the pre-trial program in Germany and Israel, and Vince DeBussy produced the bulk of the telecasts in New York.

# 2½-Hour Air Show On Phila., N.Y. TV

Philadelphia — WRCV-TV will present a two-and-a-half-hour force from McGuire Air Force Base in New Jersey on Saturday, featuring the annual Armed Forces Day Air Show. Host of the telecast, also to be carried by WNBC-TV, New York, will be WRCV-TV newsmen Vince Leonard.

The event will feature a 30-minute exhibition of aerial acrobatics by the "Thunderbirds," the Air Force's six-man precision flying team, and the eight-man West Point "Sky Divers," consisting of four cadets and four instructors. Newsmen Dave Burrington will conduct air-to-ground interviews from the helicopter of the "Sky Divers."

context could give an inaccurate impression.

Dodd pressed, "You say there isn't too much sex and violence on TV?" Stanton retorted, "I not only say that, but I say it hasn't been injected deliberately."

## Goldenson Cites 'Screening'

Goldenson, agreeing with Dodd that violence for the sake of violence is not good, added that in his opinion "The Untouchables" reflected an era and was true to that "very tough period." He said ABC has strengthened its procedures for screening out excessive sex and violence, and Dodd said "that is encouraging."

While Dodd criticized the folding of some programs for children, Kintner pointed out that next Fall NBC-TV will launch a major weekly hour series for children between 5 and 11, "a teaching program, dealing with music, science, history, mathematics and other subjects."

## FM Listeners Grow In Greater Portland

*By Coast Bureau of RADIO-TV DAILY*  
**Portland, Ore.** — FM set saturation in the Greater Portland area of Multnomah, Clackamas and Washington counties has increased by 21,680 homes in the past 18 months with 38 of every 100 households reporting ownership of an FM set. At the same time, car FM radios are now a measurable entity and FM in the Portland tri-county area is rapidly becoming a mass market.

These are the findings of a survey of the Greater Portland FM market just completed for KP-FM by the research firm of Clark, Bardsley & Haslach, who conducted a similar survey for the station 18 months ago.

In terms of number of households, the present FM saturation figure is equivalent to approximately 93,980 families, a 30 per cent increase since October, 1960, when the research firm reported 29 per cent FM saturation of saturation of approximately 72,200 families. Overall, the new figure means a 9 per cent increase in FM set ownership in the total population.

## Pan-Video Signs AHL For Weekly Telecasts

New York's Pan-Video Productions, Inc., has concluded a pact with the American Hockey League giving Pan Video exclusive rights to production and sale of a weekly hockey telecast. Sportscaster Guy Le Bow will be executive producer of the program, called "Hockey Game of the Week."

Pan-Video says it is currently dealing with a number of interested national and regional sponsors for purchase of the games to be telecast one night a week during the Fall and Winter on a minimum eight-station network.

## Hypo Dormant Skeds: Pauley

(Continued from Page 1)

four in the technically necessary referees.

Pauley said, "There are two ways by which a network can turn these idle hours into a living, breathing service to its affiliated stations and to the public. First, we can create extensive additional programming specifically for the use of affiliates on a local and regional basis. We can — and should — program public affairs events, sports and, on occasion, variety shows on this basis. Secondly, and even more important, we can present on a regular basis the 'Face of America,' which will require programming in depth of all informative events of interest

# AGENCY NEWSCAST

By RALPH TYLER

Manufacturers should provide their advertising agencies with all sales figures and details, says George G. Huntington, TvB VP and general manager. Talking to a group of station reps in New York, he said: "It is impossible for us to understand how a manufacturer will trust its agency with millions of dollars for advertising and yet not provide the same agency its sales figures to help guide the agency in its planning and placing of that advertising." Kaiser, Sedlow & Temple announces appointment of A. Mitchell Ginsburg as director of sales promotion. Elliott W. Reed has been named senior VP and coordinator on the Colgate-Palmolive account at Lennen & Newell. Geyer, Morey, Madden and Ballard is the agency for a new Kambler commercial.

Film Producers Association has held a seminar on production of TV commercials, with special showings of commercials by Lawrence Productions for Sweetheart Soap; Elliot, Unger & Elliot for City Chevrolet; MPO for United Brewery, and Filmways "Seascope."

Liberty Loan Corp. has appointed Winfield Advertising to supplement the company's own advertising program. Winfield will be responsible for initiating a radio campaign and certain other specific creative assignments. Liberty Loan, a fast-growing consumer finance chain in 343 cities and 29 states, will be serviced by Robert O. Scott, Winfield president, as account supervisor; Robert D. Minogue, account exec; Barbara Bloch, director of media; Lynden E. Anderson, creative director, and William T. Ashlock, copy.

John M. Simmons Associates has been named to handle advertising and public relations for Shipmates Sportswear. St. Louis women's apparel manufacturer, which is com-

ing out with a new line—Dac Tar, an all-weather fabric. The agency also will handle the debut of coordinates known as HMS. (Her Majesty's Shipmates).

The annual convention of the Advertising Division, Special Libraries Association, will be held in Washington May 27 through June 1. Speakers will be James L. Harrison, public printer, Government Printing Office, and Daniel J. Murphy, FTC Bureau of Deceptive Practices.

to the public." Pauley pointed out that a start has been made in the right direction, with the introduction of new shows featuring name talent. "This type of programming became important to local stations because they could not possibly accumulate such a roster of stars themselves." Another step he cited was the seeking out of a new market — "the intelligent, young, modern adult," which was achieved "by updating our programs, improving our news service and using modern methods of salesmanship." He added, however, "There is still much work to be done."

## Thought for Today

"Broadcasters have a responsibility to experiment, to offer the public programs from an always increasing range of subjects. Public taste in general is bound to be narrow if it is left to itself. The broadcaster is under an obligation to give it an opportunity of widening."

—H. Carleton Greene  
 BBC Director-General

ing out with a new line—Dac Tar, an all-weather fabric. The agency also will handle the debut of coordinates known as HMS. (Her Majesty's Shipmates).

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## ABC-TV Exec Back Third Rochester

**Rochester** — The 12 applicant for a third channel here have urged by ABC-TV, sales VP J. Scherick to speed the day the channel becomes a "operative reality." Speak before the Rochester Sales Executives Club, he further "what is needed is positive to develop a meeting minds."

Scherick noted that a third channel would contribute significantly to the entertainment, as well as the cultural and economic being of the citizens. "It put into the hands of regional and national manufacturers added, "more advertising marketing tools. Increased opportunities will provide more petition and, in turn, more able advertising rates."

## Act Raises Praise

**Hempstead, N. Y.**—WHLI announcer Allen Stuart has received high praise and a letter of commendation from N. Y. State Parkway Police, even Ass'n for disregard of own safety in giving aid to injured policeman and protecting the scene of an accident which witnessed on Northern State way, Mar. 18.



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# VIDEO PACING AB-PT PROFIT-RUN

## 3-Mil. Show Explosion on WPIX

Station in N. Y. adds 35 Hrs. Weekly major program expansion significant innovations in excess of \$3,000,000



THROWER

has been set by WPIX, New York, Fred M. Thrower, exec VP and general manager, revealed yesterday.

Five key areas represented in his announcement are news and public affairs, documentary spe-

cial, daytime programming to replace the Regents ETV project, children's shows and projecting of WPIX-11 into late-night programming with the new 90-minute "Steve Allen Show" which premieres June 25 at 11 P.M. The Allen show is a calculated challenge by the local station to

(Continued on Page 6)

## FAULK WITNESS RELATES PRESSURES ON SPONSOR

An ad exec yesterday said that Lawrence A. Johnson, former owner of a Syracuse supermarket, had threatened to remove display signs from his store unless John Henry Faulk's radio program was dropped.

Thomas Murray, testifying in Faulk's million-dollar libel action in New York's State Supreme Court, said he was working for Grey Advertising on the Hoffman (Pabst Breweries) account when he got a phone call from Johnson in March, 1956. He said Johnson told him "it was a disgrace that our company was using a Communist — Faulk — to advertise a product."

Murray said he replied that he had "no knowledge" Faulk was a Communist, and Johnson retorted "we had better get in line," and threatened to withdraw Hoffman display space in his store.

Murray told the court "I said I had no intention of firing a man who was a first rate salesman

(Continued on Page 4)

## CBS Newsmen to Grill Dodd on TV Crime Probe

Sen. Thomas J. Dodd (D., Conn.), chairman of the Senate Judiciary Juvenile Delinquency Subcommittee, will be quizzed by a group of CBS News Washington correspondents tomorrow on the radio network's "Capitol Cloakroom." Roger Mudd will anchor the group, asking Dodd about various matters including the current hearings on crime and violence in TV dramas.

## 14 Foreign Countries Now in ABC TV Orbit, Stockholders Advised

ABC-PT president Leonard H. Goldenston's statement yesterday that second quarter profits are likely to exceed those of the same quarter in '61 made it plain to some 700 stockholders at their annual meeting in New York that ABC Broadcasting Division is still being reeled on as the company's ace "ball carrier" for making money.



GOLDENSTON

With net income expected to be substantially off in ABC-PT's theatre area because of adverse weather con-

(Continued on Page 7)

## Westinghouse Sells KEX to Aulry Corp.

Portland, Ore. — Westinghouse Broadcasting yesterday announced the sale of KEX to Golden West Broadcasters in a statement issued here jointly by Donald H. McGannon, WBC president, and Loyd C. Sigmon, GW exec VP.

The buyer-corporation was formed ten years ago by Gene Aulry, board chairman, and Robert O. Reynolds, president, who owns and operates KMPC in Los Angeles, KSFO in San Francisco, and KVI, Seattle. It also owns the controlling interest in the Los Angeles Baseball Company in the American League.

## Rambler Rides with CBS, Covering Orbit on Radio

American Motors for Rambler, via Geyer, Morey, Madden & Ballard, will sponsor the entire CBS Radio coverage of the orbital flight of Navy Lt. Comdr. M. Scott Carpenter, projected for a minimum of seven hours of continuous reporting, and will also sponsor a special on CBS Radio, "The Flight of MA-7," the night of the shoot. It previously sponsored CBS Radio's coverage of Col. John Glenn's flight.

## NBC's Studio 8-H

Now Peacock Theatre  
Huge and historic NBC studio 8-H has been renamed Peacock Theatre and is being renovated, with completion planned for September. It will have the latest-developed color facilities, plush theatrical seating, two large lobbies and ultra-modern decor. The 10,000-square-foot structure will be the sixth NBC-TV studio in New York equipped for color broadcasts.

## Rubin Replaces Freeman as Producers Guild VP

West Coast Bureau of RADIO-TV DAILY Los Angeles — Stanley Rubin has been unanimously appointed to the board of directors as first vice president of the TV Producers Guild to fill the vacancy created by Everett Freeman's appointment as president.

## Broadcasters to Speak At L.A. Kiwanis Meeting

West Coast Bureau of RADIO-TV DAILY Hollywood — Harfield Weedlin, program director for KNX and the CBS Radio Pacific Network, and Robert M. Light, president of the Southern California Broadcasters Association, will be the principal speakers today at the Biltmore Hotel for the "Radio Day" meeting of the Los Angeles Club of Kiwanis International.

## Series B'way Stage 'Door'

Goodson-Todman plans to enter Broadway theatrical production via "Broadway Preview," a new 90-minute taped TV series currently being developed in Hollywood. Mac Benoff, recently named film production chief for Goodson-Todman, heads up the "Broadway Preview" project, planned premiere next spring. "Preview," with Philip Langner

of the Theater Guild as executive producer, will spotlight plays which have not yet, for one reason or another, received a Broadway production, in addition to

(Continued on Page 7)

## Kintner, Goodman Tour Europe News Bureaus

NBC president Robert Kintner and Julian Goodman, news VP, left yesterday on a 10-day tour of the network's European news bureaus. They plan to meet with bureau chiefs and other broadcast officials to discuss expansion of NBC coverage and the future effects of satellite TV news reporting; returning May 25.

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**MARVIN KIRSCH** : Assoc. Publ.-Gen. Mgr.  
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## 'Bonanza' Cameras Dolly into 4th Year

With filming earlier this week of the first new episode for the 1962-'63 season, NBC-TV's hour, color series "Bonanza" was launched into its 4th year of production.

"The War Comes to Waslio," written by Alvin Sapinsky and directed by Don McDougall, is the first of 34 shows planned for the coming season. Harry Townes is guest star, with Joyce Taylor, Barry Kelly, Alan Caillou and David Whorf in supporting roles on the program.

"Bonanza" resumes Sunday, Sept. 23 under sponsorship of Chevrolet Motors.

## A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania... constant and complete coverage of local political, religious, social and sports events... reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.

**WDAU**  
 scranion.wilkes barre  
 and WGBI represented by H-R

# COMING AND GOING

**JOHN O. GILBERT, WXYZ** vp and general manager, In N. Y. from Detroit on business.

**WILLIAM B. LODGE, CBS-TV** vp of Engineering and Affiliate Relations, in Bermuda on vacation.

**PAUL TAUBMAN, NBC** music director, back in town from Washington, D. C.

**SAVERIO SARIDIS**, singing policeman, has left for Hollywood conferences.

**LOUIS TEICHER, CBS-TV** exec. has returned from Myrtle Beach, S. C. where he addressed the Automobile Dealers convention there.

**MYOSHI UMEKI** has arrived in town for rehearsals on an upcoming TV special.

**REX ALLEN** back in Hollywood following personal appearances in Texas, New Mexico and Colorado.

**RED BUTTONS** is in N. Y. to rehearse for his City Center appearance in "Teahouse of the August Moon" and for a guest spot on the "Ed Sullivan Show."

**JOHN VRBA, KTVY** vp, has returned to L. A., following meetings in N. Y., Chicago and Detroit.

**WARREN V. BUSH, CBS** public affairs producer, to Spain and Paris to top interviews for upcoming "At the Source" programs.

**BARNEY MILLER, KNX** news director, in Yosemite National Park for the 15th annual California AP TV-Radio Ass'n convention.

## Moldov, Cooper Top Shifts at CBS Films

CBS Films has reorganized its distribution operation into two departments — Sales Service, headed by Stanley Moldov, and Film Service, headed by Ed Cooper. Moldov was previously International Sales Service manager, and Cooper manager of Domestic Sales Service. Both departments will report directly to Fred J. Mahlstadt, managing director of Domestic-International Operations.

To complete the new setup, Irene Mizwinski is being transferred from the accounting department to become manager of reports and projects.

Early in July, this 41-man operation will be moved to new quarters on W. 57th St. Temporarily, it is located in the CBS-TV Production Center.

## Michigan Asks Chester To Join Panel on TV

**Ann Arbor** — Giraud Chester, VP at ABC-TV in charge of daytime programming, will take part in a U. of Michigan Department of Speech TV seminar here tomorrow. Invited by Prof. Edgar Willis, head of TV Instruction, and Garnette Garrison, director of TV, Chester will be the only TV industry representative at the seminar.

## Radio's 14,000 Ad Reasons

**Atlanta**—"In contrast to fact-filled executives of other major departments, the advertising manager is rarely able to sav definitely what his budget will accomplish." That's the reason, RAB president Kevin B. Sweeney told the Atlanta Advertising Club yesterday, "why more advertising managers don't become presidents

## Oldtime Radio Themes For Today's Audience

**WIIN**, in conjunction with the observance of National Radio Month, has incorporated 15 of the most famous radio themes of old into an "identity contest," with listeners who correctly name the program each heralds to be awarded a personal radio. The Storer station is airing the one-minute capsules during the day.

## Jersey Outlet Offers Its Air

**Newark**—Public hearings by a New York joint legislative committee on the question of raising the state's minimum drinking age from its present 18 to 21 years, will be broadcast by WJRZ here, the committee permitting. The station has made a formal request to the New York Joint Legislative Committee for the Study and Revision of the Alcohol Beverage Control Act.

A nine-person Advisory Council for that group, sitting as an official subcommittee, is scheduled to hold its initial public hearings on the problem June 12 and 13 in Suffern and again on June 27 in Staten Island. Additional dates for further hearings are tentatively set for July 10 in Portchester, July 31 in Binghamton and Aug. 14 in Albany.

of companies they work for."

Emphasizing the radio industry's "eagerness" to underwrite studies of its sales effectiveness, he said, "The 14,000 retail items studies we have financed in the past three years give the radio industry some real clues as to what advertising works best under what circumstances."

# FINANCIAL

(May 15)

## NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	15 3/4	14 3/4	15 1/2
AB-T	36	34 1/2	35
A. T. & T.	121 1/2	118 1/2	120 1/2
AVCO	24 1/2	23 3/4	24
CBS	40 1/2	39 1/2	40 1/2
Columbia Pic.	21 3/8	20 7/8	21 1/4
Crow.Coll.	33 1/2	32 1/2	32 3/4
Decca	44 3/4	43 1/2	43 3/4
Disney	33 1/2	33 1/4	33 1/4
East. Kodak	108 1/2	106 1/2	106 3/4
Gen. Prec.	42	40 1/2	42
General Tel.	23 1/2	22 3/4	23 1/2
Hatzell Inc.	22 1/2	21 3/4	22 1/2
Magnavox	43 1/2	41 3/4	42 3/4
MCA	54 1/2	52 1/2	53 1/2
M.C.M.	41 1/2	40 3/4	41 1/2
Nat. General	7 1/2	7 1/4	7 1/4
Paramount	48 1/4	47	47 3/4
Plough	69 1/2	68 1/2	68 1/2
RCA	57 1/2	56 1/4	56 1/4
Storer	33	33	33
Taft	16 1/2	16	16 1/2
20th-Fox	30 1/2	29 1/2	29 1/2
United Artists	31 3/4	31	31 1/2
Warner Bros.	15 1/2	15 1/2	15 1/2
Westinghouse	34 1/2	33 1/4	33 1/4
Zenith Radio	65 1/2	63 1/2	63 1/4

## AMERICAN STOCK EXCHANGE

Capital Cities	16 1/4	16 1/2	16 1/4
DeSoto	8 1/2	8 1/4	8 1/4
Equipe, Inc.	10	10	10
Filmways	7 1/2	7 1/2	7 1/2
MPO	9	9	9
NTA	11 1/2	11 1/2	11 1/2
Reeves Sound	44 1/2	43 1/2	43 1/2
Rollins	11 1/2	11 1/2	11 1/2
Screen Gems	18	18	18
Technicolor	15 1/2	14 3/4	15 1/4
TelePrompTer	11 1/2	11 1/2	11 1/2
Trans-Lux	14 3/4	13 3/4	14 1/4
TV Industries	2 1/2	2 1/2	2 1/2

## OVER THE COUNTER

Jerrold	8 1/2	7 3/4	
Meredith	28 1/2	28 1/2	
MetroMedia	15 1/2	15 1/2	
Official Films	15 1/2	15 1/2	
Seranton	7	7	
Sterling	1 1/2	1 1/2	
Transcontinent	9 1/2	9 1/2	
Womcor	22 1/2	22 1/2	

\* Courtesy of National Association of City Dealers.

## 2 Fall Evening Shows Reshuffled by NBC-TV

"David Brinkley's Journal," rently in an NBC-TV Wednesday evening slot, will be shifted Monday evenings in the Fall.

A new dramatic series, "Eleventh Hour," starring Wendu Corey as a psychiatrist, will occupy the 10-11 Wednesday evening slot, part of which is being used by the Brinkley show.

## NEW YORK OFFICE FOR RENT

Air-conditioned, large beautifully finished office, with IBM Executive typewriters, steel filing cabinets, electric mimeo machine and other modern office equipment. Write

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 New York 19, N. Y.

# NAB FALL CONFERENCES BACK TO DAY-AND-HALF

Washington Bureau of RADIO-TV DAILY

Washington — NAB will go back to one-and-one-half-day conferences this year, after one year of trying out one-day meetings. NAB president LeRoy Lins said it was felt that at one separate radio and TV session should be held, and that would require more than one day's time overall.

The 1962 Fall Conference scheduled as approved by the board of directors on Feb. 10, 1961, follows:  
Oct. 15-16 — Atlanta, Dinkler-Ha Hotel; Oct. 18-19 — New York, Biltmore Hotel; Oct. 22-23 — Chicago, Edgewater Beach Hotel;  
Oct. 25-26 — Washington, Statler-Hilton Hotel; Nov. 8-9 — Dallas, Sheraton Dallas Hotel; Nov. 12-13 — Kansas City, Muehlebach Hotel;  
Nov. 15-16 — Denver, Brown Palace Hotel; and Nov. 19-20 — Portland, Ore., Sheraton-Portland Hotel.

## School Establishes Program for TV Interns

Waco, Tex. — The radio-TV department of Texas U. has established 10 graduate internships in production, to begin in September.

Interns will work 25 hours per week in various aspects of TV production, including management of KLRN-TV, ETV station serving central Texas, in addition to following a program of studies.

## Youths' Views of World Told on Buffalo ETV

Buffalo — The new generations on the uneasy world of our elders will be the theme of ETV's "Television International" presentation, "Age of Consent: Young Men with Opinions" tomorrow.

The NET program, produced by the National Film Board of Canada, will air the opinions of Canadian and British youths, on what they consider good and bad in the world they will inherit. MacNeill writer-producer of the documentary will add commentaries between the films.

## NBC Personalities Take Trade Fair to New Yorkers

During the Sixth Annual U. S. World Trade Fair, WNBC is offering 52 hours of live broadcasts from the N. Y. Coliseum through May 22. Jerry Marshall, Art Ford and Wayne Howell are conducting the broadcast tour, which will cover a new export development section, a complete array of American products and services for sale overseas, and extensive foreign and U. S. displays relating to all phases of tourism.

## HOUSE 'ACCESS' BATTLE MOUNTS

Stanton Plans Editorial Against TV-Radio Ban

Dr. Frank Stanton will not prepare his televised editorial against the Rayburn rule barring radio-TV access to House hearings until early next year. CBS said the network president's rare editorial appearances will come shortly before the next session of Congress.

Stanton last spoke up on TV in July, 1959, for suspension of the "equal time" rule during the 1960 elections. In August, 1954, he protested exclusion of radio and TV from the Senate hearing on the resolution to censure the late Sen. Joseph McCarthy.

CBS' campaign against the Rayburn rule will include preparation of a half-hour documentary film for nationwide showing to civic groups. Stanton also will appear in the film.

## Yank Comedy Shows Too Slow for British

Special To RADIO-TV DAILY

London — The new U. S. comedy shows are not being booked for screening because they are too slow for British viewers, according to Brad Ashton, British comedy writer. He has just returned from a month's look at American TV.

But he thinks American TV comedy has it over the British counterpart in refusing to modify comedy to suit regional taste. "In the States, and I had this directly from Bob Hope, there is one level of humor which is understood by hillbillies and city slickers alike," he said. "They go for subtle humor and aim at one laugh a minute instead of three a minute as in Britain."

## Kids and Adults Learn On 'What in the World?'

Dallas — A 90-minute series, "What in the World?" with Blaine Smith as host, is being aired on WFAA-TV Saturday mornings. Researched by the film library of the Encyclopedia Britannica, the series is aimed at educating and entertaining youngsters and adults, with subjects ranging from an insect to planets in outer space.

## Canadian Applicants To Get BBG Hearing May 29 in Ottawa

Special To RADIO-TV DAILY

Montreal — The Board of Broadcast Governors, at a public meeting to begin May 29 in Ottawa, will hear again a list of applications for new broadcast outlets, along with some requests for share changes.

Twin Cities TV is seeking license to establish a low-power TV rebroadcasting station at Boston, Bar, Brown Columbia, to receive programs by off-the-air pickup from CFCF-TV-1, Lillooet, B. C. Twin Cities TV is also seeking license to establish TV rebroadcasting stations at Clearwater, B. C.; Quesnel, B. C.; Williams Lake, B. C., and Savona, B. C.

## Seek Permit for Banff

CFCN-TV, Calgary, Alberta, wishes to establish a TV rebroadcasting station at Banff, Alberta, to pickup its programming; CHED, Edmonton, wants to increase nighttime power, and CHAB, Moose Jaw, Sask., wishes to establish a TV rebroadcasting station at Willow Bunch, Sask.

TransCanada Communications wants license to set up a TV rebroadcasting station at Colgate, Sask.; John Murdoch requests license for a French-language TV station at Chicoutimi, Quebec, and Jacques Larochelle asks license for French-language AM station at Levis, Quebec.

## Plea for Three Rivers

CKTM-TV, Three Rivers, Quebec, wants to increase effective power; La Compagnie de Radio-diffusion de Matane, Ltee., requests license to establish a French-language TV rebroadcasting station at Mont Clmont, Quebec, to receive programs from CKBL-TV, Matane, Quebec, and Edmundston Radio seeks an increase in daytime power of CJEM, Edmundston, N. B.

## IGA Sponsors Doucette In Outdoor Cooking Show

Minneapolis — "Patio Party," a half-hour special on outdoor cooking, will be aired today on WTCN-TV. Food expert Eddie Doucette will be featured, with Jan Werner as hostess. Program is sponsored by the Independent Grocers' Alliance of America.

## Rodgers Discusses Self, Hits on 'Music Magazine'

Richard Rodgers will discuss himself and his work with host Abram Chasins on WQXR's "Music Magazine" on Monday. Musical highlight will be excerpts from the composer's new show "No Strings."



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interest

# WGAL-TV

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Clair McCollough, Pres.

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

Representative: **MEEKER**

## Pauline Frederick Hailed By People-to-People Unit

Pauline Frederick, NBC's United Nations correspondent, has been honored with a national People-to-People citation for her "contributions toward the advancement of international understanding." The citation was the first to be awarded by the newly reorganized People-to-People organization which has its headquarters in Kansas City. It was presented to Miss Frederick at the golden anniversary dinner of the Women's Chamber of Commerce of Kansas City.

## 'Catholic Hour' Views Communism in U.S.

Espionage, not subversion, is the main internal threat of communism in the U. S. today, says Father John Cronin, S. S., on the NBC-TV "Catholic Hour" program Sunday. Assistant director of the Social Action Dept. of the National Catholic Welfare Conference, he appears on the network Catholic program with the department's Romeo Maione. Philip Scharper, American editor for Sheed & Ward, will moderate.

On May 27 on the "Catholic Hour," Father Cronin and Malone will look at "Communism Tomorrow," the concluding program in the four-part series: "America and Communism."

## Seattle Newsman Tours Defense Line in Europe

Seattle — Hugh McIntosh, one of 25 U. S. newsmen invited on a tour of American military defenses in Europe by the Dept. of Defense, will present five minute reports on the tour via tape on KOMO May 21 through June 15. KOMO will also program a half-hour show highlighting the trip and McIntosh's personal reactions, after his return.

## Faulk Witness Heard

(Continued from Page 1)  
for our products." Under cross-examination by an attorney for AWARE, Inc., one of the defendants in the suit, Murray said: "I thought Johnson had no authority that qualified him to say so-and-so was a Communist. I thought he should go back to Syracuse and sell baked beans."

### HOWARD E. STARK

Brokers and Financial Consultants

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By TED GREEN

• • • Earl Wrightson, a truly great singer, returns from a deserved vacation this week to begin work on his Summer light concert tour . . . The Gaslight Club searching for young lovelies to fill waitress jobs . . . Gov. Rockefeller planning to start a weekly TV show . . . Malmaison Restaurant features very talented Jules Kuti in its cocktail lounge . . . Cannonball Adderley did one of the biggest sellouts of the season at Chicago's Sutherland lounge . . . Mae West coming to New York in June for TV guest shots . . . Merv Griffin should be congratulated for his handling of the "Tonight" show—one of the best jobs yet . . . Billy Reed of the Little Club huddling with Neal Lang. Are they about to announce big news?

★ ★ ★

• • • Last week really belonged to Edie Adams. Early in the week her Apr. 9 special, "Here's Edie," was nominated for an Emmy. On Friday she received an award as "Spokeswoman of the Year" for her Muriel Cigar commercials, presented to her at the American Commercial TV Festival luncheon. And we can't think of anybody who deserves it more . . . Village scene: Sarah Vaughan and Josh White at the Punjab discussing a TV format for their talents . . . Midtown scene: Perry Como and several of his writers erupting with laughter at the Vesuvio over a particularly funny bit scheduled for a Como show . . . East Side scene: Doug Edwards relaxing from his CBS-TV newscasts at Mama Goldberg's East.

★ ★ ★

• • • Meet: Bill Hobin, creative producer-director behind the production success of "Sing Along with Mitch." Since the early Chicago days of TV, this likable craftsman was considered one of its brightest directors. Starting with "Garraway at Large," Hobin moved on to "The Wayne King Show," later in New York he directed "Your Show of Shows," the Max Liebman specials, "Your Hit Parade," the Time Jazz Shows and both produced and directed "The Pat Boone Chevy Showroom," "The Andy Williams Show" and the "Bell Telephone Hour." Hobin has won several major awards for his outstanding efforts in TV. He has recently formed his own production company Mizpah Productions and hopes soon to produce both TV and film properties as well as a Broadway show. The industry needs more men like Bill Hobin who possess the rare but always valued combination of genius and gentleman.



HOBIN

★ ★ ★

• • • WPXI weather gal Gloria Okon walked off with an American TV Commercial Festival award last week for her Arnold's Cookie Pops promo as the best in its category . . . Now that he's registered as an active footballer again, Frank Gifford is being besetted with more TV commercial and endorsement offers than ever before . . . Congressman Alfred E. Santangelo, uncle of Michael (Westinghouse Broadcasting) Santangelo, planning a special Italian-American program series on WADO . . . George Maharis of "Route 66" fame recovering from his recent illness in Connecticut . . . Newsmen are commenting on the differences shown by the two astronauts during their recent press conference. Col. Glenn answered everything candidly while Maj. Titov evaded issues or clouded them with doubletalk . . . William DeLayo, general fleet manager of BMC, advises that the firm is publicizing the activities of The Greater New York Fund. The Fund, representing 425 voluntary community agencies in Greater New York, has recently released its spot announcements for radio-TV to all of the local stations . . . Our correspondents tell us to listen for the special program on smog which will be heard very soon on WJRZ, Newark.

★ ★ ★

• • • Goings on at Columbia: Columbia Records this month is releasing 20 new LPs, including 14 popular albums by such artists as Mitch Miller, Dave Brubeck, Anita Bryant, Carol Sloane, Percy Faith and Andy Williams and six Masterworks recordings in honor of composer Igor Stravinsky's 80th birthday.

## Extend 'Early-To-R' Thru Oct., Sutton A

Los Angeles — Robert Sutton, CBS Radio VP and manager of KNX, has been casting editorial support in tension of daylight saving. He asks for a "yes" vote June 5 primary for Proposition which would extend DST to October.

## 'Popeye' Renewed Yield UAA \$1.2 M

United Artists Associated 15 renewals of "Popeye" amount to \$1,200,000 in TV contract group of 234 theatrically animated cartoons has been in contract TV distribution since 1956.

WPXI, New York, after new ratings with "Popeye" for six years, has just renewed term starting in September. Renewals include: CKLW-TV, Detroit; WWL-TV, New Orleans; WTEM-TV, Bay City, Michigan; WTTV, Indianapolis-Bloomington; WEAU-TV, Eau Claire, Wisconsin; Fort Wayne; WMA Macon; WMUR-TV, Manchester, N. H.; KOLO-TV, Reno; W Rockford, Ill.; KAKE-TV, Wichita; WBRE-TV, Wilkes-Barre.

A relationship is indicated between the perennial popularity of "Popeye" and the increase in sales of the toy industry, according to the UAA report.

UAA has sold "Popeye" in 10 TV markets, including 99 of the first 100. Renewals account for an additional 103 stations.

## Message for Shut-Ins

Buffalo — WEBR news-press affairs director W. Hal Yonk blood has made arrangements with Rev. Kevin Walsh, O. S. A. for the fifth annual "Shut-In Treat" to be broadcast June 15 "Shut-In Sunday."

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## Distorted U.S. Image Reported to Latins, Radio Producer Says

Ann Arbor — A Michigan U.S. radio producer says the U.S. seeks goodwill in Latin America—and continues to export segregation. Criticism came from Glen D. Phillips of U-M Broadcasting Services (WUOM), back from a water-weathering tour of the area.

Phillips recorded reactions of officials, businessmen and citizens in 12 countries of Central and South America as part of the university's pilot project to bring people of other lands into American homes via radio and TV. Phillips said he also was concerned about the image of America being sent into Latin America.

### Points to Canal Zone

"When I visited Panama," he said, "I saw Negroes, Chinese, Indians, Americans and many other peoples mingling freely and happily in the streets. The next day I went through the wire fence into the Canal Zone—American territory—and the people were segregated. A Panamanian citizen told me 'The U.S. has brought it down to us.'"

The producer also criticized the distorted U.S. image reaching Latin America through other sources. Phillips will use the interviews he taped in Latin America in a radio series. He'll go into production with a minimum of 13 programs to be heard across the U.S. on the NAEB network, and possibly world-wide over Voice of America. Commercial stations then will be offered the program on a non-commercial basis.

## J. Educators to Learn TV's Teaching Aid

Montclair, N. J. — Dr. Lee Simpson, associate director of the National Education Association Technological Development Project, as the featured speaker at a dinner meeting tomorrow in the Montclair State College Student Life Building Auditorium, will discuss "The Challenge: Learning through TV."

## Bonanza' Stars Ride High in Texas Charity Events

Los Angeles — Stars of NBC-TV's "Bonanza" series are guests in Texas this week. Michael Landon, "Little Joe Cartwright," will give four appearances, roughly Saturday, at the 16th annual Lions Club World Championship Rodeo in Jasper. Lorne Greene and Dan Blocker, "Ben" and "Hoss Cartwright," will be staged for six performances at the 14 annual Spindletop Charity Rodeo Show.

## Reds' 'Captive Courageous'

A message written on a scrap of paper has been the only word in a year from NBC News cameraman Grant Wolfkill, a prisoner of pro-Red forces in Laos. Mrs. Lyle Wolfkill, of Shelton, Wash., the cameraman's mother, received the message via the State Department. It said, "Things are well. I am being patient and hope you are too."

Wolfkill was on assignment in a helicopter over Pathet Lao territory when the craft went down May 15, 1961. The pro-Red forces

have refused to release him until a coalition government is formed.

Mrs. Wolfkill said she had been writing to her son several times a week but had been notified that he received only 27 letters in a year, and only five or six out of dozens of packages. "But thank heavens those got through," she added.

### A Syndie Triple-Play

NBC Films recently acquired "Hennessy," CBS-TV network show, for syndication distribution and promptly sold it to WABC-TV in New York for a run beginning this Fall.

## MGM-TV Post-'48s Gross \$6.5 Mil. in Yr.

MGM-TV has written in excess of \$6.5 million in licenses for telecasting of 60 post-'48 features in the past year, according to Richard A. Harper, director of syndicated and feature sales.

It was last May that MGM-TV released its first group of 30 post-'48 features and this January a second group of 30 was released. Together, they have grossed more than \$6 million, an average of over \$100,000 per film. Moreover, with the second group in release only five months, an important share of the market remains to be tapped, Harper stated.

The first group of 30, originally titled "The Best of the Fifties" and now known as 30/61, is licensed in 62 markets. The second group, 30/62, is already licensed in 48 markets.

## Youngstown Joins Fight Against Blood Disease

Youngstown, O. — A Leukemia Society, Inc. telethon will be aired May 26 and 27 on WFMJ and WKST. Stars will be Mark Richman of "Cain's Hundred," Helen O'Connell of "Here's Hollywood" and Jack Smith of "You Asked For It." Dr. Herbert C. Lichtman, medical and research director of the Leukemia Society, will talk on the disease and current research projects to fight it.

### Church Honors Jackson

New York's WWRL personality Hal Jackson has been honored with the "Community Man of the Year Award" by the Abyssinian Baptist Church "for his dedication and service to those in need."

## 'Crazy Legs' Hirsch Tackles Sportscast

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Elroy "Crazy Legs" Hirsch, general manager of the Los Angeles Rams, launches a regular Monday-through-Friday sportscast May 28 on KNX Radio, Pat McGuirk, executive director of sports at the CBS affiliate, announced.

Hirsch, All-American from Wisconsin in 1942, earned his nickname and nationwide fame for his collegiate football prowess. He played for the Rams from 1949 through 1957. His new post will not affect his present job with the Rams.

## KPIX Editorial Policy Draws Guild Plaudits

West Coast Bureau of RADIO-TV DAILY

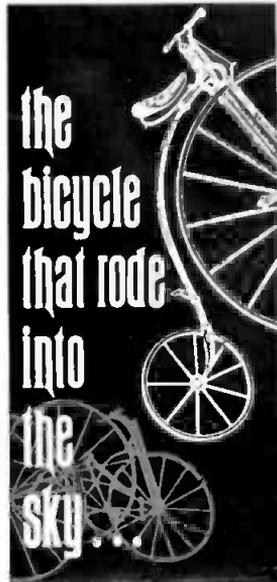
San Francisco — Louis S. Simon, KPIX-Westinghouse general manager, has been honored for the station's "outstanding editorial policy" by the Radio-TV Guild of San Francisco State College.

The award was presented at a banquet which followed the guild's 12th annual radio-TV conference. Producer Roy Huggins was guest speaker. KPIX assistant program manager Paul Turner received the award in the absence of Simon, who was in New York.

## OBITUARY

### Elzey Roberts

St. Louis — Funeral services will be held today for Elzey Roberts, Sr., 70, former newspaper publisher and owner of radio and TV stations since the 1930's. Heir of one of the International Shoe Co. founders, Roberts bought KF-RU, Columbia, Mo. in 1936 and sold it in 1948. He acquired EXKOK in 1938, which he sold in 1954, and was former part owner of KWK-TV, which operated ch. 4 for a time.



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine! And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region... a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person... and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

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television

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**WLW-A WLW-I WLW-C WLW-T WLW**  
Television Television Television Radio  
Atlanta Indianapolis Columbus Cincinnati  
Crosley Broadcasting Corporation

## Theatre Execs Aid CIP Business Shows

Cellomatic Industrial Productions, a division of Screen Gems, has acquired the services of a number of theatrical personalities to aid in the creation of business presentations, from sales meetings to large industrial shows. Heading the list is Broadway producer Max Gordon, who joins CIP as executive producer. Among his credits are "My Sister Eileen," "Born Yesterday" and "Junior Miss."

Others becoming associated with CIP are Max Meth, musical director; Charles Scheuer, program developer; Eva Franklin, special material writer; Bill Bradley, choreographer, and Harold Johnson, creative sound technician. Milton Rogin and Tom Howell are CIP vice presidents, and Jack Arbib is national sales director.

## Artist New Press Guy At Albany Variety Tent

Albany — Michael S. Artist has been elected to the tent's crew and appointed press guy by E. David Rosen, chief barker of Albany Variety Club Tent 9. Artist will complete the term of Martin Ross, which expires this Fall. Ross has taken a new position in Tampa.

Artist has been serving as editor of "The Playbill," official monthly newspaper of the tent, since last December. Employed by the Stanley Warner Corp. since his discharge from the U.S. Air Force in January, 1956, he is currently manager of promotion, advertising, public and press relations for the firm's WAST-TV here.

## Reiner, Recording Stars Headline Grammy Awards

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Carl Reiner will emcee the fourth annual "Grammy" Awards presentation of the National Academy of Recording Arts and Sciences May 29 at the Beverly Hills Hotel. Also heading out the trophies will be Gordon and Sheila MacRae, Vic Damone, Percy Faith, and other recording personalities.

## TV's 'Rifleman' Registers 'Name, Ranch & Serial No.'

Dallas — Chuck Connors, star of TV's "Rifleman," has announced formation of the CAF Company with his partner Jim Fitzgerald, to produce a TV anthology based on case histories from U. S. veteran hospitals. He said they have already registered the title, "Name, Ranch and Serial Number."

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Meet: Richard Morris, who directed and wrote some 250 Loretta Young shows in eight years and also found time to write the book of "The Unsinkable Molly Brown," his first theatrical venture. MGM will make the picture version. In August, he will direct the London company with Janis Paige starring. Besides Broadway and TV, Morris has quite a number of screen credits, among them "If A Man Answers," with Bobby Darin and Sandra Dee. He is currently preparing an untitled comedy for Rock Hudson.

★ ★ ★ ★

• • • Director Don Richardson, Emmy winner for "The World of Sholem Aleichem," has moved from New York for a multiple TV deal at MGM. So far, he has been set to direct segments of "Dr. Kildare," "The Eleventh Hour," and "Sam Benedict." His most recent assignments in New York were on "The Defenders" and "The Nurses" for Herb Brodwin.

★ ★ ★ ★

• • • Hank Jones and Dean Kay of the Tennessee Ernie Ford Show will preview original tunes from their unreleased RCA Victor LP when they entertain inmates at Alcatraz May 20. Jack Kruseher, currently in "I Can Get It For You Wholesale" on Broadway, guests on the NBC "Tonight" show May 22. Mickey Rooney's 15-year-old son Timothy has been set for an upcoming role in a "77 Sunset Strip" segment.

★ ★ ★ ★

• • • James Franciscus, currently appearing with Tony Curtis in "The Outsider," is guest star of the May 21 "Ben Casey" episode. Lonnie Rochon, veteran d.j. currently doing six hours daily on KDAY, does things in a big way. His son born over the week-end, weighed in at 9 lbs. 5 oz. Incidentally, KDAY, under new ownership, recently switched to a Negro appeal format.

★ ★ ★ ★

• • • K-EZY prey and g.m. Cliff Gill has been reappointed chairman of the Radio Code Review Board of the NAB. This is Gill's third two year term. K-EZY has expanded its Los Angeles sales office with the addition of Jim Brown. The announcement was made by Ira Laufer, v.p. and general sales manager.

★ ★ ★ ★

• • • Robert Nashick, KTLA's Director of Promotion and Advertising, has announced the appointment of Ed Riekey as his assistant. Riekey replaces Bob Tolliver, who left to join KRTV, Denver, as Director of Promotion. The Lettermen, opening tonight at the Crescendo, compete with themselves when they appear on the "Bob Newhart Show," taped Monday.

★ ★ ★ ★

• • • Watch for an important announcement this Summer from Ken Morgan, who just announced his resignation as publicity director of Desilu after 11 years. Warner Brothers Records has signed comedian Pat Buttram to an exclusive contract. A&R director Jimmy Hilliard has announced. Buttram is working with Hal Kanter and Milt Josephberg in preparing his new album for late Spring release.

## Ch. 11 Challenges Flagships

(Continued from Page 1)

network outlet dominance in the late evening hours. The nightly "Best of Groucho Marx" on WPIX will be scheduled a half-hour earlier, immediately preceding Allen.

The expansion will increase the station's operating schedule by 35 hours a week and calls for more than 60 hours a week of new programming.

Station news and public affairs will be expanded to a series of cameo presentations during the day.

Additionally, the station will present civic leaders in weekly half-hour discussions of important issues, another using educators, and still another presenting

"Great Theologians of Our Times"

Documentary co-production deals with telefilm companies throughout the free world have also been entered into by Channel 11. These will range from the current Vietnam crisis, to be filmed by a Japanese crew, to a J. Arthur Rank deal on a new skein depicting Britain's battle for survival during World War II. Supplementing its sports specials is to be a new golf series starring show world personalities.

Keeping pace with the "pouring in" of programs, the station has just purchased a new mobile truck equipped with the latest in electronic gear.

## Screen Gems Tinkering 10 Series; 3 for NBC

Screen Gems is currently tinkering 10 series in color — them slated for network treatment next season. The "Empire," hour dramatic feature skein being filmed in color around Santa Fe. "Hazel," half-hour, studio family comedy, NBC, and Flintstones, animated Barbera series, ABC.

Latest color project is Barbera's "The Jetson," an animated cartoon set for Fall. Present plans call for the to be aired in black-and-white but Screen Gems said the change before the Fall pre-date.

## Others Slated for Autumn

Three more SG series produced totally in color, broadcast in B-&W, are "Huck Hound," "Yogi Bear" and "Draw McGraw," all in n spot for Kellogg and all Hanna-Barbera. Bringing color series to 10 are three first-run syndication programs — "Touche Turtle," "Lipsy Lion" and "Wally Gator," production at Hanna-Barbera. They aren't due for airing sometime this Fall.

In addition to those 10, Screen Gems' "Top Cat," current ABC and due for a repeat, the network this Fall, was only filmed in color, as was "Reddy," repeating this Fall. NBC SG also filmed some episodes in its "Shirley Temple Storybook" and "Ford Theatre" series in past years.

## Bearcat's Play Scanned By WKRC's Gene Kelly

Cincinnati — WKRC sports director Gene Kelly will do play-by-play coverage of a game of Cincinnati Bearcat football, announces Hubbard, general manager. Kelly has been covering the Cincinnati Reds, has a daily sports show, "Klubhouse."

## Canada EIA Asks Duty On UK Receiving Panels

Montreal — A request for a per cent import duty on British radio and TV receiving sets was presented to the Board by the Electronic Industries of Canada. Present and TV imports from Commonwealth countries are duty free. The association, whose members include some major subsidiaries of U. S. firms, proposed no duty in the present 20 per cent "favored-nation" tariff.

# 35-TV OGLES BEAUTIES MISS UNIVERSE FINALS

anti Beach — Gene Rayburn will be on-stage emcee when tribute gathers at Convention Hall here to participate in 1962 "Miss Universe Beauty Pageant," to be broadcast day, July 14 on CBS-TV, via Grey Advertising, will

or, burn, who recently played male lead in the Broadway hit, "Bye Bye Birdie," introduce the exotic beauties more than 55 world-wide aphical locations.

**Enthusiast for Color**  
Stage interviews and color, previously announced, will be hands of Arlene Francis as s and Dave Garroway as anchor man.

Levitant, CBS-TV director special Events, will produce, Clarence Schimmel as asso-producer and Vern Diamond actor.

## Will Angel Plays

(Continued from Page 1)

written especially for the The best teleplay presentually on "Broadway Pre-will receive the Goodson-an Award, which will be a way production of the show. dson - Todman, Benoff es, will not share in the suby rights of any of the plays eed on TV, with the excepof the one which will be dced on Broadway.

# ABC Leads Parent to Profits

(Continued from Page 1)  
as, the parent firm's multi-ideo operations were clearly ed as the pace-setter, while dio activities are "making able progress in sales and amming" toward black ink e ledgers.

nderson declared the ABC is "to make our news and ic affairs competio n radio, as as in TV (with) in-ning spon-upport."

the end of e said. AB-participa in foreign encompass-0 stations t countries h have a

of 15 million receiving sets. pride in blazing these new s for expansion was evident Goldenson's comment: "We already established broader lwide interests and arrange- ts than any other company." n the drive to increase station



WALLERSTEIN

## TOWN TALES TOLD IN ORBIT'S WAKE

As astronaut M. Scott Carpenter passes over the U.S. on his orbital flight later this month, NBC News' anchorman Frank McGee will pinpoint his position with biographical sketches of some of the towns along the capsule's path. McGee said, "This will give Americans a more precise idea of just where Carpenter is and how fast he's moving. And those people living in these towns will have the honor of knowing that an astronaut just passed by."

## Two WTVN Officials Direct 3-Day Festival

Columbus — Robert C. Wiegand, general manager of WTVN-TV, has been appointed chairman of a three-day Festival of Arts to be held in Columbus in June. Festival program chairman is Gene D'Angelo, general manager of WTVN-Radio. The event is in observance of Columbus' 150th anniversary.

facilities, he observed, ". . . currently, the network has 121 primary affiliates covering close to 90 per cent of U. S. TV homes. We are pleased with the action of the FCC to expedite the allocation of a third station in certain two-station markets."

Indicative of its video climb, Goldenson, aiming for a "full share of the three-network pie," pointed out that ABC has increased its share in three billings from nine per cent in '53 to 25 per cent last year.

**Arlene Francis Hostess**  
He reiterated ABC's faith in the future of tint broadcasting, stating that "if conditions warrant, we will give consideration to an expansion of color telecasting on the network in the 1963-'64 season."

David B. Wallerstein, president of Balaban & Katz, Chicago, was elected a new director of AB-PT at yesterday's stockholder's meeting. His business career started in 1926 with B & K, a major AB-PT theatre subsid operating theatres throughout Illinois and Indiana.

# 7 Arts Adds 7 Sales On Warner Post-'50s

Seven Arts Associated has added seven more sales for its 122 Warner Bros. post-'50 features, with its Volume 1 now in 123 markets; 2 in 90 markets, and Volume 3 in 43 markets. It was announced by Robert Rich, VP-general sales manager, and Donald Klauber, VP-national sales manager.

Latest sales were to WMAR-TV, Baltimore, and KDUB-TV, Lubbock, which both acquired Vols. 2 and 3; KMBC-TV, Kansas City; KFIE-TV, Evansville, and WLSL-TV, Roanoke, which all acquired Vol. 3, and KEYT-TV, Santa Barbara, which bought Vols. 1, 2 and 3, placing all three packages on a total of 30 stations.

Seven Arts added that its post-'50 Warner Bros. features are now on a total of 145 stations in 124 markets, with 51 of the outlets NBC primary affiliates; another 51 CBS primary affiliates; 33 ABC outlets; seven are independents, and three have multiple affiliations.

## Expands Programming

Fresno — All-religious station KBIF has added "Air Mail from God," with the Rev. John Olson; "The Bible Study Hour," and "Voice of China and Asia" to its schedule.

## WLWC Spins Support For Kid Crate Racers

Columbus, O. — WLWC, Crowley Broadcasting outlet here, the Columbus Jaycees and local Chevrolet dealers are sponsoring the Greater Columbus Soap Box Derby July 15. Entrants will try for the nationwide championship race at Akron. In charge of the station's part of the activities is John Burpee, promotion manager.

## Pat Buttram in N.Y. For Radio-TV Tapes

Pat Buttram, personality on KNX, Hollywood, is in New York taping shows all this week with Arthur Godfrey. They will be heard on KNX and the CBS Radio Network on programs scheduled for next week.

Pat will also visit NBC-TV's "Tonight" show for a taping on Friday that will be viewed in the Southland at a later date. He returns to the West Coast on Monday.

During Pat's New York trek, Leo McElroy is subbing on his afternoon show, injecting recorded comments from Buttram.



AIRLINE TICKETS — Los Angeles, Chicago, New York



PRIZES for your important Radio and TV promotions.

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730 Fifth Avenue, New York 19, N. Y. Plaza 7-9500

MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

## 21 More Stations Buy MCA-TV Oil-Nettlers

MCA-TV has added 21 new station sales for its half-hour off-network series. The company is offering 117 segments of "M-Squad," starring Lee Marvin; up to 276 segments of "Dragnet," starring Jack Webb, and 173 segments of "Love That Bob," starring Bob Cummings, for local station programming.

Newest purchasers of "M-Squad" are WAST, Albany; KOMU-TV, Columbia, Mo. KRLD-TV, Dallas; KLRJ-TV, Henderson, Nev.; KNBC-TV, Kansas City; WATE-TV, Knoxville; WVEC-TV, Norfolk; WHYN, Springfield, Mass.; WSPD-TV, Toledo, and WITN, Washington, N. C. "M-Squad" also has been renewed for an additional season by KYW-TV, Cleveland; KIEM-TV, Eureka-Medford; KPFE-TV, Fresno; KNOE-TV, Monroe; KPX, San Francisco and KING-TV, Seattle-Tacoma.

"Dragnet" has added WRGP-TV, Chattanooga; KHSL-TV, Chico-Redding; KID-TV, Idaho Falls; WSPD-TV, Paducah; KOIN-TV, Portland, Ore.; KETV, San Diego; WSPA-TV, Spartanburg, and KVOO-TV, Tulsa. New sales of "Love That Bob" were to KID-TV, KETV, Omaha, and KPTV, Portland, Ore.

## Debby Miller Produces Pony Project Telecast

Philadelphia — A project to aid storm rehabilitation on Chincoteague Island, home of a herd of wild ponies, will culminate Saturday when WCAU-TV cameras go to a fifth grade school room in Glassboro, N. J., to present "Misty Comes to Call." Misty is one of the ponies whose story was told in the classic "Misty of Chincoteague."

Many ponies were drowned in the March storm, and the kids and the station got together to donate a new pony to the island.

## WTOL Adds Edwards

Toledo — Donovan Edwards has joined WTOL-TV, where he will handle the local and area segment of the weekday "11th Hour News" and the Saturday "6:30 News Final."

## Stravinsky, 80, Snubs Critics

Igor Stravinsky, approaching his 80th birthday, keeps himself aloof from all opinions regarding his work, other than those given him by the few close friends whom he admires—intellectuals such as Aldous Huxley and Christopher Isherwood. His newest major work, the dance drama "Noah and the Flood," written expressly

## AGENCY NEWSCAST

By RALPH TYLER

The jury for the Advertising Federation of America's 1961-62 club achievement awards has been doubled because of increased local service to advertising by clubs throughout the U.S.

Four categories—public service, PR, public recognition and education—have been subdivided into group one, for clubs up to 100 members, and group two, for those with more. Judging takes place May 25 at the Advertising Club of New York.

The Knudsen Creamery Co. has been appointed West Coast office of Grey Advertising to handle its account effective July 1. Billings are estimated at \$600,000. . . California Oil breaks a heavy ad program on radio-TV Tuesday to persuade drivers to install auto seat belts. Campaign will cover the 12-state marketing area of Caloil and its Chevron brand name. . . James C. Hagerly, Vp in charge of news for ABC, will speak at the annual Pynchon Award Dinner of the Advertising Club of Springfield, Mass., May 28. The Pynchon medal honors contributors to the good of the community. This year's recipients are Edward J. Breck, president of John H. Breck, Inc., and Dannie Brunton, assistant principal of the Springfield Trade School.

Dr. Charles L. Allen, journalism director at Oklahoma State U., has been invited to address the Houston Advertising Club on "Advertising Education." His talk is based on two nationwide surveys made for the American Academy of Advertising.

Denver Data. — Richard D. Wentland and Eugene B. Finkelstein have joined the Denver staff of Doyle, Kitchen & McCormick as copy-contact and production manager, respectively. The Western division of the New York agency is expanding to handle the growing requirements of client Colorado Fuel and Iron Corp. . . First place in the Advertising Club of Denver's bowling league has been won by the Harold Walter Clarke agency team captained by Bill Payne. . . A. L. Schafer has joined the staff of Lyle Mariner Associates, PR agency, as assistant exec. He formerly pub-

lished the Northwest Colorado Press, a weekly newspaper at Craig, Colo. Lynn Reed, who joined Durey Ranek Advertising as account exec in 1960, has been named a VP. He was previously with KOA and KHOW, both Denver.

for TV, will have its world premiere June 14 on CBS-TV as a Breck "Golden Showcase" special. Having carried on a spirited feud with professional music critics for the better part of his life, Stravinsky says he feels that most of them—and a good part of the public—do not even know what he is trying to do.

## New Comedy Segs To Fill Skelton Vol

"Comedy Spot," a weekly mer series of new, individual comedies spotlighting stars as the late Ernie K. Shirley, Jones, Charlie R. Margaret O'Brien, Agnes M. head, Edward Andrews, P. Avery, Craig Stevens, Jame mack and Jeanne Crain, prems July 3 on CBS-TV.

The 11-week series, sponsored by S. C. Johnson & Son via Cone & Belding, and Best Division of Corn Products via Lennen & Newell, will for "The Red Skelton Show" through Sept. 18.

The programs, each of deals with a different co theme, were originally creat showcase productions for ble regular series. All but of them have never been b cast before.

## Key TV, H & B America To Set Up CATV Skein

Los Angeles — H&B America Corp., Beverly Hills, and Key Inc., owner of KEYT in Barbara, have reached agree for joint development of com ity antenna TV systems in Barbara and San Luis O counties.

## Thought for Today

"Radio is back as a great power because it has learned to be adaptable, and because it has increasingly met its responsibilities to provide a broad range of important services to our people."

—James D. Shouse  
Board Chairman  
Crosley Broadcasting

lished the Northwest Colorado Press, a weekly newspaper at Craig, Colo. Lynn Reed, who joined Durey Ranek Advertising as account exec in 1960, has been named a VP. He was previously with KOA and KHOW, both Denver.

## Eva Gabor, Spouse View Careers with Hy Gardner

Eva Gabor and husband Richard Brown will guest on WOR-TV's "H Gardner Show" Saturday. They will discuss career and marriage and how they have made a success of both ventures at the same time.

# WTIC - POLITZ STUDY TAKES A NEW AND CLOSER LOOK AT RADIO LISTENERS IN RICH, RICH SOUTHERN NEW ENGLAND

\* YOU, TOO, MAY TAKE A LONG  
LOOK AT THIS IN-DEPTH  
AUDIENCE SURVEY. JUST  
CALL YOUR NEAREST HENRY  
CHRISTAL OFFICE





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90, NO. 95

THURSDAY,

TEN CENTS

Indiana University Library  
Bloomington Ind

## MINOW TAPS MAYORS AS CRITICS

### New York UHF Test Stress Potential Medium: R. E. Lee

Washington Bureau of RADIO-TV DAILY  
Washington — Eyes will be turned to the potentials of UHF when data analyzing is completed on the New York City experiment, according to FCC commissioner Robert E. Lee. He said some 2,000 test sites within the boundaries of the Empire State Building have not given hope for as much area coverage as with VHF, "the pictures by and large are sharp and clean."  
Lee added that if it had been possible to use the 5 megawatts of power which is the maximum permitted.  
(Continued on Page 6)

### Motorola Denies Charges Ads are Exaggerated

Motorola has denied the FTC charges that its advertising exaggerated the merits of its radio and TV sets, and replacement parts. It also denied failing to disclose when essential parts are imported from Japan.

### WJAR-TV Gets Citation from JFK Committee

Providence — WJAR-TV here has been awarded a Citation for Meritorious Service by the President's Committee on Employment of the Handicapped. Alfred J. Massard and Frederick R. Griffin accepted the award on behalf of the station.

### Film Editors Creative, Ass'n Pres. Tells ATAS

Los Angeles — Creative craftsmen and not technicians is the correct category for film editors. Ben Barsha, president of American Cinema Editors, told the National Academy of Television Arts and Sciences, in a request for re-assessment. He was protesting a listing in the Academy's latest brochure in which film editors are included with technical workers.

### KILLER PHONES DALLAS OUTLET

KBOX Newsmen Told First,  
Aid Police in Capture

Dallas—KBOX Action Central News recently scored a dramatic news exclusive when a telephone caller said, "This is Stark speaking... listen carefully. Send a mobile unit to Route One, Grapeville... I just killed my wife... there's a baby alone in the house."  
KBOX newsmen Don Buehler  
(Continued on Page 2)

### Pilkington Targets: Color, Third Channel

Special To RADIO-TV DAILY  
London — Early color TV services, a switch from the present 405 lines to 625-line definition and a third TV channel for the BBC and not the independent networks, are being strongly tipped as three of the proposals which will be made to the government by the Pilkington Committee on  
(Continued on Page 6)

### TV's Growth Abroad Closes Domestic Era, Murrow Tells Execs

"There really isn't such a thing as domestic TV," USIA director Edward R. Murrow said yesterday, noting that the industry, "in view of the enormous expansion of TV abroad, has an important residual which it did not seek."  
He appeared on film before the Radio and Television Executives Society in New York as the organization changed its name to International Radio and Television Society.  
(Continued on Page 8)



McDANIEL

### Publisher Pays \$2.1 Mil. For Eau Claire Channel

Eau Claire — FCC has OK'd sale of WEAU-TV, Ch. 13 here, by Central Broadcasting to Post Publishing for \$2.1 million.

### Let's Talk It Over

Numerology and Gags  
Are Futile Weapons  
Against Time Strength

By ARTHUR PERLES

EVERY TIME-SALESMAN who pounds a Madison Avenue-type beat must be aware of the increasing belligerence on the part of competing media print-sellers as they run out of gas.

Two latest barbs of "outrageous misfortune" slung at purveyors of sight-and-sound advertising have become an annoyance. Only that? Yes, because they were all sting and no bite and because blurring gags will never be an adequate substitute for unadorned facts when it comes to agency buyers.

Case I involves the Bureau of Independent Publishers & Distributors which now claims that TV's greatness is "still a potential... mediocre... and the communication could still have an 'ex' in it."

The IPD spokesman inveighs against Government subsidy for TV "while its unsubsidized competitors scratch along on a subsistence basis." Now, there's a hot one! He probably never heard of favored mailing rates for newspapers and magazines, by a Post Office Department, with red splashed all over its operating ledgers. Could it be too, he doesn't know broadcasters resist with tigerish zeal, the blandishments of Federal subsidy  
(Continued on Page 7)

### FCC's Chief Reveals Knocks and Boosts Figure in Licensing

Miami — The U.S. Conference of Mayors was told that city officials who think their local TV viewers are being short-changed on responsible local programming owe it to themselves and to their constituents to speak out.

"You can let the station owners know when you think they've defaulted on their public service responsibilities," FCC chairman Newton Minow told them, "and you can mobilize support within the community for more responsible local programming."

On the other hand, Minow said, the mayors should reward local stations which break through "the crust of conventional and routine programming" to report and interpret a local problem with skill and imagination — and many of them do — "by letting us know, too," Minow added, "We have those letters for license renewal time."

Minow told the mayors that  
(Continued on Page 4)

### Harris Principal Speaker For Community TV Ass'n

Washington Bureau of RADIO-TV DAILY  
Washington—Rep. Oren Harris (D. Ark.), chairman of the House Commerce Committee, which has jurisdiction over broadcasting, will be the featured speaker on June 19 at the 11th annual convention of the National Community TV Association. To be held June 17-22 at the Shoreham Hotel here, it will feature 23 hours of business sessions.

### Snooky Hosts TV Show For Crosley in Atlanta

Atlanta — Snooky Lanson, singing star of "Your Hit Parade," "Chevrolet on Broadway," "Five Star Jubilee" and recording artist who has several "million-copy" records to his credit, has joined WLWA, Crosley TV outlet here, where he will star in his own show beginning in mid-June.

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**MARVIN KIRSCH** : Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES** : Editor

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Kamayan, Cho, Sillayan, E. Tokyo. Telephone:  
10-0624. MADRID OFFICE: Bobby Ouelman, Edi-  
ficio Espana, Grupo 4, Planta 14.

## On-Air Editorials Aid Fla. Primary Victor

Jacksonville, Fla. — Believed the first such action by a Florida broadcaster, WMBR endorsed John E. Mathews Jr. for State Senator in the Democratic Primary — and Mathews won by more than 8,000 votes.

The station's offer of free time to Mathews' two opponents for rebuttal was accepted only by one of them, Wayne E. Ripley, who also bought political time from WMBR for campaign messages.

WMBR's broadcast editorials began when Ben Strouse bought the station in September, 1958, as the first ever to be aired by a broadcaster in Jacksonville. The endorsement of Mathews was an extension of the editorial policy.

## Fran Smith at WTAE

Pittsburgh — Frances Smith has joined WTAE as production assistant to "The Jean Connelly Show," a regular weekday morning feature.

## NEW YORK OFFICE FOR RENT:

Abundantly large, beautifully furnished office with 1000 sq. ft. typewriters, steel filing cabinets, electric mimeo machine and other modern office equipment. Write:

E. MILES  
40 West 55th Street (Suite 1-C)  
New York 19, N. Y.

# COMING AND GOING

PHYLLIS DOHERTY, WNAC-AM-TV publicist, in Palm Springs, Calif., on vacation.

DON KELLERMAN, producer of CBS-TV's "Accent," off on a survey trip through Missouri and the Mississippi River Valley for his upcoming "An American Summer" series.

ANN PETRIE, WAEC-TV continuity director leaves N. Y. tomorrow on a two-week vacation in Phoenix.

RALPH EDWARDS and JAMES CHADWICK are in N. Y. for agency conferences and to meet with Warren Hull, who will emcee the Edwards "Face to Face" show starting June 24.

SHIRLEY BOOTH has arrived in town for a brief visit before going on to Cape Cod.

KIM HUNTER to Hollywood tomorrow to shoot an upcoming "Dick Powell Show."

# Top RAB Prize to Freberg For Meadow Gold Radio Ads

Stan Freberg of Stan Freberg, Ltd., has won RAB's top prize of \$1,000 in the bureau's nationwide competition for creative excellence in commercials first heard on radio in 1961. The award was for his series of humorous commercials for Meadow Gold dairy products, via Hill, Rogers, Mason & Scott, Chicago, aired for 12 months in 87 markets.

Second prize of \$500 goes to Edward A. Trahan, radio-TV VP, W. B. Doner & Co., Baltimore, and Ralph W. Cummings, Cummings Productions, New York, for their radio jingle for Gibbs Pork and Beans, a product of Coastal Foods Co. with distribution from Baltimore south into the Carolinas. The jingle is sung by Georgia Gibbs.

## Four Victors at BBDO

Sharing the third prize of \$250 are four execs at BBDO, New York, for a marching song commercial for the F. & M. Schaefer Brewing Co. On the air since last December, it will continue indefinitely and is now broadcast a total of 400-600 times weekly in 22 markets. The four are Tom Anderson, head of radio production; Jim Jordan, VP-creative supervisor; Joe Hornsby, radio-TV music director, and Ted German, radio-TV jingle writer.

Selections were made by RAB president Kevin B. Sweeney; Miles David, the bureau's administrative VP, and the RAB board of directors. More than 300 new commercials were submitted, and awards were made on the basis of originality, creative approach and imagination in the use of radio techniques.

## Urges 'Stop Freberg'

Said David: "Freberg's Meadow Gold commercials are great and we're happy a commercial series this good won. But we hope next year's competition will develop into a 'Stop Freberg' movement among other creators of commercials. The fact that Freberg wins commercial competitions so consistently is a tribute to his creativity. It also indicates there aren't enough great creative commercial writers working in radio."

## Gen. Cigar Hits Triple With Preakness Backing

General Cigar Co., via Young & Rubicam, will sponsor CBS Radio's exclusive coverage of The Preakness on Saturday and The Belmont Stakes on June 9, rounding out its sponsorship of CBS Radio's entire presentation of the Triple Crown of Racing. Jack Drees will call the running of both classics. Jack M. Dolan, CBS Radio sports director, is the producer.

## TV-Radio Men Pick Chappel As Leader

West Coast Bureau of RADIO-TV DAILY Yosemite — Lloyd Chappel, news director at KYNO, Fresno, has been elected state chairman of the California Associated Press TV-Radio Association. He succeeds Pat Higgins, news director of KOGO, San Diego. Milt Cook of Riverside's KACE is the new vice chairman.

The Radio-TV News Directors Association held a western regional meeting at Yosemite National Park in conjunction with the AP gathering. The RTNDA conducted panels on radio-TV editorializing, and on the problems of libel and copyrights. Watson Sims, editor of the AP world service department, was the main speaker.

## KBOX Nets Killer

(Continued from Page 1)

quickly contacted the Sheriff's office, and within minutes lawmen and KBOX newsmen converged on the scene in Grapeville, where they found the bullet riddled body of a 41-year-old woman.

Buehler began appealing on KBOX for the killer to give himself up to lawmen, and moments later Richard Henry Stark surrendered to sheriff's deputies.

# FINANCIAL

(May 16)

## NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	13 1/2	15	15
ABPT	36 1/2	35	35 1/2
A. T. & T.	122 1/4	118 1/2	120 1/2
AVCO	24 1/2	23 1/2	23 1/2
CBS	40 1/2	39 1/2	40
Columbia Pic.	21 1/2	20 1/2	20 1/2
Crow-Coll.	32 1/2	31	31 1/2
Decca	44 1/2	43 1/2	43 1/2
Disney	33	32 1/2	32 1/2
East. Kodak	108 1/2	107 1/2	108
Gen. Elec.	42	40 1/2	40 1/2
General Tel.	23 1/2	23	23 1/2
Hazeltine Corp.	22 1/2	22	22
Magnavox	42 1/2	41 1/2	41 1/2
MCA	53 1/2	53	53 1/2
M-G-M	41 1/2	41	41 1/2
Nat. General	7 1/2	7 1/2	7 1/2
Paramount	47 1/2	45 1/2	46
Plough	68 1/2	68 1/2	68 1/2
RCA	56 1/2	54 1/2	55 1/2
Storer	33 1/2	33	33
Toll	18	17	17 1/2
20th-Fox	28 1/2	28 1/2	28 1/2
United Artists	31 1/2	31	31
Warner Bros.	15 1/2	15	15
Westinghouse	33 1/2	32 1/2	33
Zenith Radio	64 1/2	63	63 1/2

## AMERICAN STOCK EXCHANGE

Cophol Cities	16 1/2	16 1/2	16 1/2
Detulu	9 1/2	8 1/2	9 1/2
MPO	9	8 1/2	8 1/2
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	5	4 1/2	4 1/2
Rollins	11 1/4	11 1/4	11 1/4
Screen Gems	17 1/2	17 1/2	17 1/2
Technicolor	15 1/2	15 1/2	15 1/2
TelePrompTer	11 1/4	11	11 1/4
Trans-Lux	13 1/2	13 1/2	13 1/2
TV Industries	2 1/2	2 1/2	2 1/2

## OVER THE COUNTER

	Bid	Ask
Jerrold	7 1/2	8
Meredith	28 1/2	31
MetroMedia	15 1/2	17
Official Films	1 1/2	1 1/2
Scrantom	7	7
Sterling	1 1/2	2
Transcontinent	9 1/2	11
Wometca	22 1/2	24

\* Courtesy of National Association of Security Dealers.

## AIR CONDITIONERS SALE

All Makes —  
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## Chicago Outlet Plans Special Programming 2-Day Celebration

Chicago — WGN, marking 40th anniversary on Saturday, has planned a two-day observance of the event with a series of special broadcasts. Tomorrow, a three-hour "WGN Birthday Party" broadcast will use many highlights of the station's history.

Hosts Jack Brickhouse, Pierre Andre and Eddie Hubbard will begin with special guests Queen Elizabeth, Bob Elson and Ralph Ginsburg, plus veteran newspaper columnists, about radio's early days. Bert Trenderler and the "WGN Orchestra" members of the "WGN Big Band" and Harold Turner will play the pipe organ will provide music.

### Old-Time Greats

Recorded excerpts of outstanding radio features, programs, and personalities of the past 40 years will be heard include the Hindenberg disaster, Eddie Cantor, Kate Smith, and voices of many former Presidents.

Governmental and civic officials who wish to be heard on this broadcast include NAB president Leo Collins; FCC chairman Newton Minow; Illinois Sens. Dan Rostenkowski and Douglas, and Chicago Mayor Richard Daley.

On Saturday, beginning at 5:30 a.m. the "Eddie Hubbard Morning Show" will feature specially selected music of the last 40 years. At 6 AM, Wally Phillips' program will also present a history in sound.

### Ball Game Precede

WGN's broadcast of the Cubs' special "Lead Off Man" program at 2:20 PM, with Jack Quinlan and Lou Boudreau recalling the Cubs game of May 19, 1922, and baseball greats of the past. Following the game "The Jack Taylor Show," "Music for Squares" and "The Best of Broadway," will contribute to the top entertainers and the tunes they featured during the past 40 years.

Throughout WGN's anniversary celebration brief news headlines from the past will be heard on any of the station's newscasts.

## Sugg Elected to Board

### Deafness Foundation

A. "Buddy" Sugg, exec VP of NBC-owned stations and NBC record sales, has been elected to the board of directors of the Deafness Research Foundation at its annual meeting in New York. The foundation is the nation's only organization devoted to furthering research into the causes, prevention and cure of deafness.

## Fake Disks Now Big Racket

Washington Bureau of RADIO-TV DAILY

Washington—The House judiciary committee is currently holding hearings on a bill to provide federal penalties for counterfeiting of hit musical records.

The bill was introduced by Rep. Emanuel Celler (D. N. Y.) at request of the Record Industry Association of America. Present laws provide only misdemeanor punishment for record counterfeiting, which RIAA says is insufficient to

deter even those who have already been caught once.

RIAA director Henry Brief has charged that profits to be made from record counterfeiting are so attractive that the organized underworld is moving to take over the racket from current individual operators. "The profit margin is better than they can make from peddling narcotics," he charged, "and the risks are far fewer."

## Klein Named Director Of NBC International

Joseph M. Klein will become director of NBC International on



KLEIN

May 28, succeeding Clifford W. Slaybaugh, it was announced by Alfred R. Stern, VP in charge of NBC's Enterprises Division and chairman of NBC International. Klein was formerly a director at Remington Rand International, and before that was international operations VP of the Clary Corp.

Commenting on the appointment, Stern noted: "His first-hand experience in foreign markets and his solid business background make Joe Klein an ideal choice for the job. Although he is only 40 years of age, 15 of those years have been spent professionally in the field of international trade operations. NBC International's future is one of expansion, with an eye to diversification. To these ends we welcome Klein's contributions."

NBC International does business in some 60 nations and is principally involved in TV programming, management services and investments.

## Albany Channel Debuts Roberts' 'Wack's Works'

Albany—"The Wack's Works," a new five-minute TV comedy series starring Stan Roberts, will be seen Wednesday and Sunday nights on WAST, beginning this week. Sponsor is Bumstead Chevrolet of Troy, N. Y.

Locally produced, the program will feature "conversations" between Roberts and such comedy luminaries as Jose Jimenez, Shelley Berman and Jonathan Winters.

## Edwards Taps Hull To Emcee New Show

Norfolk — WTAR-TV personality Warren Hull has been asked by producer Ralph Edwards to emcee a new CBS-TV program "Face to Face" in Hollywood this summer. Hull, co-star of WTAR's "Get Together" with Mildred Alexander, leaves for the coast this month and returns to Norfolk in the Fall. "Face to Face" is scheduled as a Summer replacement for the Jack Benny show.

Hull, a veteran of pre-TV radio, produced with Parks Johnson the CBS show "Vox Pop." Moving to TV, he emceed "Strike it Rich" for a number of years.

## Eli Broadcasters Hail White House Reporter

New Haven—NBC News' White House correspondent Sander Vanocour has received a "Broadcast Leadership Award" from Yale Broadcasting Corp. It was cited for "giving personal insight and a human dimension to the office of President of the U. S. through his

Washington Bureau of RADIO-TV DAILY

Washington — Sander Vanocour will be on a panel of Washington newsmen to be questioned by Presidential press secretary Pierre Salinger and Sen. Hubert Humphrey here Tuesday at the 1962 Campaign Conference for Democratic Women.

coverage of the man who now occupies the nation's highest position."

Vanocour also accepted a leadership award for Newton N. Minow, FCC chairman, unable to attend.

## Radio Warned: Stop Playing of Numbers, Return Creative Fare

Pearl—The radio industry has been warned that it must stop playing the "numbers game, which has proved so disastrous for the magazine industry, and provide listeners with more of the creative fare radio used to offer." The admonition was delivered by Jonne Murphy, time buyer for Lawrence C. Gumbinner Advertising, before the Peoria Advertising and Selling Club.

Pointing out that radio is a personal medium, Miss Murphy stated that "listeners have an empathy with and a personal concern for outstanding radio personalities, almost as members of the family" and she advised the radio industry to offer "excitement and intellectual stimulation, promote personalities and their personal appeal to the individual, provide the agency time buyer with qualitative evidence of listener response."

### Urges Creative Buying

"Stop just 'counting the house'," she warned, "agencies need qualitative evidence to convince clients that creative buying can be far superior to buying by the numbers."

Miss Murphy described her eight-point program to help sell radio to more agencies and advertisers and listed among the most important: sell non-listeners what you have to offer them and make it exciting enough fare to induce them to tune in; provide agencies with as much factual data as possible beyond the total size of the radio audience; try to determine how your market and your station might help an individual brand's sales problems, and develop a story on your station audience image.

## String Quartet Repeats Opener for 15th Ann'y

The WQXR String Quartet, one of the few musical groups organized by a radio station for its own use, will repeat its first program on Saturday in observing its fifteenth anniversary. The program will consist of Haydn's Quartet in G. Opus 3, No. 2; Schubert's Quartet in D minor, Opus 157; and Mozart's Quartet No. 23 in F.

## Medicare Foes In ABC Switch

Sen. John Tower (Rep., Tex.), a foe of federal medical care for the aged, will replace another medicare opponent, Miami surgeon Dr. Edward Annis, May 27 on ABC-TV's "Issues and Answers."

ABC said Dr. Annis accepted and then rejected an invitation to appear on the program, saying: "I do not wish to be associated on any program with the Javits or Bow bills." Both Sen. Javits and Rep. Bow have proposed medical plans and are scheduled to appear on the program.

## Sevareid Gets Plaudits Of D.C. Correspondents

CBS newscaster Eric Sevareid has been voted the top broadcasting correspondent by members of the Washington press corps. In addition to his new "CBS News With Eric Sevareid" broadcasts, he is also moderator of the "Great Challenge" series.

## Philly 'TV Seminar' Sets Summer Sked

Philadelphia—A group of diversified courses has been selected for the Summer schedule of "Television Seminar," WCAU-TV's Monday-through-Friday, early morning college lecture series. Currently being presented is "Laughter Is a Funny Business," a course in comedy with Edwin Burr Pettit of Brandeis U., which will run through May 25.

### Credit Course Stated

Beginning May 28 through July 6 will be a rerun of the college credit course, "The Short Story," with Dr. MacEdward Leach, Pennsylvania U. English professor. Also presented for college credit will be "History of the Far East," a rerun of the series with Dr. Hilary Conroy, Pennsylvania U. associate history professor, which is scheduled to begin July 9 and run through Aug. 17.

A course of "Urban Politics," prepared in cooperation with Massachusetts Institute of Technology, will be presented beginning Aug. 20 through Sept. 7.

## Minow Advises Mayors

(Continued from Page 1)

passage of all-channel set legislation pending in the Senate will open the way for municipal stations as well as educational. The pending bill, together with one already passed providing Federal matching funds for educational TV stations produced this quote from Minow:

"I'll bet you a cigar large enough to produce a smoke-filled room that in a few years we will have a full-blown, non-commercial high-quality network spanning the nation."

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By TED GREEN

• • • Jim ("Mr. Magoo") Backus and wife, Henny, have authored one of the funniest books in years, "What Are You Doing After the Orgy?" The best-seller relates some of their hilarious experiences in Videoville and Filckerland. Backus, who will host CBS's "Talent Scouts" this Summer, and Henny, now starring in NBC's "Your First Impression," also wrote the funny "Rocks on the Roof" a few seasons ago.

• • • Lovely Lisa Baer and trade paper writer Jesse Gross walked down the middle aisle in NYC . . . The Four Ayalons, talented Israeli vocal-comedy group of the Cafe Sahbra nightclub revue, waxed their first U.S. album, "Sing Along with Israel," being released by Ate Records . . . The music world is mourning the loss of jazz violinist Eddie South . . . Songstar Connie Francis, a big hit on her current European tour, has been named Queen of the annual Venice Song Festival held in Lido, Italy . . . Comedienne Rusty Warren is telling of a new foreign film which is having censor trouble. The producer can't find a censor to find anything objectionable about it . . . Persian Room star Enzo Stuarti will film a TV series in his native Italy this Summer . . . Singer Guy Mitchell is planning to shoot a pilot film based on the life of famed bronco hustler.

• • • Meet: Tony Bennett, who first skyrocketed to fame over a decade ago with such hit tunes as "Because of You," "Rags to Riches" and "Stranger in Paradise." Born Anthony Benedetto in Long Island, the Columbia Records' star began his meteoric rise when he placed second to Rosemary Clooney on Arthur Godfrey's "Talent Scouts."

As a result he joined Jan Murray's "Songs for Sale" TV show. Appearing in a Greenwich Village nitery on the insistence of Pearl Bailey, the young vocalist was spotted by Bob Hope, with whom he embarked on a nationwide tour. Mitch Miller signed him to a recording pact at Columbia and Tony's first disks sold way over the million mark. Retaining his outstanding popularity as a disk star, Tony has also appeared at the top supper clubs throughout the nation, and has guest-starred on most of the leading TV shows. His latest album, "Mr. Broadway," a compilation of show tunes Bennett introduced on wax, is a best seller. Just back from a smash engagement at The Dunes, his next top this season will be Chicago's Living Room and he will star in a concert at Carnegie Hall, June 9.

• • • Steve Lawrence wrote the title song for "Flesh And The Soul," a picture that will be filmed in Israel. Steve, incidentally, is taking dramatic lessons . . . Oscar Brown, Jr., will give a concert at Carnegie Hall May 27 . . . Comic George Kirby, now at the Copia, says a real diplomat is a guy who can convince a woman it would be a shame to hide such a beautiful figure under a fur coat . . . Dean Stockwell looks like the Montgomery Clift of 10 years ago . . . Johnny Carson is against 3 PM coffee breaks. Says they're liable to keep the help awake the rest of the afternoon . . . At Mike Manuche's, Bette Davis offered her definition of loneliness: "Being lost in despair"

• • • Bob Dixon, who is heard daily on CBS Radio, does the Trispan TV commercial, and is also the off-camera voice on the TV commercials for Mobil Gas; Noreen; Mennen; and Color Forms, all on nationally . . . Elia Kazan long-distanced to George Maharis in Santa Monica Hospital, where the young star is recuperating from his bout with hepatitis, with regard to Kazan's forthcoming film to be shot in Greece this Summer. Maharis plans confabs with Kazan as soon as he returns to New York in about two weeks.

• • • Goings on at Mercury Records: Herman Clebanoff, whose latest Mercury album is "Strings of Fire," will open June 14 for a two-week stand at the Flamingo in Las Vegas. Clebanoff will also head up an Aug. 25 concert at the Hollywood Bowl . . . Leroy Van Dyke's manager, Joe Wright, reports that the hot singer has been booked to appear in close to 60 fairs throughout the country this Summer and Fall.

## Comic, Band Leader Joe Jr. High Music Salute

Comedian Sam Levenson and band leader Paul Taubman will give a "Junior High School Salute Music" Saturday on New York WNBC-TV. An orchestra chorus made up of junior high students from all New York boroughs will be featured. The program is one of the station's weekly "Tri-State Reports" on educational

## Digges Makes Pitch For Retarded Kids

Sam Cook Digges, administrative VP of CBS Films, will sponsor

May 24 for the Association for the Help of Retarded Children when its 1962 Humanitarian Award is presented to Attorney Gen. and Mrs. Robert F. Kennedy. The ceremony will take place at a \$100-a-plate dinner at the Hotel Astor. Toastmaster will be CBS News correspondent Wall Cronkite.

Digges will be introduced by wife, Carol Knox, star of WNBC-TV's "Family" show. Performers will include Johnny Carson, Richard Hayes, Dorothy Lamour, Carmel Quinn, Steve De Pas and Paul Taubman's orchestra.



DIGGES

## ABC Films Ups Strobel To Operations Director

Leonard E. Strobel has been named director of film operations for ABC Films, replacing Gilbert S. Cohen, who has been promoted to assistant director of international sales. Strobel will also retain his former duties as traffic manager.

He joined ABC Films in September, 1959, from Lennen & Newell, where he had been assistant to the head of the radio-TV commercial production department. Prior to that, he had been an optical and animation cameraman.

## 'Outdoor Fun'

Minneapolis — "Outdoor Fun" a weekly series covering fishing, boating and general vacation activities in Minnesota and Canada debuts today on WTCN. Producer Roger Kent will emcee the programs.

## STORK NEWS

It's a boy, John Daniel, for Doris and John Bilyeu, with KMBC-TV Kansas City.

# WPIX Banners \$3 Million Expansion Plans

## Day-Kid Shows, Nighttime Series, Station Blueprint

Details on the \$3 million expansion plans of WPIX, New York, announced yesterday in a TV Daily follow-up.

A new daytime sked, re-named the Regents Educational project, will include children's programs from 9 to 9:30 AM weekdays. Also included is a new program from 11 to 11:30 AM, "Jungle Boy," slated for Sunday evenings, and a two-teletext of "Comedy Party" on Saturday mornings. New Hanna-Barbera cartoons will be seen weekdays on "Car-Zoo."

At night, the independent has been rerun rights to several ongoing series, including "Address in Paradise," starring Robert McKay; "Frontier Circle with Chill Wills, John Derek and Richard Jaeckel; Boris Karloff's "Thriller," "Checkmate" suspense program, and "Arty Golf."

### Documentaries Planned

Along upcoming documentary series, WPIX will telecast a program on the solar system, "Universe," an in-depth portrait of "Einstein," the story of Argentina's Evita Peron, titled "The Powerful Woman of the Century," and an English-filmed "The American." Some of the programs after their New York premiere will be scheduled for syndication nationally by Desilu Inc.

## Liberty Bell Rings, Brinkley and Brinkley

Philadelphia — Chet Brinkley and David Brinkley have been named for the fourth annual Gold Key Bell Award by the TV Radio Advertising Club of Philadelphia. The two NBC News correspondents were cited "for outstanding contributions in the field of TV journalism, news reporting and documentary programming."

## Susan Starr To Play Cousins' Work on WQXR

Seventeen-year-old Susan Starr, American to win a prize in the International Tchaikovsky Competition, will be interviewed tonight on WQXR by Jim Chasins, station music director. Miss Starr, who shared first place honors with a contestant from Communist China, will play two selections, one of which Chasins composed.

## Newhart Night Spot Gets Daytime 'Hunch' Backed by Sealtest

"Play Your Hunch," NBC-TV's daytime game show, will also be a Wednesday nighttime feature on the network this Summer, for a 15-week period running from June 20 through Sept. 26. It replaces "The Bob Newhart Show" and will be sponsored by the Sealtest Division of National Dairy Products Corp., via N. W. Ayer & Son.

### Merv Griffin Host

Merv Griffin, host of the daytime "Hunch," will perform in the same capacity on the evening version. The nighttime show, like its daytime counterpart, will be a color series. Also continuing in their present posts will be producer Ira Skutch, director Mike Gargiulo and announcer Johnny Olsen.

Nighttime "Play Your Hunch" will employ virtually the same format as the daytime audience-participation show, except cash prizes will be increased.

Packaged by Goodson-Todman Productions in association with NBC-TV, "Hunch" has been a Monday-through-Friday feature on the network since Dec. 7, 1959. It also had a nighttime run on NBC-TV during the Spring and Summer of 1960.

## NYC Official to Guest With Elizabeth Morgan

Emma Alden Rothblatt, deputy commissioner of New York City's Commerce Department and special events and public events director for New York City will guest today on WJZ's "Elizabeth Morgan Show."

## Richard Rodgers to Appear On 4-Hour Salute by WHN

Richard Rodgers will appear in station premieres his new four-hour music spectaculars with "The Sound of Richard Rodgers." With Hans Andersen serving as host, the special will span the almost 60 years of the composer's personal life (his birthday is June 28) and the 42 years of his professional life.

Joining in the WHN salute will be many of the great names of show business who have been associated with him and his works over the years. Included among these are Diahann Carroll and Richard Kiley, stars of his current Broadway success, "No Strings," and Mrs. Dorothy Hammerstein, widow of his late part-

## TV Can't Rest on Laurels: Swezey

Washington — Robert D. Swezey, NAB Code Authority director, has called on the TV industry to accept its challenging opportunity to grow to full maturity by exposing its tremendous audience to the vital issues and trends of the day. If TV rests on its laurels and fails to present significant trends and issues "fairly, understandably and persuasively," he said, it runs the risk of becoming mired in a rut of mediocrity and conformity. In an address entitled "Television—Man or Mouse?" before the Advertising Club of Metropolitan Washington, Swezey said the time has come for TV to "live dangerously" to achieve its full stature.

## MR. MAGOO STARS IN SCROOGE ROLE

An hour-long color cartoon version of Charles Dickens' "Christmas Carol" will be seen on NBC Dec. 18 with Jim Backus as the voice of Mr. Magoo in "Mr. Magoo's Christmas Carol."

Timex watches will sponsor via Warwick & Legler Inc. It is to be produced by UPA Pictures Inc., Hollywood, in association with NBC-TV.

## 6 More Stars Enlist To Present Emmys

Six more TV personalities have been named as presenters on next Tuesday's Emmy Awards telecast on NBC. Heading the list are Jimmy Durante and Dave Garraway, who will appear in New York, with Lucille Ball, Walter Brennan, Barbara Stanwyck and Jack Webb making the presentations in Hollywood.

The six join Arlene Francis and Cyril Ritchard, who have already been announced to do the honors here, and Fred Astaire and Loretta Young from the Coast.

## Atlantic TV Hypos Film Distrib Setup

Atlantic Television, a wholly owned subsidiary of Astor Pictures, is intensifying its sales activities and revitalizing its TV film distribution setup, it was announced by Atlantic president Dr. Alfred H. Morton. He said that under the plan Atlantic will augment its current film library of 200 features with some 20 films a year selected from Astor's theatrical releases.

Dr. Morton reported the company is now putting together a new package of 48 post-'48 films, plus an economy package for use in secondary time spots, and is also pushing ahead into the foreign TV field. He said the economy pack is designed to be so flexible that stations will have an option clause enabling them to select product which meets their individual needs.

In line with the new moves, Atlantic is consolidating its sales department at the headquarters of Astor Pictures in New York.

## TV Set-Sales in KC Up Over Last Year's

Kansas City — TV set sales in this area for the month of March totaled 6,455, according to the Electric Association.

The figures represent an increase of 1,580 sets over March last year, and a decline of 205 from this past February. Saturation here is about 93 per cent.

## Party Time

Dallas — Lee Segall, owner of KIXL, has announced plans to sponsor a 15th anniversary party for the station on June 7 at the Adolphus Regency Room.

## RAB Ups Peterson To Copy Chief Post

William K. Peterson has been promoted to copy chief, for RAB, after serving the bureau four years as a presentation and promotion writer. Before joining RAB in May, 1958, Peterson was a publicist and press-book editor for 20th-Century Fox.

**In Just One Day, One Station Sold Over \$20,000  
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Your Station Can Do As Well — Or Better!**



(Not! It's not a real helicopter, but it sure looks like one! See below.)

If your station is aggressively sales minded . . . if you want sponsors who'll sign for long-term contracts because you can sell their products, then get the full details on the hottest sales and merchandising plan in television today!

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We'll show you how your salesmen can take 14 pages of blank paper and come up with a powerful "Year Round Merchandising Plan" for any specific client you select!

We'll show you how to get 52 week contracts instead of settling for short flights!

We'll show you how you can make almost any salesman a TOP SALESMAN for your station!

**WRITE OR WIRE FOR DETAILS NOW!**

The **FLYING TIME** Package is built around the fantastic appeal the **NORSTAN HELICOPTER** has for youngsters. IT'S REALLY A KIDDIE RIDE, but it looks and acts just like a real helicopter. Can be "flown" by kids of six or older; operates with real controls; comes mounted on its own trailer-platform for towing to shopping center or supermarket locations, or in parades, etc. CLIMBS! BANKS! HOVERS! DESCENDS! ALL THE THRILLS OF REAL FLIGHT! THE WORLD'S GREATEST KIDDIE RIDE ATTRACTION! Operates on end of vertical hydrovic-ram pole!

The **FLYING TIME** Merchandising & Sales Package is the greatest money-maker to come your way! Get More Sales! Get More Profits for Your Station! Send for complete information today!

— A Wichman Industries, Inc. product

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## M'g Slash Primed CBS Profits: Forbes

The main reason CBS's first quarter '62 profits jumped 28 per cent was that the company got out of electronics manufacturing, according to an article in the current issue of Forbes magazine.

Forbes said the company's billings and record sales "had to carry some \$7 million of electronic red ink annually." The losses were finally chopped off — "and the network was also clearly outdistancing its rivals in TV sales. Well over 90 percent of Fall season time had been sold to advertisers by early this month."

"All in all," the magazine said, "the networks seems to have discovered a tried-and-true formula for success: doing what comes naturally by concentrating on entertainment and news — and leaving manufacturing headaches to others."

## Space Needle and Hulas Await Bill Gordon Tour

Cleveland — Bill Gordon, host on WERE Radio's "Apartment 13," will take a tour group to the Seattle World's Fair and Hawaii, leaving Cleveland Sept. 6 and returning on the 16th. The tour package is \$685 per person. Judy Kaufman at WERE is handling inquiries.

## Beecham, 'Magic Flute' Bow on 'World of Opera'

Mozart's "Magic Flute" will be heard Saturday on WOR's weekly opera series, "Radio's Golden World of Opera." The presentation, hosted by Jay Harrison, features Erna Berger, Tiana Lemnitz, Helge Roswaenge, Wilhelm Strienz and Gerhard Husch. The late Sir Thomas Beecham will conduct.

## Lee Lauds UHF Medium

(Continued from Page 1)

mitted for UHF by the FCC, then the "comparison with VHF would be substantially more favorable."

Lee said the FCC wants to donate experimental UHF to New York City after conclusion of the tests, but that the city would have to buy the equipment not owned by the commission, but merely leased for the experiment. If the New York Board of Estimate fails to authorize the expenditure, it will cost the FCC about half of what the equipment would cost New York City merely to remove it.

Lee said passage of the all-channel TV set bill currently pending in the senate would greatly encourage UHF TV, and would put many new ETV stations on the air.

**Movies Get Free PI  
In New Series Box  
Hollywood —** The Larry kes-Mike Morris TV play for Hale's Men " will be used 1 off the Ernie Borgnine star ABC-TV in the Autumn. It "Movies are Your Best Dive

## Pubserv Time Up By Carolina Station

Winston Salem, N. C. — yesterday reported a near cent increase in public service programming last year. PS announcements, for example creased from 4,254 in 1960 to in 1961 on radio, and from to 8,393 on TV.

The station's public service posed of Jean Isenhower, P ordinator, and Harvey Dinkin farm service director, was de with the addition of Max Ulr community service editor and Carver as news and public s director. WSJS's general ma is Harold Essex.

## Pilkington Plans Eyed

(Continued from Page 1)

TV and Radio.

The Pilkington report is pected to be in the governm hands in three weeks, and re sents two years of extensiv, vestigation into the set-up British sound and TV broad ing.

Experts predict that if the TV channel should go to BB will be devoted mainly to ed tional, informative and publi terest programs.

And expert opinion is har ing over the view that Pilkin will recommend a delay in in ducing a second commercial channel, and in giving the ahead" to commercial radio.

## WEDDING BELLS

### Mastrogiacomo-Morgan

Maria Mastrogiacomo and ward Morgan, Jr. were mar in Cambria Heights, N. Y. B is with CBS-TV's program dep ment. Groom is in the prin business.

### Rossi-Keyes

Kathy Rossi, Look Maga staffer, and Joe Keyes, TV Gu N. Y. promotion manager, wed on Saturday at St. Hu Church in L. I.

### Yanowski-Ryder

Barabar Yanowski, Miss I bara of Midwest Airborne TV instruction, will marry Howar Ryder, president of Teleg Corp. Wedding date has not b set.

## Labunski Keynotes Conn. Assembly

Hartford — Stephen B. Labunski, VP-general manager of WCA, New York, will be featured speaker May 24 at the banquet of the general Spring assembly of the Connecticut Broadcasters Association. He recently drew industry wide attention after making strong charges against FCC chairman Newton Minow. CBA president is Sydney E. Byrnes.

his address before a Wilkes-Barre advertising club. Labunski charged Minow had "distorted" radio picture because of his lack of knowledge of the industry that the chairman had not "learned very little" about but had let his "initial inexperience" become "contaminated" with a few questionable facts which led him to numerous and probable conclusions."

## Governor Cites WFAA

Dallas — WFAA has won "The Governor's Special Merit Citation" for major contributions to the safety in Texas in 1961.

## REED TOPPLES CLICHES FOR SYNDIE HIT IN 'BIO'

Upsetting a cartload of syndication cliches, Official Films has turned to a new kind of actuality TV programming in its David L. Wolper-produced "Biography" series and as a consequence,

In an interview with RADIO-TV DAILY, Seymour Reed, Official president, said distribution of the series will grow from its present 75 markets to 200 by the end of the year.

"Biography," he explained, breaks with the past for a number of reasons. A real-life collection about noted figures of the century, it has come up with No. 1 ratings in major markets such as New York and San Francisco, to demonstrate that viewers and sponsors find a show with a public interest an entertaining prospect in syndication.

Cautiously optimistic, Reed declared that syndication has reached its low point and is getting better. "However," he warned, "you've got to come up with a winner every time."

Syndication has shaken down



REED

to a few important companies, he explained, well-financed and also backed by good taste in programming. Days of the quick-buck operators of several years ago are over, he added, fortunately for the TV audience and industry.

With more time beginning to open up, because of release of some option time by networks to their affiliates and the establishment of new stations, there is reason to believe that syndication will grow on a sound basis, Reed asserted. Although the time situation has shown a little improvement, he said there's room for much more.

### Says Selling Takes Time

Selling in syndication is no more a matter of offering series to stations, the Official president noted. Nowadays, it takes longer, he said. Official salesmen often corral a sponsor before they come into a station, as they are doing with "Biography." Even then getting the right time can be a problem, he added.

Cost of production has gone up about 35 per cent, it was pointed out. Asked whether a syndicator has to get more for his product in that case, Reed responded that it can also be sold in more markets. A series, once selling in 60 to 70 markets, must now be sold comparably in 100 to 110, he made it clear.

### Truth About Stock Film

A documentary series can run into a top budget, Reed disclosed. Questioned about a common opinion that stock footage is low cost, he said the reverse is true when high production values in such a series dictate that 20 feet of film must be bought in order to use a single foot. Not only are large amounts expended in world-wide buying of footage from every available public and private source, he continued, but also in top-flight editing, writing and production values.

Official, with a library of 37 series, has shows on every New York TV station as well as in major markets throughout the nation and the world, Reed noted. A highly mobile force of seven salesmen and a sales manager operate domestically under his supervision.

### Defines 'A Good Re-run'

Queried about what his idea of a good TV show is, Reed pointed to "Peter Gunn," one of his off-network acquisitions last year and now in over 120 markets. "My idea of a good re-run," he said, is one that's been on the networks at least three years."

## Screen Gems' Skelins On 3 Nels Sal. Ayems

NBC-TV will bring Screen Gems' moppet cartoon series, "Ruff 'n Reddy," back for Saturday morning airings with a live emcee on Sept. 29, placing Screen Gems series on all three major networks every Saturday morning this Fall.

"Skelins will slot repeats of SG's "Adventures of Rin Tin Tin." The Herbert B. Leonard series has already had a five-year first-run on ABC-TV followed by two years of repeats on that network. ABC-TV this Fall will top Saturday repeats of SG's "Top Cat" series, out of Hanna-Barbera. It presently occupies a Wednesday prime-time slot.

In prime evening time next season Screen Gems will have a total of nine weekly series, six returnees from this season and three new programs. Returning are "Dennis the Menace" (CBS), "Naked City" (ABC), "The Donna Reed Show" (ABC), "Hazel" (NBC), "The Flintstones" (ABC) and "Route 66" (CBS). New series are "Empire" (NBC), "Our Man Higgins" (ABC) and "The Jetsons" (ABC).

## St. Louis Synagogue Lauds 'At Your Service'

St. Louis — KMOX's talk-and-information program, "At Your Service," has been honored by Congregation B'nai Amoona here for creating "a better knowledge of the factors affecting our daily lives." The recognition, made at a meeting of the Men's Club of the Jewish Congregation, is the first ever presented to a communications medium.

Representing the station at the presentation were Robert Hyland, CBS VP and general manager of KMOX; news and public affairs Rex Davis, who appears on portions of the program; Bob Holt who supplies comedy relief on the show and the exec producer Charles Jones.

## Zimmerman to KDKA-TV

Pittsburgh — Derk Zimmerman, former WEWS-TV executive producer, has joined KDKA-TV as producer-director.

## Old Radio Set Search Sparks Radio Promo

Portsmouth, Va. — Listeners within range of WAVY, are conducting a cellar-to-attic search for old and unusual radios. As a promotion for National Radio Month, the station is offering new transistor sets to three persons who come up with the most offbeat receivers. Theme of the promo is radio's advance thru the years.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

... simple but profoundly democratic reason that the price might be... gags and blunders on our microphones and cameras?

... II is the New York Daily News' presentation of a study, pur... dly approved by the Advertising Research Foundation. It attacks spot... agencies and advertisers for their practice of averaging audiences... and following programs in estimating station-break viewers...

... incidentally, this flagrant pitch is being bucked along to a number of... cities throughout the country; so, it behoves all station manage... to be on the alert for a local appearance.)

... fortunately, the TvB's research director, Harvey Spiegel, attended one... ews News presentations. In a scholarly report, he shows that the... Gotham tabloid story in reality "actually supports and substantiates... practice" of which it complains.

... GEL STATES the News' approach was to "show" that a very small... proportion of the city's adults watched the station-breaks without... ing channels or carrying on some other activity. Then, through its... self-serving alchemy, it dilutes the viewers count to 12.6 per cent of... total. At no point, the TvB's researcher points out, does the News... ccel even this "information" with findings on its own medium.

... the question of people not liking to admit they are influenced by... rprising, the Tabloid becomes most circumspect, as though the inter... rners tried for reluctant admissions on readership of its own daily... out.

... and, since the whole thing really concerns the return on the dollar,... like to ask the News, for instance, how it accounts for a line rate... or from \$1.85 in 1942, when the circulation was 2,007,797, to \$4.06... ear with 2,006,983 papers sold.

... ally, we'd advise rivals for ad-dollars to stick to the bananas on their... wagon. To change the metaphor, don't try to torpedo the competi... it might do a fancy turnabout and sink your own ship.

## Gerard Green Oives Wall Memorial Talk

Writer and TV producer Gerard Green will deliver the sixth annual Homer A. Watt Memorial Lecture at New York on Tuesday, titled "One Writer's Odyssey—or, Through the Mass Media with Typewriter and Credit Card," sponsored by the Washington Square College Alumni Association, the lecture will be at 8:15 PM in NYU's Loeb Student Center on Washington Square South.

Green, with a broad background of experience in mass communications, just authored "The Portofino PTA," and has also written "The Last Angry Man," "The Sword and the Sun," "The Lotus Eaters" and "The Heartless Light." He also wrote the screenplay for the motion picture of "The Last Angry Man."

## Warners Markets Series To East, Midwest, Coast

Warner Bros. new TV program division has sold 10 hour film series for Fall in the New York, Chicago and Los Angeles markets. Joseph Kotler, VP and director of syndicated sales, has announced.

New York's WOR-TV will show "Maverick," and WNEV-TV will present "The Roaring '20s" and "Sugarfoot." WGN-TV, Chicago, will show "Maverick," "SurfSide 6" and "The Roaring '20s." Los Angeles' KTLA-TV has set "The Roaring '20s," and KHJ-TV has scheduled "Maverick" and "Sugarfoot."

## Connell and Stone Upped In 'Capt. Kangaroo' Posts

David Connell has been appointed exec producer of CBS-TV's "Captain Kangaroo" series. Jon Stone, formerly the program's associate producer, will succeed him as producer.

## World Is 'Residual': Murrow

(Continued from Page 1)

city. First president under the new IRTS banner is William K. McDaniel, NBC Radio executive VP. He took the gavel from Matthew J. (Joe) Culligan, general corporate exec and director of Interpublic, Inc.

Murrow said the current TV product from the U. S. "will dominate the home screen in foreign countries," and that communications satellites aren't suddenly "going to splatter down signals." The TV product will still be filmed or taped and delivered by jet, he said, adding that there are now some 54 million TV sets outside the U. S.

Murrow noted: "I am not sug-

## AGENCY NEWSCAST

By RALPH TYLER

Controversy makes news — and news is what an ad club president in Florida made in a pull-no-punches speech to members of the 4th District, Advertising Federation of America, on the importance of advertising education in his state. Joseph L. Brechner, president of the Orlando Advertising Club and president and general manager of WLOF-TV, Orlando, said:

"We can no longer fill our advertising needs in this state with the sick, the tired, the drunk and the incompetent who retire to Florida to dabble in advertising as if it were occupational therapy. We will have to develop more of our own talent within the state if we are ever to drive out the account scavengers, the idea parasites, the clin— or should I say 'clipping'—artist, the uncollectable itinerant ad and PR consultants from the temples of our otherwise honorable and necessary ad industry here in Florida."

After these remarks, the admen unanimously endorsed a resolution calling for increased courses in advertising in Florida colleges and universities.

**TEXAS ROUNDUP:** Lone Star Brewing Co. is sponsoring "The Lone Star Sportsman" on various TV stations throughout the state. The half hour show features sportsman and outdoor authority Jim Thomas. The program is being seen on KRLL-TV, Dallas, on Saturdays and on WOAI-TV, San Antonio, on Sundays. . . Weintraub & Associates of Houston has been retained by Edeo Enterprises, Harry Martin's Restaurant, and Filly's House of Formals. . . Victor M. Rodriguez has been named office manager and controller for Richard L. Minns agency in Houston. The agency was named PR coordinator of the High Point, N. C. Furniture Market. . . Miss

## 3 Sign as Sponsors Of NBC Quaker S

The story of the Quaker in America, "The Gentle Persuaders," will be presented as special on NBC-TV July 7, 1964, by Drew Pearson, a Quaker. Produced by News, the program will be sponsored by American Tobacco Co., Sullivan, Stauffer, Colverson, Bayles; Glenbrook Labs. Sterling Drug, via Danciger-Sample, and Edwinton Co., manufacturer of M&M's, via Kenyon & Eckhardt.

### Will Visit Churches

The TV cameras will appear among other places, at a community of Quakers in Jacksonville, O., where many churches strictly to old tradition Friends Church in Wilm., O., whose services are many other Protestant churches America; the Abington Meeting of Friends in Pottsville, Pa., where the old worship are held to, and E. College, a Quaker school in Pa. and Ind.

Ted Ayers is producer of "Gentle Persuaders," Charles the director. The script by James Benjamin, the photos for the program being by Bradford Press.

## Thought for Today

"Whatever one's personal view of TV entertainment generally, it is important to recognize that informational programming does not exist in a sphere apart. Programs that enlighten and shows that entertain a mass audience are integral and inseparable parts of the same system of broadcasting."

—Robert W. Sarnoff  
NBC Chairman of the Board

Maureen O'Brien has joined the copy department of A. S. Black & Co., Houston. . . Bill Frazier has been promoted to account exec of Rives, Dyke & Co., Houston.

Arnold Brown has resigned his position as exec producer of Danciger-Fitzgerald-Sample's radio-TV department to open his own offices in New York. Brown and Associates Inc. will produce and package radio-TV commercials and programs.

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FRIDAY, MAY 1961

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## POLITICS IN TV SPARKS HOUSE OF LORDS CLASH

Special To RADIO-TV DAILY

London — One of the angriest clashes in years continues to set off red-hot sparks in the House of Lords over allegations of political pressure to introduce a video monopoly. Oddly enough, the fight was touched off by an American. Prof. H. H. Wilentz, Princeton University, in a speech, "Pressure Group." Lord Hailsham, former BBC chief, claimed that the so-called pressure group's activities were "most abhorrent, shocking and subversive." He charged that, as a result, the Conservative party had "brought the BBC down the river."

Lord Hailsham's wrathful response, Lord Hailsham (Continued on Page 2)

**The Sol Estes Story**  
**'Eyewitness' Look**

The mushrooming developments in the case of Billie Sol Estes, West Texas businessman and agricultural empire collector, followed by the resignation of the high government official and the dismissal of another, will be reported tonight on CBS-TV's "Eyewitness." CBS News correspondent Charles Collingwood is the man.

**U-V Outlets Sought**  
**Durango (Colo.), Chi.**

The Federal Bureau of Investigation in Washington — Jeter Telecasting has applied to the FCC for a new TV station on Channel 6 in Durango, Colo., and Weigel Broadcasting has applied for a new TV station on UHF Channel 26 in Durango.

**G.P.'s Alcorn Enlisted**  
**Election Consultant**

John Meade Alcorn, Jr., former chairman of the Republican National Committee, has been named as an election consultant to the CBS Election Unit. Alcorn joins other consultants Louis Harris, political analyst and Pulitzer prize-winner Theodore H. White.

## FAULK SUPPORT CITES PRESSURE

3 Claim Supermarket Owner Tried to Intimidate Them

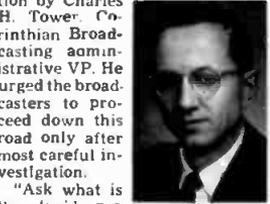
Three more witnesses for John Henry Faulk charged in New York State Supreme Court yesterday that Syracuse supermarket operator Laurence A. Johnson tried to intimidate (Continued on Page 4)

## 'Conspiracy' Halted In Petker Plan Case

Federal Court Judge Richard H. Levitt in New York has signed a final judgment enjoining Yung & Rubicam and other defendants from conspiring in alleged agreements deemed injurious to the (Continued on Page 3)

## Tower Warns Broadcasters Of Birth Control Proposal

Louisville — Broadcasters were alerted to fundamental questions raised by the FCC's "birth control" proposal in the keynote address yesterday before the Kentucky Broadcasters Association by Charles H. Tower, Broadcasting administrative VP. He urged the broadcasters to proceed down this road only after most careful investigation.



TOWER "Ask what is the 'quid pro quo' for economic protection," he said. Economic protection will, in all likelihood, mean substantially more control over programming and a much closer supervision over the financial matters of broadcasting. Its chief impact will be in the smaller markets." Tower proposed queries, such as: What is meant by the phrase 'economic protection' in broadcasting? Why is it being advocated now? What are the implications? Will it mean control over program? Supervision over station finances? Will the public be bet-

## Nets on Countdown As World's Millions Await Space Thrust

The three nets are in "go" condition this morning at Cape Canaveral—ready to bring the sight and sound of a new American man-in-space thrust to millions.

The newsmen and technicians—some working in an CBS-NBC-ABC pool—kept an anxious eye out for weather that might postpone the flight and require cutting in regular programming put aside for one of the great stories of this century.

All but ABC-TV sold the time. (Continued on Page 7)

## Selmur Appoints Moore Post-Production Chief

James Moore has been named executive in charge of post-production for Selmur Productions, wholly owned AB-PT subsidiary. His first assignment is to prepare the "Combat" series. He previously was in a similar capacity for 20th Century-Fox TV, and before that was supervising film editor for all Warner Bros. TV film activity.

## Filing by Opposition Swamps Commission At Deadline Session

By HARRY LANDO

Washington Bureau of RADIO-TV DAILY

Washington—The FCC yesterday staggered under the weight of adverse comments on its proposal to charge fees for licenses and for handling applications. At deadline for arguments, the six commissioners who voted for the proposition (Bartley dissented) could find no word of encouragement among hundreds of filings.

NAB summed up the case against fees for broadcasters. Hundreds of stations added their own words of opposition. Even so, they were outnumbered by the many "hams," police radio and industrial radio users who pleaded with the commission to forget the whole idea.

Print media have been encouraged. (Continued on Page 7)

## Dormeyer Corp. Agrees To Stop False TV Ties

Dormeyer Corp. has agreed to an FTC consent order prohibiting it from misrepresenting advertising or promotion given its household electrical appliances. The FTC had charged that the company falsely advertised in trade magazines that its products had been featured as gifts or shown on each of 12 specified network TV "Give-Away" shows, when this was not the case. The FTC also said Dormeyer had claimed, without foundation in fact, that it would sponsor some of the shows.

## ABC Radio's Six O&O's Scaling Sales Heights

ABC's six radio o&o's will complete the first six months of '62 with highest sales in their history, according to Stephen C. Riddleberger their president. Sales represent approximately a 30 per cent increase over the same period in '61 with all stations showing improvement, he said.

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**CHAS. A. ALICATE** : President & Publ.  
**MARVIN KIRSCH** : Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES** : Editor

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**3M Buy Locks Up NBC-TV's 'Benedict'**

Purchase of sponsorship in "Sam Benedict" by Minnesota Mining & Manufacturing Co., via MacManus, John & Adams, completes sponsorship of the hour series four months before its Fall debut, according to NBC-TV sales VP Don Durgin. "Benedict" will be aired Saturday nights, starting Sept. 15. It stars Edmund O'Brien as a dynamic contemporary lawyer practicing in a busy metropolitan community. Although Sam Benedict is a fictional character, he will be modeled on San Francisco trial lawyer Jake Ehrlich, who is serving as story consultant and technical adviser for the filmed series.

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**ETHEL KIRSNER**, senior column editor of the NBC press department, has left for Europe on vacation.

**FRAN DEGENNARO**, of NBC-TV Network sales, to Europe on vacation.

**DAVID WAYNE**, **PAUL FORD** and **John FORSYTHE** arrive in N. Y. today to rehearse for an upcoming TV special.

**SEBASTIAN CABOT**, co-star of CBS-TV's "Checkmate," will be in Casper, Wyoming, this week-end for personal appearances at KTWO-TV.

**SY WHITELAW**, KCBS director of sales, in N. Y. from San Francisco.

**CY OSTRUP**, KLAC vp in charge of sales, in San Francisco on business.

**DAVID BLOOM**, Hollywood TV Service sales manager, to Chicago on syndication business.

**SCARLETT JEAN SHINAULT**, Miss Washington of 1962, leaves tomorrow on a two-week tour of Europe, one of the prizes of the annual contest conducted by WWDC.

**PETE BURNES**, director of "The Bull-winkle Show," in N. Y. for business confer-ences.

**STAN LEVY**, WNBC-TV sales executive, and his bride, Lorain, honeymooning in Ischia, Italy.

**STANLEY ROBERTS**, TV writer, back in Hollywood after business meetings in N. Y.

**DAVID VICTOR**, producer, in town for business meetings.

**FRANK COOPER** has arrived in N. Y. for the opening of "Bravo Giovanni."

**LARRY HINLEY**, member of the board of directors of Tops Records, in Las Vegas to tape an interview with singer Sue Evans.

**JAY NORTH**, star of CBS-TV's "Dennis the Menace," will be in Charlotte, N. C. today and tomorrow for personal appearances.

**ELI WALLACH** in Hollywood to tape his starring role in a Dick Powell TV presentation for next season.

**Norfolk FM to Debut Full Stereo in June**

Norfolk.—WTAR Radio-TV Corp. will initiate a full schedule of stereo broadcasting on WTAR-FM June 1, from sign-on to sign-off, seven days a week. The stereo debut will be marked by demonstrations for the public in the station's auditorium, with several set distributors to display their product.

Radius of 75 Miles

WTAR-FM is installing RCA equipment, and its new signal will originate from nearby Driver, Va., at the 800-foot level of the WTAR-TV tower. This maximum tower height enables WTAR-FM to deliver a high signal penetration to an estimated distance of 75 miles from the transmission point. WTAR-FM began broadcasting last Sept. 21, with 40 kw on 95.7 mc.

**TV Argued in Lords**

(Continued from Page 11)

Woolton, party chairman when commercial TV was launched here, denied the charge, stating neither he, nor any member of his family, had "one penny piece invested" in it.

Another clash in the Lords' chambers echoes over charges that advertising agents were also Independent TV Authority program consultants, contrary to law. Lord Shackleton, Labor peer, has named four admen who, he said, were also directors of program contracting firms. This was countered by Lord St. Oswald for the Government.

**Stewart, Ford Joined For Alcoa BB Story**

James Stewart and director John Ford have been signed by Revue Studios to make their first TV show together on ABC's "Alcoa Premiere." The story titled "Flashing Spikes," is based on a novel with a baseball background by Frank O'Rourke. Jameson Brewer has adapted the novel to an hour teleplay, which will air next fall.

**McCaffrey to Direct Collier Broadcasting**

Responsibility for all Crowell-Collier broadcasting operations has been assigned to E. J. McCaffrey, VP and treasurer of the radio corporation's parent publishing company. McCaffrey helped negotiate Crowell-Collier's acquisition of radio station KFWB in Los Angeles, KEWB in San Francisco-Oakland, and KDWB in Minneapolis-St. Paul. His titles with the Crowell-Collier Broadcasting Corp. are VP, treasurer and director.

Robert M. Purcell, who has headed Crowell-Collier radio operations since 1956, has joined the parent company, along with Charles Blore, VP in charge of programming.

**KBRN Adds Olson**

Brighton, Colo. — KBRN has added Ron Olson to its announcing staff, where he will handle a country and western music program.

Admiral Corp.	15 1/8	14 1/8	14 1/8
AB-PT	35 1/2	35 1/2	35 1/2
A. T. & T.	120 3/4	119 3/4	120 3/4
AVCO	23 1/2	23	23 1/2
CBS	40	39 1/2	39 1/2
Columbia Pic.	20 1/2	20 1/2	20 1/2
Crow-Cell	31 1/4	31 1/4	31 1/4
Decca	44 1/2	43 1/2	44 1/2
Disney	32 1/4	31 1/2	31 1/2
East. Kodak	108 3/8	107 1/2	107 1/2
Gen. Elec.	40 1/4	39 1/4	39 1/4
General Tel.	23	22 1/2	22 1/2
Hazeltine Corp	22 3/8	21 7/8	22
Magnavox	41 1/4	39 1/4	40 1/4
MCA	52 1/4	52 1/4	52 1/4
MGM	41 1/4	40 1/4	40 1/4
Nat. General	7 1/2	7 1/4	7 1/4
Paramount	45 1/4	44 1/2	45 1/4
Plough	68 1/2	68	68
RCA	55 1/2	54 1/2	54 1/2
Storer	33	32 1/2	33
Taft	16 1/2	16 1/2	16 1/2
20th.Fox	28 1/2	28 1/4	28 1/4
United Artists	30 1/2	30 1/2	30 1/2
Warner Bros.	15	14 1/4	14 1/4
Westinghouse	33	32 1/2	32 1/2
Zenith Radio	63 1/2	61 1/2	61 1/2

**AMERICAN STOCK EXCHANGE**

Capital Cities	16 1/2	16 1/2	16 1/2
DeSitu	9 1/2	9	9
Esquire, Inc.	10 1/4	9	9
Filmways	7 1/4	7 1/4	7 1/4
MPO	8 1/2	8 1/2	8 1/2
NTA	13 1/2	13 1/2	13 1/2
Reeves Sound	4 1/2	4 1/2	4 1/2
Screen Gems	17 1/4	17 1/4	17 1/4
Technicolor	15 1/4	14 1/4	14 1/4
TelePromTenn	11 1/4	11	11
Trans-Lux	13 1/4	13 1/4	13 1/4
TV Industries	2 1/4	2 1/2	2 1/2

**OVER THE COUNTER**

Jerrold	8 1/2
Meredit	28 1/2
Metrodome	15 1/2
Official Films	15 1/4
Scanlon	7
Sterling	1 1/2
Transcontinent	1 1/2
Wometco	22 1/2

\* Courtesy of National Association of Price Dealers.

**Popeye at Freedomland**

Popeye, children's TV fav will appear in person at the die Show in the Hollywood & at Freedomland opening week May 26-27, and on Memorial

**AIR CONDITIONERS SALE**

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— Lowest Prices —

Feeders — G.E. — York  
Westinghouse

Sales — Service —  
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# Brewers Pour \$51.7 Mil. into Video Coffers

## Spot Net Billing presents 52.2% All Ads for Beer

The nation's brewers tipped advertising investments measured consumer media 5 per cent in 1961, with more than half of their advertising coming in network and spot TV, reported by TvB. Their TV time billings represented per cent or \$1,764,849.

Schlitz was the leading TV advertiser among brewers, with time expenditures of \$5,409,196. In 1961, Anheuser-Busch TV ed \$5,228,468. Among the top brewers, four spent more than

—Stagnant and unimaginative advertising thinking by beer manufacturers has the industry battling space marketing problems with and buggy era concepts," ph McMahon, Jr., Benton & les VP told a seminar of wholesalers.

er cent of their total in TV the lowest share for TV 38.3 per cent. Including TV iding by both brewers and istributors, Schlitz spent \$5,663, and Anheuser-Busch \$5,645,-

the total TV investment of 64,849, \$45,977,000 was in (Source: TvB-Rorabaugh) \$5,787,849 was for network (Source: TvB/LNA-BAR). In spot billings were \$43,807,- and network \$7,208,307.

he heavier use of spot, TvB is accounted for by the fact more brewers are regional national. While a number of ers use network TV on a nal or regional basis, others concentrate in their own regions hatching their distribution.

## Get WWSW Coverage

Pittsburgh — Pittsburgh U. and its Network have announced that all Pitt football games this will be broadcast on WWSW- FM, key station for a west-land eastern Pennsylvania ra-network

## Omaha Newsmen to Vietnam

Omaha — KMTV is sending its own team to Vietnam on Thursday to cover the situation in the Southeast Asian trouble

The unit will be in the coun-try for three weeks, filming fire fights, helicopter support missions and American instruction of Vietnam-estroops, as well as reporting on the country's economy, culture the scope of American aid. Films will be rushed to Omaha use in station newscasts. A low-up series of four half-hour,

## \$500,000 Face-Lift Slated for WOC-TV

Davenport, Ia.—WOC-TV here has awarded RCA a contract in excess of \$500,000 for a full range of broadcast equipment to be used in its new studio building now under construction. The contract covers two TR-22 transistorized color TV tape recorders, four TK-12 monochrome cameras, color and black-and-white film chains and a complete switching system.

Dr. David D. Palmer, president of Tri-City Broadcasting Co., owner of WOC-TV, added that the facilities provide for the later addition of four "live" color TV cameras. "When the 135-by-150 foot building is completed and equipped late this year, WOC-TV will have one of the most modern TV studio facilities in the Middle West," he said.

## Crisler R-TV Brokers Names Howard a Veep

Cincinnati—C. Alexander Howard has assumed new duties as vice president of R. C. Crisler & Co. brokerage firm based here specializing in radio and TV station properties. He formerly was with the Hanover Bank of New York and more recently the Fifth Third Union Trust Company of Cincinnati.

Howard will specialize in the financing and sale of industrial properties, and will also serve as assistant to company president R. C. Crisler. He will become a registered rep in order to handle transactions in securities.

## N.J. Senators to Appear In Weekly Newark Show

Newark — New Jersey Sen. Clifford P. Case and Harrison A. Williams, Jr., begin a new bi-weekly Sunday series on WJZ this week-end. The program, titled "The Case-Williams Senate Report," will be presented from 6:30 to 7 pm, immediately following New Jersey "Legislative Report" series.

prime-time programs in June will explore the situation in Vietnam in depth.

KMVT newspaper Bob Fuller and reporter-photographer Dave Hamer will be accompanied by Dan Dodson, sales manager for Bevington and Johnson, Omaha Schlitz beer distributor.

## CANADA STUDIES NO. AMER. VIDEO

'Report from the Wasteland' Reviews TV's Pros, Cons

Special To RADIO-TV DAILY

Toronto — What is wrong with North American TV? Is it as poor as its critics claim? What can be done about it? Who is responsible? These are some of the questions asked by host Allstar Cooke in "Report from the Wasteland," an hour documentary to be aired Monday by CBC-TV.

The program, part of the series, "Background Presents the Critical Years," seeks answers from TV producers, ad execs, the production supervisor of a large TV film studio and from hearings conducted by FCC chairman Newton F. Minow.

## Yankees' Fans Cued on Orbit

WCBS Radio bulletins on tomorrow's man-in-orbit space shoot will be heard by spectators at the Yankee-Minnesota Twins game over the Yankee Stadium's PA system. Don Stefens, WCBS producer for Yankee baseball, will monitor broadcasts on the space shoot at the stadium and relay bulletin material to Robert O. Fishel, Yankee PR director.

Because CBS Radio will cover the man shot live and in its entirety, WCBS will pick up the play-by-play at Yankee Stadium after the space shoot, and therefore after the game is in progress.

## Ninth Market Tied Up For Calgary Wrestling

Calgary, Alberta.—The Foothills Athletic Club has added two more sales of "Big Time Wrestling from Calgary," hour-taped series it syndicates, placing it in a total of nine Canadian and U.S. markets plus the Armed Forces Radio and TV Network. New purchasers are CFCE-TV, Montreal, and CJCH-TV, Halifax. Produced by CFNC-TV here, the series features Sam Menacker at ringside.

## Co-Op Dedication Aired; JFK, Officials to Attend

WLIB will cover the dedication ceremonies for the Cooperative Housing Project tomorrow, 8-8:45 PM, station manager Harry Novik has announced.

Attending will be President Kennedy, Federal Housing Administrator Weaver, HEW Secretary Ribicoff, Gov. Rockefeller and Mayor Wagner.

## Top Advertisers Cut Print Billing, Up TV

The top 100 newspaper advertisers of 1961 showed a cut of 3.6 per cent from the year earlier, and at the same time, an increase of 8.3 per cent in TV, according to TvB.

In 1961, the newspaper leaders spent \$337,447,000 in newspapers, whereas in 1960 the same 100 spent \$350,149,000 in newspapers. In TV, the newspaper top 100 spent \$763,447,000 in 1961, against \$704,905,000 in 1960. Ratio of TV to newspaper spending by the top 100 was 2.3.

General Motors, again the leading newspaper advertiser, decreased its newspaper budget by \$10.7 million, while increasing its TV spending.

## 3 Channels Joining CBS As Interconnected Affiliates

WSBA-TV, York, Pa., and WL-YH-TV, Lebanon, Pa., have joined CBS-TV as primary interconnected affiliates, and KAYS-TV, Hays, Kan., will join the network Sept. 1 in the same capacity under the Extended Market Plan.

WSBA-TV is owned and operated by Susquehanna Broadcasting Co., with Robert Stough as station manager, Triangle Publications owns and operates WL-YH-TV, with Joe Zimmerman as general manager, and Robert Schmidt is VP-general manager of KAYS-TV.

## Court Nod to Petker

(Continued from Page 1)

A. P. Management Corp. and its Petker Plan.

The plaintiff had filed for treble damages of \$5,390,500 claiming radio stations were induced to prepare misleading material. An injunction was granted Mar. 28 against some of the defendants. The final judgment was rendered before trial and on consent of all parties.

The judgment also prohibits dissemination of a report, prepared by Y&R and other defendants, titled "Book I, Performance of the A. P. Management Corp. Radio Plan," and "Book 2, Advertising Evaluation of the Petker Plan for Bufferin."

## Norman Invasion Film Shown on 'Canada at War'

Toronto — Films of the invasion of Normandy will be shown on the "Norman Summer" episode of CBS-TV's "Canada at War." The films won acclaim by the Canadian Army, and have been circulated around the world.

## Faulk Witness Cites Loss of Ad Account

(Continued from Page 1)

them regarding their connection with alleged Communists on radio programs. Johnson is one of three defendants in a \$1-million libel suit by Faulk, former CBS personality, who claims he lost his livelihood as a result of an Aware, Inc., "Red Channels" bulletin that falsely linked his name to a Communist conspiracy.

The others are Aware and Vincent W. Hartnett, a consultant to sponsors and ad agencies on Communist infiltration in broadcasting, who authored the bulletin. Faulk says Johnson was instrumental in distributing the bulletin among sponsors and producers.

### Recounted by Hilton

Peter Hilton, president of Kator, Hilton, Chesley, Clifford & Atherton, testified that a result of Johnson's interference his agency lost the \$500,000 Seabrook Farms account in 1953, after a seven-year association. He said a letter from Johnson on American Legion stationery claimed a Seabrook-sponsored radio program "The Private Files of Matthew Bell," starring Joseph Cotten employed "Stalin's little creatures, fellow travelers and pinks," and threatened to remove Seabrook products from his shelves unless certain actors were replaced.

### Sought Cotten Ouster

Shortly after, said Hilton, C. F. Seabrook, president of the food company, told him his firm was no longer interested in sponsoring the show and dropped it after 13 weeks. Hilton said his relations with Seabrook continued to deteriorate and then ceased. He said that Johnson indicated that in order to satisfy him, they would have to remove Cotten from the show.

Producer Hi Brown said Johnson charged him in 1952 of using actors with Communist affiliations and told him that his activities would be watched by Harvey Matusow, turnabout-Red government witness, to make sure that changes in actors were made.

### Wanted Guilford Out

Reginald Allen, currently operations director for the Lincoln Center for the Performing Arts, said that while he was assistant manager of the Metropolitan Opera Johnson urged replacement of Jack Guilford in various Met productions carried by a Syracuse station, but Guilford was never fired.

### NEW YORK OFFICE FOR RENT:

Air-conditioned, large beautifully furnished office, with IBM Executive typewriters, three filing cabinets, electric mimeo machine and other modern office equipment. Write

E. MILES  
40 West 53th Street (Suite 1-C)  
New York 19, N. Y.



By TED GREEN

• • • Prince Macaron looking for the "Busiest Woman of the Year" in the Greater New York area. She'll get a vacation for two in Miami Beach, a maid to help her with her Spring housecleaning and a generous supply of spaghetti, Italian sauce and imported grated cheese. The search will be aided by WHN . . . Gwen Verdon and Bob Fosse (Mr. and Mrs.) make one of their rare professional appearances together when they perform at the City Center benefit Monday. They'll do the dance Bob originally did with Sheila Bond in "Pal Joey."

• • • Songwriter Dorothy Goodman, who has written material for some of our best artists, including Peggy Lee, is planning a TV career for herself. She's creating a kooky character with stories to tell about her maid, Mahitabelle, and her dog . . . Richard Adler, executive producer of tomorrow night's "New York's Birthday Salute to the President," promises the most star-studded lineup in history. Already signed are Henry Fonda, Jimmy Durante, Danny Kaye, Judy Garland, Marilyn Monroe and a host of other big names . . . Johnny Carson amused by the Hotel Edison Rum House's coasters, which light when one wants to summon a waiter . . . Hermione Gingold's joining the swank Westhampton Bath and Tennis Club.

• • • Meet: Rip Taylor, who has cried his way to the top of the comedy ladder. Rip is known as the "crying" comedian because in the middle of his rambling comedy act, he'll burst into tears at the drop of a line. Born Charles Elmer Taylor 30 years ago in Washington, D.C., he served as a Senate page boy, attended George Washington U. and, in his junior year, gave way to comedy and started with a record pantomime act of singing. One day the disk got stuck and he spoke. He's still talking. His recent hit guest stint on Ed Sullivan's CBS-TV show prompted Ed to sign him for five more appearances next season. Rip also recently completed an hour TV special for producer Max Liebman titled "Mad, Mad World," to be aired on CBS-TV this Summer. He just completed a four-week booking at NY's Latin Quarter, and July 5 he'll toil with Vic Damone at the Sahara Hotel in Chicago for three weeks, then on to The Dune Hotel in Las Vegas July 26 for four weeks.



TAYLOR

• • • Advertising Time Sales, newest of the station reps and 100 per cent employee-owned, is really rolling. Prexy Tom Campbell, former executive VP of the Branham Co.'s Broadcast Division, assisted by Jack Thompson, ex-head of PGW Radio, and Bill Davidson former VP-general manager of NBC's New York O & O's, WNBC and WNBC-TV, reports six TV properties and three radio properties have joined ATS since last July 1. ATS' salesmen and the three directors mentioned above the firm. Stations like this facet—believing that a guy who has a stake in his own business will scrap harder for their order.

• • • Tacit Records excited over its new disk which stars a new lad named Jerry Amato. A&R head Tony Esposito informs us that Jerry's new platter, "Dream on Little Pool," is destined to soar this great new personality up to the top of the record biz . . . Vice President Lyndon Johnson has color TV right in his private bath in Texas . . . Apartment huntress Pat Palmer has an eight-room triplex with marble floor terrace, sunken bath and practically everything available. Belonged to a former TV producer, who else? . . . Saverio Sardis booked into the Sands Hotel June 13 with Red Skelton . . . Society Maestro Phil Bennett is quietly stealing the thunder from his competitors. Lester Lanin and Meyer Davis.

• • • Clark Gable's widow ok'd a TV spec based on his life, scheduled for Fall . . . Bill Hobin just returned from a brief tour of Lake Tahoe, where he is considering taking the "Sing Along" show for one or two Summer remotes. Good idea . . . Pat Boone bowed out of a "Tonight" guest spot the week of June 4 due to film commitments . . . CBS director Martin Carr has rented a town house in the E. 70s . . . Liz Taylor is beginning to feel like an ASP.

## Greeters in Pajama At Airport for A

Baltimore — When Steve touches down at Friendship airport here at midnight amidst a pajama party things!

The reception, arranged by Westinghouse's WJZ-TV promo for his forthcoming will include scores of pajama folks, as a switch from the attire expected on his tour.

A 100-man Chesapeake and Dixie Land Band, pajamas, will be on hand.

## Station Offers Prize For 'Lights-On' Drive

Atlanta — WSB is sponsoring a contest to encourage safety in Atlanta to go all the way, the statewide "Safety-the-25-27." The station will give first prize and two runner-up prizes to the service which do the best job of cutting traffic safety during Safetython. WSB also is asking an air contest, with a prize to submit the best using the safety slogan "On—And Live."

## Philharmonic Concert In Last Bow for Season

The season's concluding concert in CBS Radio's presentation of the New York Philharmonic with Leonard Bernstein conducting, will be aired tomorrow. Violinist Joseph Fuchs, Seymour Lipkin, as soloist completing the program will play Piston's Violin Concerto 2, the third work the Philharmonic has performed in connection with the Ford Foundation Program in Humanities and Arts.

## Crothers, Gilman Dismissed as 'Killer,' The

Excerpts from Eugene Ionesco's play, "The Killer," concerning the face of brute force, will be presented on CBS-TV's "Lammy Feet" May 27. Richard man, drama critic for Collier magazine, and Howard George Crothers, will discuss the play's avant-garde theatre, the Theatre of the Absurd.

## RPI Augments Service Has Eye on Telecasting

Radio Press International relocated its exec offices at New York bureau in quarters due for increased and faster servicing. The move is in line with UPI's proposed entry in news-casting.

# STICK TO YOUR GUNS, KOPS' EDITORIAL ADVICE

New Brunswick, N. J. — Stick to your guns if you start editorializing, Daniel W. Kops told a meeting of the New Jersey Broadcasters Association here yesterday.



KOPS

"If you are ever challenged in the practice of editorializing, and you are confident you are doing the right thing, you must never back down," he said. "If you do, you will never gain respect in the future."

Kops, who pioneered radio editorializing on WAVZ, New Haven, and WTRY, Albany, heads the AB committee on editorializing. He said his first political editorial, commending a candidate for mayor, met with muscle flexing on the opposition who threatened: "We'll monitor this station and get to all the advertisers."

Kops said: "I sat down and wrote another editorial in the same vein and broadcast it the next day. Since then many people say they have disaffected with our editorials but no one has ever challenged our right to express them."

## 'A Professional Skill'

Kops termed editorializing "a professional skill" and said not every broadcaster should try it. You must have, first of all, the temperament and willingness to be fair and thorough rather than capricious and superficial. Before you take a position you must dig to all the facts so that your conclusion is based on all the facts, or most stations this means having a strong professional news staff, capable of bringing out all the facts. Some of the larger stations have researchers, specializing in editorializing."

## Correction Please

The Daren F. McGavren Co. yesterday said it had inadvertently named Ralph Guild "manager" of the company in a recent announcement. Guild actually is the company's executive VP and national sales manager.

## WEDDING BELLS

### Massey-Mulrenan

Madeleine Massey, secretary to CBS Radio Spot Sales promotion manager, Henry Poster, and Edward Mulrenan, of the N. J. Realty Title Insurance Co., will be married tomorrow in Newark.

## TOP CHICAGO COP BRIEFS VIEWERS

Half-Hour Report on WGN Explains Police Activities

Chicago—Police superintendent O. W. Wilson will make his third special half-hour "Report to the People," on WGN-TV Sunday night as part of Mayor Daley's program to keep citizens informed of developments in their local government.

Subjects to be covered include a renovated Police Department, crime abatement, new communications system, preventive patrols, training, reallocation of manpower, covering the "beat," canine patrols, and the "U-Squad" (undercover units serving the department.)

## Roy, Dale Round Up Ranch Variety Hour

"The Roy Rogers-Dale Evans Variety Hour" will bow on ABC-TV Saturdays beginning Sept. 29. Thomas W. Moore, network VP, announced. The show will be telecast from Hollywood, using a set duplicating the Rogers' ranch, and from at least six location spots during the season, including the Seattle World's Fair, Canada's Calgary Stampede Rodeo, and the Grand National Rodeo in San Francisco.

Supporting the headliners will be Cliff Arquette, the Sons of the Pioneers vocal group, folk singer Kathy Taylor, rodeo-rider-turned-singer Klrby Buchanan, the Mello-Men quartet, Ralph Carmichael and his orchestra, and a 14-voice chorus.

## Wilkey Sees Freedom Roads Parallel for TV, Newspapers

Carbondale, Ill. — There's a parallel between the TV situation today and the early struggles of newspapers against government repression in England and America, says Gene Wilkey, general manager of KMOX, St. Louis, and a CBS VP. Speaking at Southern Illinois U., he referred to "drastically repressive acts" by the English government and licensing regulations in the American colonies and said that freedom of communications was a "cause celebre for the American Revolution."

Wilkey said it "behooves all of us . . . to consider the parallel between those earlier days and the situation today. Jeopardy exists for all media if freedom to com-

## NAB's Counsel Asks House Unlt to Amend Bill for Disk-Dubbing

Washington Bureau of RADIO-TV DAILY Washington — Douglas A. Anello, NAB general counsel, has told a House subcommittee that the so-called counterfeit recording bill (H.R. 8354) should be clarified to spell out that it does not apply to dubbing phonograph records onto automatic tape systems in radio stations.

The testimony, prepared for delivery before the House Judiciary Committee's Subcommittee on Patents, Copyrights and Trademarks, said the legislation is intended to apply to record piracy, or the unauthorized duplication of records for personal gain, and not to a mere change in mechanical reproduction for broadcast convenience.

### Free Records a Factor

Anello pointed out that some stations buy their records but that it also "is customary for a record manufacturer to give records to stations free of charge, in order that the record may be given the widest possible exposure. This rebounds to the benefit of manufacturer, performer, and copyright owner. These records may be played directly, or as is often the case, transcribed onto tape."

## Hulson Takes Top Posts At Mobile Video Tapes

West Coast Bureau of RADIO-TV DAILY Los Angeles — Lester E. Hulson has been elected chairman and chief executive officer of Mobile Video Tapes, Inc. President of Mobile Video Tapes since the organization of the company in 1959, he is its founder and a principal stockholder of the company.

Appointed to succeed Hulson as president is John Shaw, former head of Western Lithograph Co.

# REVIEW THESE FACTS

## ABOUT KALAMAZOO-GRAND RAPIDS!

**1 POPULATION:** Both Kalamazoo and Grand Rapids are among the 55 fastest growing markets in population and households. (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 1959 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 28 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 your 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 WTV, Cadillac/WFUP-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-Knodt, Inc. Exclusive National Representatives

## G.E. Receives Award From Infants Services

General Electric Co. has been given an award by Retarded Infants Services for the "Wall Between" on CBS-TV's "G. E. Theatre." Because of excellent critical and public reception, the drama will be repeated Aug. 5.

## Police Hall of Fame Cites 2 du Ponters

E. I. du Pont de Nemours & Co., sponsor of "Du Pont Show of the Week," has won the Police Hall of Fame Award on two programs in its current series — "Police Emergency" and "Cops and Robbers" — for "significant contributions to law enforcement by the mass media." The award-sponsor is the National Association of Police Officers.

"Emergency," produced, directed and written by Julian Claman with Irving Gutlin as exec producer, depicted the actual on-the-scene operations of the New York Police Emergency Service Division.

"Cops and Robbers," an NBC-TV "Project 20" program, viewed crime in America, from Colonial days to the present. Donald B. Hyatt was producer-director; Philip Reisman, Jr., the writer, and Edward G. Robinson the on and off-camera narrator.

## Aussie Symphony Orch. To Debut on 'Int'l Hour'

Australia's Victorian Symphony Orchestra with George Tzipine conducting, will make its American TV debut in a performance of French and Australian compositions on WCBS-TV's "International Hour" tomorrow. The selections by the 90-member orchestra will be introduced by Tom Horton, who also will provide commentary on each composer.

The program is produced by Bill Fitzwater for the Australian Broadcasting Commission, and is presented by WCBS-TV as part of the international program exchange of five CBC-owned TV stations with overseas broadcasters.

## Lone Star Gas Co. Backs Dallas Weather Series

Dallas — WFAA weathercaster Dale Milford begins a news series of five-minute programs, the "World of Weather," on Tuesday, sponsored by Lone Star Gas Co. Heard throughout the day, the new feature will have commentaries designed to add conversational interest to people's weather discussions.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • In another move to strengthen its already impressive list of creative talent, Four Star Television has signed Buzz Kulik to an exclusive producer-director contract by Tom McDermott. Kulik will direct segments of "The Dick Powell Show" and "Saints and Sinners" as well as produce, and will also start developing several properties for the 1963-64 season.

• • • John O'Connell succeeds Gerden Fahland as media director of the Los Angeles office of Young & Rubicam. Fahland is returning to the New York office where he will be working on several General Foods accounts.

• • • Producer Tony Owen has Cheryl Holdridge in a guest star spot in the "Donna Reed Show" segment rolling this week at Screen Gems. . . . Film editors John Fuller and Ray DeVally, who share duties on NBC's "Laramie," start their fourth consecutive year on the series at Revue. . . . The first segment of "The Virginian" is rolling at Revue this week, directed by David Friedkin, starring James Drury, Doug McClure and Gary Clarke, with Pippa Scott as the female lead.

• • • "Margie" star Cynthia Pepper cut her first record this week for the London label. She is also set for a U. S. Steel Hour show later this month and appears Sunday on Allen Rich's KHJ Radio show. . . . Conductor-arranger Jimmie Haskell is making radio and TV appearances in L. A. and San Diego to promote Rudy Martin's "Irene of Acapulco" disc on the Crystallette label.

• • • Lena Horne and Andy Williams have been added to the list of presenters for the Grammy Awards at the Beverly Hills Hotel May 29. . . . Jack Kelly, former "Maverick" star who recently obtained his release from Warner's, is doing three months of Summer stock. . . . Barbara Baxley will star on the Armstrong Circle Theatre on CBS-TV next week.

• • • Four of David L. Wolper's 35 documentaries in the "Biography" series for Official Films will be expanded into two-parters. The four selected are those dealing with Franklin D. Roosevelt, Winston Churchill, Harry S. Truman and Adolf Hitler. Jack Haley Jr., produces.

• • • Writer Joanna Lee had 11 of her scripts sold during the past week. They include sales to Hanna-Barbera for "The Flintstones" and "The Jetsons," a teleplay for "Our Man Higgins" at Screen Gems and one for "My Three Sons" for Don Feddersen at Desilu.

• • • A major L. A. radio outlet is about to announce the appointment of a new rep. severing a long-standing association with its current sales organization. . . . Gordon and Betty Gumpertz (Gumpertz, Bentley and Dolan) are off on a five week trip to Japan in connection with the Japanese Honda account serviced by the agency.

• • • Jack Webb and producer Mike Meshekov start production July 16 at Warner's of half hour segments of their "True" series to be bankrolled by General Electric on CBS-TV next season. A group of story properties for development has already been selected for adaptation.

• • • Jack Duffield, head of KTTV's New York office and Frank Brown, Chicago manager, have returned east after a series of meetings here with Robert Breckner, KTTV president, and Charles Young, national sales manager.

## Repairmen Tune Up 'Sweet-&-Sour' Awards

TV repairmen are taking their heads out of the backs of sets to criticize what's up front. The United TV Repairmen's Association meets May 31 in New York to give out "golden lemons" to the programs they vote the worst, and "red apples" to the ones they like. Phillip Briener, head of the organization, says repairmen feel they are an integral part of the radio-TV industry and should have an opportunity to voice an opinion on the products networks offer. "Repairmen have a closer touch with the public than most pollsters as they discuss TV with the many families they visit each day during service calls," he said.

## WWDC Smooths Fair With Golfers' Tee Time

Washington — WWDC will announce the waiting list on all nearby public courts over the next few weekends. The tee time announcements will be made at regular intervals by Art Brown, on Monday mornings, and Earl on Sunday mornings.

## U.S. Gov't Examined In Law Day Special

Indianapolis — A 30-minute Law Day program, focusing attention on the purpose and interpretation of law in the American form of government, will be presented by WFBS-TV. Made in cooperation with the Indiana Bar Association, the program was filmed on May 11 in a Supreme Court open for lawyers, certain high school students, their parents and the general public. One of the highlights of the program is a minute filmed history of the law in Indiana and in America as a whole.

## MGM Assigns Directors For 16 'Benedict' Segs

With a production start scheduled for June 4, directing assignments have been set by executive producer E. Jack Neuman and producer William Froug for 16 episodes of MGM-TV's new "Benedict" series. The hour-long series, starring Edmond O'Brien, will premiere on NBC Sept. 29.

Boris Sagal, signed to direct four episodes, will begin preparations May 25 for the first to go into production. Other multiple assignments were given Johnson for three episodes, Don Medford and Don Richardson for two each. Remaining episodes of the first 16 will be directed by Paul Nickell, Bill O'Han, David Friedkin, Larry Ikin and Elliot Silverstein.

## WOR Skeds Documentaries On FDR's Life & Times

A two-part documentary on Franklin Delano Roosevelt will be seen on WOR-TV the next Monday. The first part on Roosevelt up to his reelection in 1936, and the second deals with the war years. The documentaries, narrated by John Daly, is part of the "Perspective on Greater Series" to be presented by WOR weekly in the Fall. It was produced by Hearst Metrotone and written by John O'Toole and produced under the direction of John Alan Kane.

## Lou Spec Honors and Grant Founders

L. Louis — "Two American riots," a half-hour documentary, celebrating the 100th anniversary of the Land Grant Act paying tribute to its founders. Nathan B. Turner and Justin S. Mill will be presented June 28 KMOX-TV.

Introductory remarks will be given by Agriculture Secretary Orville L. Freeman, and guests will include Dr. Elmer S. Missouri U. president. Dr. and Dodds Henry, Illinois U. president, and Richard S. Kirk, Missouri U. associate professor. Program host is Bernard, KMOX-TV agriculture director. News director Allen is narrator. Writer James Dutton, and Robert Schuler producer-director.

### To Show Campus Life

The program showing film sequences of campus life at the universities of Missouri and Illinois and scenes of agricultural activity in both states, will endeavor to illustrate how the Land Grant Act has served to stimulate development of natural resources and technological advances in the U. S. and abroad.

## Camera and Mike Converge On New Man-In-Space Flight

(Continued from Page 1)

from launch to recovery, to sponsors. Gulf Oil Corp., via Young & Rubicam, bought the day at NBC. Standard Brands came in for CBS.

American Motors for Rambler bought the complete day's coverage.

Theatre Network TV's Eidophor, large-screen TV projection, will be used by all three nets in covering the man shot. CBS will use one at Grand Central to show its coverage to the crowd there and for background to man-in-street interviews, and also one in the studio behind commentators. ABC will use Eidophor on Carpenter's former ship, USS Constellation. NBC has two for studio use as commentator backdrops.

age on all three nets via Geyer, Morey, Madden & Ballard. Both radio and TV will wrap up the day's events in special evening broadcasts.

Coverage will be similar to that given America's first man in orbit John Glenn—with some innovations. CBS cameras will cut-in at intervals to a large map, over

which a scale model of the astronaut's capsule will pass at a proportionate speed and with the same flight pattern as the real capsule.

Producer Chet Hagan at NBC-TV said live remote pickups are planned from the General Dynamic Astronautics plant at San Diego; astronaut Carpenter's hometown of Boulder, Colo.; the White House; the Cape press site, and New York City. Carpenter, his family and his friends from childhood and adult days will appear on pre-filmed interviews today on ABC's telecast.

And if the "go" is "no" today—the hundreds of newsmen and technicians are ready for another attempt, expected Monday.

## 'Romper Room' Signed For 2 Alaskan Markets

Anchorage — KTVA-TV here and KTVF-TV, Fairbanks, have signed "Romper Room" for both markets, according to A. G. Heibert, the stations' proxy and general manager. Programming of the "local and live" syndicated show, its first Alaskan schedule, will begin the end of August.

## NBC News Increases SE Asia Crisis Staff

NBC News is reinforcing its staff in Southeast Asia for coverage of the crisis there, under general supervision of correspondent James Robinson, who is based in Hong Kong and has been covering developments throughout the Southeast Asia area.

Washington correspondent Robert Goralski, who has reported from Southeast Asia in the past, and Chicago cameraman Bruce Powell have gone to Bangkok. Arnaldo Lacagnina, NBC News correspondent in Cairo, who had been temporarily assigned to New Delhi, has moved on to Thailand. He will set up a news-desk in Bangkok to coordinate coverage.

Others working with NBC News in the area include reporters Dave Hudson and John Sharkey and cameramen Peter Robinson, Hoang Xuan Yen, Vo Huynh, Tavissak Viryasiri and Eddie Chan.

## Students in the Know

Stamford — With the Connecticut U. Stamford branch campus due to open in the Fall, WSTC has begun a series of Saturday news programs called "Campus Highlights," which presents news of the various university activities.

## Thunderous "Nos" on Fees

(Continued from Page 1)

through favorable postal rates, NAB said, because "an informed public is an integral part of our national policy." Fees, it would "result in discrimination against the broadcast media distinguished from others."

Many stations operating on a regional basis would find the fees a burden, the public "is the prime beneficiary" of broadcasting service, NAB spokesmen said, so the "regulation" is justified as "public expense." Fees should be paid out in specific legislation rather than being set "on a piecemeal basis," and a thorough study should be made of the need before a law is enacted, NAB said, pending further direction from Congress.

### Many Groups Opposed

Amateur radio operators point out they are not in business for profit and perform a public service. The American Trucking Association argued that fees would be added to the costs for transportation. Electronic Industries Association agreed with the many other industrial users that the proposal should not be adopted. Eight radio stations said it would increase the FCC's burden of correspondence and hearings. At the proposed fees are out of line with those charged by other

regulatory agencies, that it amounts to "regressive, unfair legislation," and that radio is essentially "a small businessman's industry."

Lawyers representing 52 owners of 70 radio and TV stations termed the idea "contrary to the basic policy of the communications act." Other attorneys for 64 broadcasting companies said it is contrary to the intent of Congress. KMLA, Los Angeles, said the proposal was "completely unprecedented in the scheme of federal regulatory agencies." A filing for 13 radio and TV stations held "should not impose on the questionable authority of a rider to an appropriations act."

### Receiver Taxes Cited

WVGG, Coral Gables, Fla., argued that the present federal sales tax on radio and TV receivers offsets the cost of regulating the industry.

KCOY, Santa Maria, Cal., said it would "change a 25-year commission practice."

The National Association of Education broadcasters said fees would be a "very general hardship" for ETV.

The Texas Association of Broadcasters noted that the FCC considered imposition of fees in 1954, decided against it, and conditions haven't changed since.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.

**DUNNAN & JEFFREY, Inc.**

730 Fifth Avenue, New York 10, N. Y.

PLaza 7-9500

MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

# FRISCO OUTLET LAUNCHES Golden Gate History

West Coast Bureau of RADIO-TV DAILY  
San Francisco — KPX's "The Bridge Builders," story of the building of the Golden Gate Bridge told by the men who built it, will be rebroadcast May 27, the 25th anniversary of the opening of the structure. The initial telecast was May 1.

The documentary will again be sponsored by the San Francisco Federal Savings and Loan Association, a firm established during the period The Golden Gate Bridge was being built—1935. As in the initial presentation, the sponsor has insisted that there be only an opening and closing commercial and no commercial during the program, so as not to disrupt continuity. Knollin Advertising is the agency.

## Jay Alexander Host

Serving as host-narrator is Jay Alexander. The documentary was written and produced by Lee Mendelson and directed by Mark Hathaway. Film production is by Sheldon Fay. Film editing is by R. E. Pusey, Jr. Executive producer is Ray Hubbard.

# ABC-TV Ups Edwards For West on-Air Promos

William W. Edwards has been appointed manager of ABC-TV on-air promotions, Western Division, effective Monday. With ABC-TV since 1956, he is currently assistant to Frank G. Raiston, director of the TV network film department, Hollywood.

Edwards started working in TV with the Bartell Broadcasting stations in Milwaukee and Madison, Wis., and later joined WNBK-TV, NBC o-o in Cleveland, as a cameraman and film editor, moving to Hollywood when Westinghouse purchased the station.

## Power Poses Questions

(Continued from Page 1)

ter off?  
"Expansion in TV has been to some degree limited by a scarcity of spectrum space," he said. "If

Oklahoma City—Participants in the annual meeting here of the TV Program Directors Association of the Southwest were challenged this week by Corinthian exec Tower to lead a creative crusade to bring about a renaissance in local TV programming. He pointed out that local live TV programming is a low-risk, high-return opportunity.

this barrier is broken, some expansion is likely, although nothing like the expansion that has occurred in AM-radio."

# AGENCY NEWSCAST

By RALPH TYLER

John W. Pauling Jr., of Sanders Advertising, Dallas, Tex., has won the nationwide time buyers contest, "500 Sweepstakes," sponsored by Indianapolis' WFBM-TV. The contest is a yearly promo connected with the 500-mile Memorial Day Classic in Indianapolis. Buyers are asked to estimate the average qualifying speed for the pole position car for a top prize of an all-expense trip for buyer and wife for the May 30 race. Pauling came within .006 of the figure.

Thirty-three other time buyers qualified for prizes by guessing the next 33 closest times. They will be assigned cars from 1 thru 33 in order of their start, and given prizes according to the order of their car's finish. The one-two-three positions go to Frank Finn of McCann-Marschalk, New York, Ben Pettick of Product Services, New York, and Robert Rowell, Foote, Cone & Belding, New York, in that order.

Dubonnet aperitif wines, which is currently pouring more money into broadcast advertising than ever before, has found that the radio-TV campaign is attracting a large gourmet clientele, according to I. Scott Romer, advertising-sales promo manager for Schenley Import Co., distributors of Dubonnet. He said the on-air drive, in addition to appealing to normal Dubonnet users, has resulted in a substantial sales increase through its connoisseur audience. Agency is Norman, Craig & Kummel.

Donall & Harman has appointed Peter Zanphir an officer of the company, in charge of all advertising, promotion and publicity for their client, Independent TV Corp. Joseph Cira, former VP and director of advertising at Lanolin Plus, has re-entered the agency

## Thought for Today

"I believe radio will prove to be the most selective medium in all advertising because most stations attract their own special audiences. But, we must know much more about our audiences — not just their size but who they are."  
—Maurie Webster

CBS Radio spot sales VP

field with Mogul Williams & Saylor, where he is a VP, account group supervisor and director of the agency's drug, toiletries and cosmetics division.

W. B. "Ben" Franklin and John H. Rolfs have been elected VPs of Guild, Bascom & Bonfigli, San Francisco, president Walter Guild announced. Franklin is general manager and Rolfs is secretary-treasurer.

## Anne Bancroft Sings On 'Music Hall' Again

Anne Bancroft returns Wednesday to Perry Como's NBC-TV "Kraft Music Hall" colorcast, where she made her singing debut last season. Acclaim by critics encouraged her to study music seriously since then. Michigan will be saluted on the show as the state of the week.

## Georgia Gets ETV Sta.

Columbus, Ga. — The FCC has approved a new noncommercial ETV station on UHF channel 28 here for the Georgia Board of Education.

# New Priests R-TV Experts

Radio and TV production will be no mystery to 13 Paulist seminarians just ordained to the Roman Catholic priesthood by Francis Cardinal Spellman at New York's Paulist Mother Church of St. Paul the Apostle. Paulist seminary training includes extensive radio-TV work for young men who, as priests, will use modern communications techniques in their work of informing the American people about the Catholic church.

## All Students Participate

During the school year all seminarians at St. Paul's College, Washington, D. C., make two or three appearances on "Today in Your Life" on WTTG-TV. The Paulist students design, write and appear on the five-minute, mid-morning program for 14 shows every six weeks.

## JERRY LEWIS A 'TONIGHT' HOST

Jerry Lewis will act as host for NBC-TV's "Tonight" show the week of June 25-29.

Negotiations for the signing of Lewis were made through Dave Tebel, the network's talent relations VP. Although he has appeared on the late-night show previously as a guest, this will mark his first appearance as host of the hour-and-45-minute variety show.

# Radio Month Spun Drama on 'Donna'

A drama, "Radio—The Citizen," will be heard Sunday in observance of "National Radio Month." The story is a holiday in New England during Hurricane Donna, September 1960, and dramatizes the way it operates as part of the community.

Donald Witty wrote the script. The show will include a specially prepared newscast from ABC affiliate WHAY, in Hartford, Conn., and the voices of ABC newscaster Don Gardner, Charles W. George Hayes and Bill Owen. Brophy is narrator.

# KTTV to Eye Dodgers In Sports Network Deal

West Coast Bureau of RADIO-TV  
Los Angeles — KTTV here picks up six Dodgers' game telecasts at Dodger Stadium this season as part of a Sports Network, Inc. deal made by network VP Ray H. Sharp. The station will air the Dodger-Mets game May 25, June 30, July 1, and 7 (for WOR-TV, New York); 17 Dodgers-Colt 45's meetings; WTRK-TV, Cincinnati; and 24 Dodgers-Reds game telecasts for WTVT-TV, Houston. Bob Hiestand will direct the telecasts, none of which will be aired locally.

# Richard Miletta to WPXI As Research, Sales Mgr.

Richard J. Miletta has joined WPXI as research and sales development manager. He previously served two years with F. Smith & Ross, as manager of broadcast research and product research.

Miletta has also been with Perna (1958-1960) as director of research and promotion, and W. Ayer & Son, supervising market and marketing research reports for agency and client groups.

# Fast Literary Catch-Up For Laggard Readers

Philadelphia — A Sunday evening series of five-minute condensed versions of famous novels has begun on WPBS-FM for the benefit of listeners who have little time for reading. Tolstoy's classic "War and Peace" has yet been scheduled.

# Frisco Outlet Launches Readings in Literature

West Coast Bureau of RADIO-TV  
San Francisco — Dr. Baird Whitlock of San Francisco State College has begun conducting "Readings at Random," a nightly program of readings and commentary on literature, on KERN here.



Established February 9,

Indiana University Library  
Bloomington Ind

90, NO. 97

MONDAY, MAY 21,

ENTS

# QUAL-TIME FIGHT STIRS ANEW

## All Un-Quiet on 'Monitor Front'

**Wezey, BAR Joust  
er Ad Checkups**  
Instead of pouring oil on the troubled waters of monitoring of commercial content, a meeting at the weekend by NAB Authority director Robert wezey has rekindled the feud Broadcast Advertisers Re-

he proposal that BAR en- in an independent program act-finding and evaluation, by substituting itself for the Authority," he said, "has impressed us as having the of reason or responsibility." AR board chairman Phil Ed- was told RADIO-TV DAILY Swe- was "in error" on this count.

(Continued on Page 8)

**Foley General Manager,  
at Birmingham Outlet**  
Birmingham — James E. Bailey was appointed by Taft Broadcasting as general manager of WABC here. Replacing Lloyd who re- ed to enter investment business in New City. Bai- served as manager of the on in 1953, managed W. Clevel- WAGA lo-TV, At- and WSPD, Toledo, Ohio.



BAILEY

### Radio Month Breezing Along on Home Stretch

Washington Bureau of RADIO-TV DAILY

Washington—The nationwide salute to "Radio . . . the Sound Citizen" rolls into its fourth week tomorrow, still picking up momentum in observance of National Radio Month. NAB reports that individual stations are playing "sound citizen" jingles it prepared for the celebration on an average of 44 times a week, and are broadcasting live announcements about Radio Month on an average of 41 times weekly. Networks, too, have been giving heavy exposure to salutes by President Kennedy's cabinet.

### Survey Sees TV Fan Drugstore 'Spender'

TV audiences contain an above-average number of housewives who spend money in drug stores, TV Advertising Representatives, Inc., said this morning in a preview of highlights on its latest Audience Dimension survey. "The eight-market survey, 'Drugstore Spending and Viewing,' said the audience always contains a greater number of drugstore spenders, "regardless of what time of day the advertiser pro-

(Continued on Page 7)

### Charity Directors Meet

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The 12th annual meeting of the board of directors of Radio-Television-Recording & Advertising Charities will be held here Thursday. Officers and board members for the 1962-'63 fiscal year will be announced at the meeting.

### U-V BILL TAKES ANOTHER STEP

Senate Floor Vote Next  
For All-Channel Sets

Washington Bureau of RADIO-TV DAILY

Washington—Only Senate floor action and the President's signature remain for the all-channel TV set bill to become a law, and talk on Capitol Hill indicates these will not be tough hurdles. The bill, which has already passed the House, was approved at the weekend by

(Continued on Page 3)

### Goodson Describes Blacklisting in '50's

Trial resumes before Federal Court Judge Richard Telbet here today in the million-dollar libel suit brought by former CBS personality John Henry Faulk against Aware, Inc., radio-TV consultant Vincent W. Hartnett and Syracuse supermarket operator Laurence A. Johnson. Faulk claims statements

(Continued on Page 3)

### Denver Firm's \$500,000 Buys Nelsons' Illinois Co.

Peru, Ill. — Earle S. Nelson, Sr., and Jr., have sold Midwest Microwave and Television Transmission Co. of Peru-Lasalle, to Americantenna Corp. of Denver for over \$500,000, according to national media brokers Blackburn & Co., which handled the deal.

### Fall Vote Will Signal Re-Opening of Drive To Repeal Sec. 315

Strong indications are apparent in Washington and New York headquarters of the network majors that broadcasters have no intention of relaxing in their fight for total repeal of the irksome political "equal time" mandate in the Communications Act.



BELL

decision to defer action on repeal  
(Continued on Page 6)

### Don Foley Is Appointed R-TV Ad Veep at ABC

Donald Foley today became VP and director of advertising and promotion for the ABC Broadcasting Division of the American Broadcasting Company. He is to be in charge of all advertising and on-the-air promotion for all the ABC divisions, both Radio and TV.



FOLEY

Since 1956 he was NBC's manager of trade and  
(Continued on Page 2)

### Census Shows Big Leap In U.S. Radio, TV Sets

Washington Bureau of RADIO-TV DAILY

Washington — The Census Bureau reports that 48.5 million families had radio in 1960, up from 40.5 million ten years earlier, while 46 million families had TV in 1960, up from only 5 million in 1950. American families had fewer telephones—42 million in 1960—than either TV or radio, the census showed.

### Academy's Gotham Chapter Polishing Its Five Emmys

Five outstanding achievements in New York area TV have won local Emmy awards under the TV Academy chapter's "no category" system, president Betty Furness announced this morning.

The awards will be presented tomorrow night, prior to the NBC broadcast.

The local awards committee took down all entries to a final list of 23 nominees.

New York winners are: The American Musical Theater series on WCBS-TV, cited as "an outstanding series to entertain children and inform them of the his-

(Continued on Page 6)

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**Two Cingis Films**

**Merge; Frank Prexy**

West Coast Branch of **RADIO-TV DAILY**  
**Hollywood**—Formation of PFO Radio and TV Productions, Inc., a wholly-owned subsidiary of The Peter Frank Organization, Inc. was announced this morning.



FRANK

The new company is the result of a merger of IMN Productions, Inc., Boise, and Target Jingles of Hollywood. It will specialize exclusively in station jingles, commercial jingles and musical signatures. Headquarters are in Dallas.

PFOP president is Peter Frank. Other officers are: Tom Merriman, creative VP; Rod Kinder, VP, business; and Jodie Lyons, VP, production. The combined staffs have been expanded with composers, lyricists, musicians, singers and recording engineers. Dallas headquarters include new modern recording facilities.

**Ullman Sales Rep**

Exclusive sales rep for PFOP is Richard H. Ullman, Inc., with main office in New York and branch offices in Dallas and Hollywood. Marvin A. Kempner is RHU executive VP and Richard Morrison is VP. The Ullman company is also a wholly-owned subsidiary of the Frank firm.

PFOP also owns Stars International, of which Will Scott is exec producer. Stars produces syndicated radio packages. Ullman also distributes Spotmaster tape cartridge equipment and supplies stations with contest promotion prizes.

**Frost's Poems Highlight 'Invitation to Learning'**

Poems of Robert Frost will be discussed today on CBS Radio's "Invitation to Learning." Participating with moderator George D. Crothers will be John Ciardi, poetry editor of the Saturday Review and host of CBS-TV's "Accent," and Lawrence Thompson, of Princeton U.

**Sullivan Plays Stoneface In 'Bye Bye Birdie' Film**

Hollywood — Producer Fred Kohlmar and director George Sidney have signed Ed Sullivan to play himself in Columbia's screen version of "Bye Bye Birdie." He will arrive here soon to appear in key scenes with Janet Leigh, Dick Van Dyke, Ann-Margret, Maureen Stapleton and Bobby Rydell.

**COMING AND GOING**

LAWRENCE WHITE, CBS-TV vp of day-time programs, on the W. C. on business.

DANE CLARK in N. Y. to narrate an upcoming NBC-TV "DuPont Show of the Week."

NORMAN FISCHER, KUKA general sales manager, in town from San Antonio on business. He is headquartering of National Time Sales.

ELIZABETH BECKJORDEN, radio and TV representative, has left on a Mediterranean cruise.

WILLIAM P. DIX, JR., WCHS-TV general manager, in N. Y. from Charleston, to confer with Blair TV and CBS-TV.

JOHN PEARSON, director of ITC's international division, to Colombia, Peru and Brazil.

**D.C. Outlets Wins In Maryland Elec**

Washington Branch of **RADIO-TV DAILY**  
**Washington**—The voters of urban Maryland probably voted out of the primary election about as confused by the confusing political claims as they have been at the start, but two of Columbia stations came out covered with glory.

WTOP-TV and Radio net rector Ed Ryan secured of a controversial tape of this campaign by the back one candidate to claim "deal" with the opposing date, and aired the tape exactly. It was unable to air face-to-face encounter on only because the accused date refused.

WWDC radio started the campaign with its first endorsement of a candidate, a rank one given no chance at all even making a respectable show. The mess involving the two running candidates resulted remarkably strong race between unswayed WWDC favorite, actually won handsily in the land county in which the WWDC transmitter is located, as well in another nearby county by the station, though he was knocked down to a second finish by final returns.

**Penny Broadcasters Hosts to Congressmen**

Washington Branch of **RADIO-TV DAILY**  
**Washington** — The Pennsylvania Association of Broadcasters is hosting a reception and dinner in honor of their state's Congressional delegation tonight at the Broadcasters Club here.

Robert R. Williams, general manager and station director of WHIL, Bloomsburg Pa., is president of the association.



WILLIAMS

**KBOX For Leukemia**

Dallas — KBOX personalities Ken Dowe, George Cooper, Jim Kave, Allen Abbott and C. O'Shea headed a teen March for Leukemia in cooperation with Danny Thomas Foundation.

**Wash. Steno 'Miss Emmy'**

Washington Branch of **RADIO-TV DAILY**  
**Washington** — A southern beauty queen turned congressional secretary has been selected as "Miss Emmy" by the Academy of TV Arts and Sciences chapter here. Miss Layte Bowden, receptionist and appointments secretary to Sen. George A. Smathers of Florida, will represent the chapter at the 14th annual "Emmy Awards" dinner tomorrow.

A native of Ft. Lauderdale, brown-eyed Miss Bowden will help present local awards before the national telecast.

**Canada R-TV Networks To Follow Queen Mother**

Special to **RADIO-TV DAILY**  
**Toronto** — When the Queen Mother visits Canada next month, CBC-TV and its Trans-Canada radio network will give live coverage to her arrival at Dorval Airport, Montreal, June 7; her presentation of the color June 9 to the Black Watch, Royal Highland Regiment of Canada, at Molson Stadium, Montreal, and her attendance at the running of the Queen's Plate June 16 at New Woodbine race track near Toronto.

On radio only, a delayed broadcast will cover the Queen Mother's June 11 visit to Lansdowne Park, Ottawa, for a welcome by school children.

**Va. Channels Buy N.Y. Times**

A new twist to the media sales pitch has been added by three TV stations in the Norfolk-Newport News market: WAVY-TV, WTAR-TV, and WVUE-TV. They bought a three-week schedule of spot radio on WPAT to sell ad agency and marketing execs on the potential of their area. The three TV stations have been cooperating for the Year on a joint market promotion. The campaign begins today and will run for a three-week period using 12-14 spots per week.

**'Air-Bubble Studio' Goes to Racetrack**

The air-supported radio studio that WCBS first introduced to the public at Grand Central Station is being moved to Aqueduct Race Track on Long Island for a return engagement. Starting tomorrow, WCBS personality Ed Joyce will tape his Dixieland Band Show there, and on Wednesday and Thursday Jack Sterling and his quintet will tape segments of their Saturday show.

The \$10,000-added Aqueduct National Hurdles will be run during the WCBS Studio stay on Thursday.

**Foley in ABC Post**

(Continued from Page 1)  
 station advertising. Previously, he was director of promotion for WCBS Radio, director of promotion service for CBS-TV Stations, and then director of advertising for CBS-TV Spot Sales.

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

# Casters, Educators Seal 'Mutual Aid Pact'

## Collins, Anderson See Greatest Gap Closing

Special Bureau of RADIO TV DAILY  
Washington—Broadcasters and educators have agreed today to further cooperation between educational and commercial programmers. NAB president LeRoy Collins designated five to work together with Dr. Ernest C. Anderson, president of Joint Council on Educational Broadcasting.

Great progress has been made in recent years in both commercial and educational broadcasting," Collins and Anderson said in a joint statement. "While their interests are not always coincided, in many instances they have. And there is a growing mutuality of interest."

### Purpose Expounded

It will be the purpose of this committee to explore those areas in which such cooperation is possible, to seek ways of increasing cooperation and to develop new programs in which commercial and educational broadcasting can be further benefited to each other to the public they both serve. Commercial broadcasters on the committee are: Rolland V. Tooke, executive VP, Westinghouse Broadcasting Co., New York, who will serve as the commercial broadcaster's co-chairman; Robert Anderson, VP and general manager of radio, KMOX, St. Louis; D. L. Frost, VP and general manager for radio-TV, the Hearst Radio Network; Lee Ruwitch, executive VP and general manager, WTVJ-TV, Miami, Fla., and Gold P. See, general manager, KPIX-TV, San Francisco. Committees of directors of both commercial and JCEB have approved the designation of the joint committee which is expected to convene in Washington shortly.

### TV Bill to Senate

(Continued from Page 1)  
The Senate Commerce Committee, which has only two Republicans dissenting on the 16-member unit, passed the bill. John Butler (R., Md.) and Charles Cotton (R., N. H.) termed the measure a "dangerous and far-reaching precedent . . . a forerunner of the consumer control of the radio industry," opening whole new areas of coercion and control." The majority however, said the bill would up UHF use, encourage more stations and mean more commercial stations.

### Connally Returns to Air After Race for Governor

Austin, Tex.—John Connally, Texas governor hopeful, who led the candidate field in the Democratic primary, will resume his two-week "Coffee With John Connally" program today.

## WCCO Inks Renewal With CBS Spot Sales

Minneapolis — WCCO Radio, now at an all-time high in national spot income, has signed a



WEBSTER

five-year renewal contract with CBS Radio TV Spot Sales, its national representative.

The CBS affiliate says the agreement culminates a year in which it has achieved the greatest share of audience reported for any station in the 32 markets measured by the Nielsen Station Index.

Present at the signing were Larry Haeg, WCCO general manager, Laurie Webster, CBS VP and general manager of CBS Radio Spot Sales, and Ralph Glazer, eastern sales manager of the representative firm.

## WHAT Appoints Dixon News, Spec Events Dir.

Philadelphia — Randy Dixon has been appointed by WHAT as news and special events director and will supervise the gathering, selection, and presentation of news and sports of general Negro interest.

With more than 25 years experience in radio and newspapers, Dixon has been established as one of America's outstanding Negro news analysts.

## Jack La Forge Returns To 'Memory Lane Show'

Jack LaForge, Rio recording artist—he's also lawyer, accountant, interior decorator, and flyer, makes his second appearance in seven weeks on Joe Franklin's "Memory Lane Show" over WA-BC-TV, New York, scheduled for Thursday.

## 'Charge It to My Joke Acc't'

A "laugh-lay-away" plan to break the ice that keeps fledgling gag writers and comedians apart over money was announced in New York over the weekend by George G. Lewis, executive director of the Gagwriters-Comedy Workshop.

The scheme calls for a comedian to pay \$50 into a special fund, to show he is genuinely interested in getting material. Writers will then submit premises, treatments and scripts. When the comic finds material he likes, the \$50 is released to the author.

## BAISCH BLASTS FCC CENSORSHIP

Station Exec Leads Drive To Keep Programming United

Rockford, Ill. — A move to nip in the bud growth of governmental censorship of TV programming in the bud has been made by Joe M. Baisch, VP-general manager of WREX-TV here and chairman of the Illinois Broadcasters Association Freedom Committee. He spearheaded adoption of a strong "hands-off" resolution by the group.

Baisch recommended that they mount a campaign to eliminate the restrictions imposed upon Section 315; alert all broadcasters and interested parties to face and fight the dangers so apparent in the Yarborough Report by the Senate Subcommittee on Freedom of Information.

## Decision on Channel Delays Construction

Moline, Ill.—The FCC has granted the application of Moline Television for a new TV station on Channel 8 here, but construction may not be started until the FCC decides whether the channel is to stay in this city. The decision turned down the competing bids of Community Telecasting, TeleViews News, Midland Broadcasting and Illiway Television.

## Ed. Panclists to Explore If Women Wasting Wits

"Must Women Waste Their Wits?" the topic of the final "National Education Report" on WN-BC-TV Saturday, will feature Esther Raushenbush, director of the Center for Continuing Education at Sarah Lawrence College, discussing the plight of the college-educated woman who marries, raises children and then tries to enter the labor market 10 to 15 years after leaving college.

Then, Lewis said, the comic agrees to pay \$500 in royalties for the completed script of not more than seven minutes within two years. If the material is done on TV, the comic would pay the writer half the income from that appearance. At the end of two years, the comic gets full rights to the material if he paid \$500. If not, the material reverts to the writer.

## Ga. and S.C. Groups Link Summer Meets

Atlanta—Over 125 members of the South Carolina Broadcasters Association have accepted an invitation to attend the annual Georgia Association of Broadcasters Summer convention, Aug. 5-7, at the Holiday Inn, located on Jekyll Island.

The GAB-SCBA convention will be one of this combined state meetings. Both associations will share the social events and programs, but will hold separate business meetings on the final day of the convention. Chairman for the GAB is C. C. Smith, WDEC, Americus, while the South Carolina co-chairmen are William Quinn, WBTV, Florence, and Bruce Buchanan, WFBC, Greenville.

### Collins to Speak

The GAB said NAB president Leroy Collins will be one of the featured speakers. "We will have several other top names from Washington on the convention program," said GAB president H. Randolph Holder.

### More on 'Blacklisting'

(Continued from Page 1)

in an Aware bulletin, aided and abetted by Hartnett and Johnson, lost him his livelihood in the broadcasting industry.

Testifying at weekend was Mark Goodson, partner in Goodson-Todman, who declared that in the early 1950s (the period involving Faulk) actors were being blacklisted as potential program guests for no special reason.

"No one went into specific details," Goodson said. "Notifications were made that they were unacceptable, and it was understood that the reasons were political." He added that an advertising agency or network was called for clearance on potential guest stars.

The producer told the court that Judy Holliday, for example, was consistently rejected as a "mystery guest" on CBS-TV's "What's My Line?" Also, after she appeared on our "Name's the Same" show, "we were rebuked," he said.

## Radio Given to Blind In Helen Keller Room

WABC has presented a radio to the American Foundation for the Blind for its interest in radio activities across the nation. Dick Hutchinson, assistant program supervisor, presented the gift to Dr. Gregor Ziemer, director of public education, in the historic Helen Keller Room of the foundation's New York headquarters.

## THREE TO GET READY



Week after next, Ken Hildebrandt will be leaving Hollywood with **THREE** pilots of "ACROSS THE SEVEN SEAS" . . . a title that even Fred Throrer has found appealing, according to a recent communique which goes on to complain that prices continue to spiral. (I think that Fred is trying to tell me something in his own special way!)

About the three pilot films. They are:

"I Took My Women to Africa"

"Paradise After Dark"

"Honeymoon at Sea"

Last week, while these films were still in rough-cut, we held a preview for some of the people at Eastman Kodak. They're a nice lot, but a bit proud on the subject of color film, which is understandable.

We showed them the films, with authentic sound, and they left the screening room knowing — and admitting — that they had seen color quality and production values never before achieved in non-fiction programming on TV.

I am very proud of this material and proud of our staff people who put it together. It is boxoffice product, yet it is clean and wholesome and carries the NAB seal of approval. So, Ken will be in the Mid West and East week after next, with those three sparkling new pilots hulging in his valise. Why **THREE** pilots? It appears our Eastern cousins are no longer buying first run syndicated product on the basis of just one pilot. So we learned on Ken's first brief sales jaunt a month ago. And frankly, it makes sense. You and I wouldn't buy a house after just one inspection, and a TV series is every bit as important an investment.

—JACK DOUGLAS

(P.S.) You shouldn't have any trouble spotting Ken. He'll be wearing his purple beret, yellow and pink Italian silk scarf, and rhinestone-studded sunglasses in gold frames. But he's a nice fellow.

Advt.



By TED GREEN

• • • The British movie industry is putting up a tough, against the invasion of pay-TV in England. The flicks there been suffering from meager attendance and fear coin-in-the-slot would bring their death-knell . . . Liz Morgan, popular WJRB personality, seen in Ratazzi's with hubby Julius Seebach, longtime exec, discussing her upcoming guest list . . . Bill McCreary of V named to the Community Hall of Fame by Sach's Quality Store his "outstanding contributions to the community."



• • • Great Neck's Steven Scott Orchestras, musical favorite of the Long Island Shorecity Set and of Apollo Recording fame being set for a series of video appearances . . . Sonny Gluck, baseball great of the throbbing thirties and inventor of the Gotham Elm Baseball Game, will become a radio sportscaster in the Fall . . . magazine writer Paul Denis celebrated his 20th wedding anniversary last week . . . Louis Brecker owner of Roseland Dance City, has completed plans to produce a series of dance films for use on TV at the nation's schools to educate novices in the art of ballroom dancing . . . My Stetson's off to: Don Luftig, WINS program director, has great promotional gems on that station. His Mother's Day inter with fourth-grade youngsters on why their Moms are special human-interest radio.



• • • Meet: Bob Lewis, WINS' newest personality, a native New Yorker who first got interested in the radio business while producing a radio version of Gilbert & Sullivan's "Mikado" (on WBRU). Bob has worked for Long Island stations WBIC, WGLI and WGBB; New Haven's WNHC, and WJGM, New York, before joining WINS. Although he broadcasts seven days a week, Bob still manages time for his many interests, especially youth work. His philosophy and success in dealing with the youngsters is that they are essentially idealists and should be treated as such. Bob favors all kinds of music (ranging from show tunes to songs with a beat) which he features on his WINS programs. Bob enjoys his work tremendously, pointing out that although he may be tired at the end of the day, it is the weariness that comes from hard play—not work.



LEWIS



• • • Kim Hunter will appear in a starring role in "Tomorrow the Man," a drama for NBC-TV's "The Dick Powell Show" tent shot in Hollywood later this month and released in the Fall. Fred Robbins off to cover the Cannes Festival for "Assignment Hollywood" and finalize deal for syndication on Radio Luxembourg. He will also be taping on the various pictures in production in London, Rome, Munich and Paris . . . Miki Marlo, the personality-plus of Jan Murray's "Charge Account" NBC-TV program, will do a special starring stint for the Masons at the Yonkers Armory Saturday. Congratulations to Martha Raye, always a treat on the television screen, currently celebrating her 35th anniversary in the glamorous Belton show business.



• • • Goes on at Columbia: The Dave Brubeck Quartet continues its album series on a "time" theme with "Countdown—Time in Outer Space." Brubeck's "Time Out" and "Time Further Out" are currently high on best-seller charts throughout the nation. Andy Williams' "Moon River" and "Other Great Movie Themes" take its title from the song voted a 1961 "Oscar" at the recent Academy Award program telecast from coast to coast. And included in Williams album are "Maria," "Tonight," "Never on Sunday" and "Tender Is the Night."

**10 Advertisers**  
**ent \$14.5 Million**  
**Canada TV in '61**

**Special To RADIO-TV DAILY**  
**Ontario**—The 10 largest advertisers in Canada last year allocated 44 per cent of their total budgets in TV, according to a survey just released by TVI of Toronto and prepared by Elliott-Hughes, Ltd. Total TV expenditures for the top 10 amounted to \$10,000,000, a 19 per cent increase over 1960 expenditures by the 10 largest advertisers.

The top five advertisers in that list were even heavier in the first three months of TV last year, allocating 50 per cent of their budget to the medium. Procter & Gamble (Canned Fruit) led the list, with 92 per cent of its total ad budget going to TV. General Foods followed, with 87 per cent allocated to TV. In a group, the top 10 invested \$14,500,000 in all principal media, accounted for \$14,506,000, which is claimed \$2,684,000. In 1960, the top 10 spent \$11,466,000 in all principal media, with TV claiming 44,000, 38.8 per cent of the

**D. Mills, Bristol-Myers**  
**ponsor 3 News Reports**

Sponsorship by General Mills means five-a-week, five-minute "News Morning Reports," to be next season, and its renewed sponsorship of "NBC News Afternoon Report," and Bristol-Myers' sponsorship of "NBC News Afternoon Report," have been announced by NBC-TV sales VP D. D. Durgin. General Mills orders were through Knox-Reeves and Needham, Louis & Brorby. The Bristol-Myers order was via Young & Rubicam.

**Manishevitz Renewing**  
**Woman Jingle Airings**

Manishevitz Wines has renewed with Eiseman Music Co. another series of national spot jingles for the fall of Herb Eiseman said Manishevitz will stick to the humorous ones he specially created for 1961. This summer Manishevitz will continue with his music jingles and spots.

**Heller Philly Mgr. for PGW**

Philadelphia — Peters, Griffin, Woodward, will open a national sales office in Philadelphia June 1. H. Preston Peters, president of the station rep firm, said the new office was needed because of "the increase in national advertising and marketing being made in the Philadelphia area." Donald K. Heller, time buyer

**NEW TOT SERIES FORMAT**  
**BASED ON WEB'S SURVEY**

NBC-TV's recently announced hour series geared to children from 5-11, to debut in the Fall, will base its program format on results of a special research survey conducted for the network by the Eugene Gilbert organization. It was announced by NBC president Robert F. Kintner. He said the survey has just been completed and its results are being analyzed.

Noting that the series has been in planning for six months, Kintner said the survey took in the activities, interests and information levels of the various separate groups between the ages of 6 and 17. "We believe it will be very helpful to us in developing the elements of the new program project," he said, "as well as the planning of additional constructive programs for children in the future."



By H. WILLIAM FALK

Columbia Records has appointed Frederic Johnson manager of the educational department of its sales division, succeeding Mrs. Marian Tilton, who resigned, and named Peter Reilly manager of East Coast information services for both the Columbia and Epic labels. Warner Bros. Records has added Arnold H. Tides as its Western Division district sales manager, headquartered in Los Angeles. He formerly was ABC Paramount West Coast div. mgr.

Based on the success of the David Rose current hit single, "The Stripper," MGM Records is rushing a complete album of burlesque tunes cut by Jesse Kaye. West Coast operations VP for MGM Studios. He managed to find a few authentic burlesque musicians to sit with the David Rose Orch. at the recording sessions. Verve Records, in a tie-in with Esquire Magazine, is releasing a group of four "Sound Tour" albums, depicting the music of France, Spain, Italy and Hawaii. The entire project is tied-in with Esquire and will be promoted by the magazine thru its full-page ads and "Esky" posters in music store windows.

ABC-Paramount has promoted Nat Hiale to the newly created post of assistant to the president, and named Kiek Ward to fill his vacated position as national publicity director. Hiale, with the label almost since its inception, also continues as national advertising director and will still coordinate activities with executive VP Levine. Ward joined ABC-Paramount in 1957 as executive assistant to Hiale.

with N. W. Ayer & Son since 1957, will serve as manager of the new office. Heller has also been associated with Al Paul Lefton Co. and Warwick & Legler.

"A Teaching Program" Kintner described the new series as "a teaching program, dealing with music, science, history, mathematics and other subjects. We hope to do it with entertaining audio-visual techniques and with personalities who will make it a great attraction to youngsters." The first part of each program will be geared for children 5-7, and the second part for youngsters 7-11.

**ABC's 'Directions '62'**  
**Eyes '5 Catholic Poets'**

"Five Catholic Poets," whose poems express an inkling of the mystery and joy of existence that springs out of life, will read selections for their works Sunday on ABC-TV's "Directions '62."

Represented will be Kathleen Raine, the English poet now giving the Mellon lectures at the National Gallery of Art; Robert Lax, editor of Jubilee Magazine and the poetry broadside, Pax; John Fandel, an English instructor at Manhattan College; Leonie Adams, a former consultant in poetry at the Library of Congress, and Ned O'Gorman, New York poet.

**WPBS Probes Philosophy**  
**In New 13-Week Series**

Philadelphia—A 13-week Sunday morning series on "Christianity and Philosophy," with the Rev. Francis A. Wallner, S. J., professor of philosophy at St. Joseph's College, is being broadcast on WPBS. Topics of the first two programs, "What Is a Philosopher?" and "What Has Philosophy Wrought," attempted to answer man's questions as to his origin, purpose and, presumably, ultimate destination.

*new... exciting... wonderful...*

**RAHALL RADIO**  
 1st...in Community Life  
 1st...in Overall Ratings  
 1st...in Sell  
 1st...in Adult Listening

**WKAP**  
**RADIO 132**  
 Allentown - Bethlehem - Easton

5000 WATTS No. 1 Sales Hooper and Pulse. Lowest cost per thousand audience on well known Valley growth market. First with Blue Chip of network.

**WLCY**  
**RADIO 138**  
 Tampa - St. Petersburg, Fla.

5000 WATTS No. 1 January-February 1962 Hooper double of all other area stations. Lowest cost per thousand audience in fast growing Tampa-St. Petersburg market.

**WWNR**  
**RADIO 62**  
 Beckley - W. Virginia.

1000 WATTS No. 1 Hooper and Pulse surveys, strong 9 big counties in heart of West Virginia. Lowest cost per thousand audience... featuring great personalities.

**WNAR**  
**RADIO 111**  
 Philadelphia Area

500 WATTS No. 1 Sales Hooper survey report, covering large Philadelphia and Norristown markets... where bulk of consumers live and buy. Lowest cost per thousand audience.

**WQTY**  
**RADIO 122**  
 Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

**RAHALL RADIO GROUP**  
 W. Joe Rahall, President  
 Represented nationally by:  
 ADAM YOUNG, New York  
 Philadelphia Representative:  
 Paul O'Brien  
 1713 Spruce St., Phila., Pa.

## Coast Stars in East For Hollywood Tape

Olivia deHavilland, Myrna Loy, Ray Bolger and Chet Huntley are among the stars who will be interviewed when NBC-TV's "Here's Hollywood" tapes a series of programs in New York this week.

Co-hosts Helen O'Connell and Jack Linkletter will conduct the interviews, which will be aired starting early July. Other New York celebs set for interviews include Paul Anka, June Haver, Pauline Frederick, Lillian Roth, Xavier Cugat and wife Abbe Lane, Cyril Ritchard, Fred Gwynne, Hal March, George C. Scott and wife Colleen Dewhurst, Julie Harris and Ilka Chase. Peer Oppenheimer and William Kayden head the production team.

## Pitt Documentary Relates European Market to City

Pittsburgh—What the European Common Market means to the Pittsburgh area economy will be explored in a special hour documentary on KDKA's "Program PM." Prepared by public service director John Kulamer, it will give the background of the Common Market, relate its present and future activities to the local scene and offer current thinking about its competitive challenge.

## 'Live and Learn' Series Views English Literature

Special To RADIO-TV DAILY

Toronto—A "Live and Learn" series, examining six phases of literature, will be seen Saturdays, and repeated on Sundays, on CB-LT here starting next weekend. John Robson, of Victoria College, is host for the half-hour programs, produced by CBC in cooperation with the division of university extension, Toronto U. Leo Rampen is producer.

## AIR CONDITIONERS SALE

- All Makes—
- Lowest Prices—
- Fedders — G.E. — York
- Westinghouse
- Sales — Service —
- Installation —

### FREE SURVEY

Call Jack Isaac

Anitah Trading Corp.

743 Fifth Avenue  
New York, New York  
PL 2-9550

# HOLLYWOOD

ODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Meet: Writer Christopher Knopf, winner in the TV dramatic anthology category of the Writers Guild of America's annual TV-Radio Awards. Chris began his writing career at 22 in motion pictures at MGM. Chris candidly commented, "I started out at the top and wound up six years later at the bottom." Out of MGM after six years, and unemployed, Chris took a realistic look at himself and decided he really did not know his craft of writing. This decision inspired him to undertake intensive study and work so that he could become a fine writer which he is today.

A few years ago Chris entered television, which he feels is his proper niche, and has scripted many fine teleplays for such series as "Restless Gun," "Trackdown," "Alcoa Goodyear Theatre," "David Niven Show," "Zane Grey Theatre," "Corruptors," and "Dick Powell Anthology."

Currently with four star, Chris plans to renew his contract in June, for he likes the company's policy of giving the writer as much creative freedom as possible. Today, at 34, he looks forward to many years in TV, with no thought of returning to feature movies, for he feels TV is the place for the writer who wants to work from his own original idea.

★ ★ ★ ★

• • • Hank Jones and Dean Kay of the Tennessee Ernie Ford Show were in town over the weekend for a series of press interviews and radio and TV guestings. . . . Comely writer Larry Markes is currently writing for eight television series—all on ABC. He insists that the apparent exclusivity is purely accidental. . . . James Coburn and Salome Jens have top roles in the "Goodbye Mama, Hello Aunt Maude" seg of "Naked City," currently shooting in New York. Robert Gist is directing for Screen Gems.

★ ★ ★ ★

• • • Tuesday Weld and Fabian are set for a "Dick Powell Show" episode that rolls at Four Star May 29. . . . Stephen Franken, Chatty Chatsworth on "Dobie Gillis," appears on "Dr. Kildare" this week but without uttering a single word of dialogue. . . . Writer Jack Curtis is set to do a second teleplay for the NBC "Empire" series, to be filmed on location in Santa Fe, N.M.

★ ★ ★ ★

• • • KIAC sales VP Cy Ostrup hosted for ten lady time buyers from San Francisco over the week-end, with a series of events culminating with the Dodger-Cardinal game Sunday afternoon. . . . Ludwig van Beethoven is the next subject for the Wolper Productions "Biography" series produced by Jack Haley Jr. for Official Films. . . . Young comic Ronnie Schell has made a series of promos to exploit newsman Roger Grimsby's KGO-TV newscasts. The San Franciscan had performed a similar function at KTVU, where his spots won two RPA awards.

★ ★ ★ ★

• • • KNX reports a new high in weekly sales for the second quarter of 1962 with more than \$250,000 for the first full week in May. New accounts include Blue Cross, Shearson Hammill and Humble Oil. Six accounts renewed their schedule during the week.

## Assault on Sec. 315 Poised

(Continued from Page 1)

finds the industry firming for another assault on Section 315 immediately after an assessment is made of on-the-air coverage and campaigning in the Fall elections.

Meanwhile, the NAB has started running with the ball, evidenced in a forceful speech made by Howard H. Bell, the org's VP for industry affairs, at the 25th anniversary convention of the Ohio Association of Broadcasters in Cleveland.

Bell dismissed as unfounded and unwarranted an implication by the senators that broadcasters are "merely entertainers." The Ken-

edy-Nixon debates of 1960, he retorted, demonstrated "responsible journalism in its highest form" and there wasn't a single instance of a broadcaster trying to dictate to the candidate.

The industry's major challenge, he said, involves the "constant improvement of the quality and character of service provided the American people." Noting obstacles to this goal, he observed:

"We cannot do our best if our honest judgment as broadcasters is questioned, or our freedom impaired by government action or threats of action."

## Six Sponsors Boke For Hotel Closed

Six advertisers have contracted as charter sponsors on the closed-circuit TV service at New York City hotels, produced by Sterling Information Service. Broadcast in over 10,000 rooms in mid-Manhattan, Channel 6, the service provides hours of daily programming.

Advertisers are British Car, via McCarty Co.; dBBD0; French Lines, N. V. & Son; Schlefflin, Inc. (finer wines and spirits division); Hue & Co.; Freedomland; J. Korvette.

## Top 5 Local Emmys

(Continued from Page 1)

tory and significance of the social theater." Charles Wood, "for his editorial independence and courageous production of 'WCBS Views the World' series (produced by Capital) "for coverage of an event of world-wide significance in a precise and complete reportage"; WNBC-TV's Open House series, "for bringing to view spontaneous exchange of the minds of our time," and Pressman, "for his consistent energetic and aggressive spot news reporting on TV."

A special "Governors Award" went to James Fleming and Suskind for "The Festival of Performing Arts." The show, produced in New York, was declared ineligible as a nominee for a New York Area Award but it has been shown outside the area.

## With My Coffee, Please

St. Louis—KMOX-TV is launching a daily newspaper edition "New Highlights," which contains news items and lists persons in the news and weather. The paper can be found in restaurants near the station and is apparently designed to keep patrons informed until the waitress arrives.

## Canada Packers Div.

Farm News in French — The Shur Division of Canada Packers, via Cuckfield-Brown, has signed a 52-week contract as sponsor "Tu es roi chez toi," a new minute program aimed at listeners on the CBC French network. Eight Quebec stations are carrying the show at the program is relayed to Montreal, N. B., and stations in three prairie provinces for broadcast at the local level.

# imp' to England Religious Specs

The Lamp Unto My Feet" will produce a number of religious broadcasts in the next month for presentation this Summer and Fall on TV. Producer Prentiss is host Dr. George Crothers the "Lamp" production staff tape the special programs throughout June in Coventry, and various other selected

extensive TV coverage by BC, plus special coverage by CBS News crew, of the May dedication of the new Coventry Cathedral, with Queen Elizabeth attending, will be taped on-the-spot for presentation on "Lamp"

companying Prentiss Childs Dr. Crothers will be Marvin Fisher, director of "Lamp," Harold Messing, the press production assistant.

## Aids NET 10-Parter ing Basic Economics

The American Business System 10 half-hour programs on economics, will be seen on stations next season. The series, now being produced a grant from the National Association of Manufacturers, will show people playing various roles in the huge marketplace called the American econo-

hour Lodge Productions. producer of the TV series "Industry Parade" for the NAM, is producing the new series for NET.

## Store Spender Eyed

(Continued from Page 1)  
his product on TV." Researchers came up with the fact that housewives who spend more time in drugstores devote 74 per cent more time to TV than the spenders. During daytime hours, they showed, "the spenders devote almost twice as much time to TV as the non-spenders—93 per cent more. At night, there is a 40 per cent difference between the two groups. TV attracts 84 per cent of the drug store spenders over the course of the day as against 77 per cent of the non-spenders," survey revealed.

## OBITUARY

**Walter W. Zahndt**  
Louis — Funeral services held Friday for Walter W. Zahndt, 68, VP and treasurer of Zahndt & Keily agency.

# AGENCY NEWSCAST

By RALPH TYLER

A heavy TV ad campaign, both network and spot, begins mid-June for "Saff-o-Life Safflower Oil," General Mills' entry into the salad and cooking oil field. The company says the oil, pressed from the seeds of the safflower plant, has been successful in Syracuse and Columbus, where it has been sold since October. Product reflects the current nationwide interest in poly-unsaturated fats. Agency is Knox Reeves, Minneapolis.

Robert N. Long has been elected a VP at Ted Bates. He is account exec on the Brown & Williamson account for Viceroy cigarettes. . . . Cracker Jack Co. announces appointment of Doyle Dane Bernbach as its ad agency effective Aug. 15 . . . AFA's fourth annual Advanced Management Seminar in Advertising and Marketing will be held at Harvard Graduate School of Business July 15 to 27. Companies participating include U. S. Steel, American Oil, Allied Chemical, Ford Motor, Scott Paper, DuPont, RCA, General Foods, BBD&O, J. Walter Thompson, Benton & Bowles, SSC&B, Leo Burnett, MacMann, John and Adams, TVB, Reader's Digest, Lite, Look, Time, ANPA and other blue chip orgs.

A group of former St. Louisans has formed a Chicago chapter of the Advertising Club of St. Louis and it has 65 members, every one a VP. Its mission is "to let Chicago know the lasting debt it owes St. Louis for the priceless contributions St. Louisans have made to advertising as it is practiced in Chicago." Another function is to make an annual pilgrimage to the Mound City to lay a wreath at the cornerstone of the DeSoto, headquarters of the club for many years.

Using Pepsi Cola's nationally heard ad adaptation of the standard "Makin' Whoopee," a 60-second radio commercial variation has been developed featuring new lyrics especially written for Detroiters. Broadcast in Detroit, it highlights 10 of the city's best known recreational programs.

## WNAC, Yankee Net Add UPI Audio News Service

Boston — The United Press International Audio News Service is being added today to the facilities of WNAC and the Yankee Network to bring New Englanders actual on-the-scene reports from all over the world. WNAC airs 15-minutes of news every hour on the hour plus news director Bill Whalen's nightly "Today In Review" program, 6-7 PM.

# Morgan to Produce Ayem 'Today' Show

Al Morgan, novelist and radio documentary producer-writer, has been named producer of NBC-TV's early-morning "Today" program, effective June 4. He will succeed Robert J. Northshield, who leaves the "Today" post to produce a series of NBC News specials in the 1962-'63 season.

Morgan was previously with NBC as senior editor of NBC-TV's "Home" show. He joined the program's staff in 1954, when the series began, and left for Hollywood in December, 1955, to write the screenplay of his best-selling novel, "The Great Man."

Before joining the "Home" show, he was a producer-writer of news and public affairs programs for CBS Radio. During 1953 and part of 1954, he was writer-producer with the CBS Radio Documentary unit. In 1952 and 1953, he was a writer-producer of "This Is New York," on WCBS, New York.

## Double Honors

Baltimore—Charles S. Blair has received the Westinghouse Broadcasting Ten Year Award from WJZ-TV general manager Herbert B. Cahon. At the same time, Blair was named assistant chief engineer for the station.

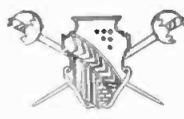
## Thought for Today

"A broadcaster's role can be compared to a magnet held on the underside of a table and the audience is composed of a pile of iron filings on top. If the magnet is too far away from the filings it has no effect on them. Put the magnet right under the pile and there is no change, but at just the right distance away, it can make the filings move."

R. Peter Straus  
President, WMCA, New York

landmarks—where, not accidentally, Pepsi is available.

Jack Leener, Tidewater Oil ad manager, says the company will sponsor "CBS Reports" on the TV net Thursday. President Kennedy and former President Eisenhower will appear on the hour program dealing with world trade. . . . June Mazingo has joined the copy staff of the Los Angeles office of BBD&O, W. M. Starkey, VP and regional manager, announced.



The reward of a thing well done, is to have done it.

Emerson

—A Thought For The Day—

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

## "D-Day" Sets Basehart As Off-Camera Voice

Actor Richard Basehart will be the off-camera narrator for NBC-TV's "D-Day" hour-by-hour account of the Allied invasion of France on June 6, 1944, to be presented on "Du Pont Show of the Week" June 3.

The hour program recalls the first 24 hours on the beachhead and the harrowing days and weeks preceding the largest military landing in history.

### Wolper Executive Producer

Producer-director is Mel Stuart, with David Wolper as executive producer for his Wolper Productions.

"D-Day" had access to footage which includes captured German film and recently discovered reels of the French underground waging sabotage and guerrilla activities behind Nazi lines as Allied troops stormed ashore.

## Swezey and Edwards Caught in Crossfire

(Continued from Page 1)

stating his firm "does not now intend to evaluate or interpret, as our job is counting and timing commercials — which is what we will do."

Swezey's statement contained conciliatory balm for BAR's ruffled feathers. "There is, of course, another point of view . . . Why not accept this BAR effort for what it is worth, as an aid in our own work which comes at a time when indeed we need all the help we can get?"

### 'Face Up,' Says Edwards

Edwards, apparently not easily placated, demurred from any thought of returning to code monitoring. He declared: "The industry must face up to the honest cost of self inspection and the results would have to be made known to everyone involved." He added BAR data will be offered to stations for confirmation prior to publication.

Swezey's final word on the subject to date: "The Code Authority will be available at all times to assist any subscriber in appraising his performance under the commercial limitations or any other provision of the code."

## Chi. Music Fair Focus On Industry Advances

Chicago—National music equipment and record retailers and radio program directors will attend a business conference at the World's Fair of Music and Sound, Aug. 31-Sept. 9, here. The meeting will focus on advances for the industry.



By PETER C. DAVELLE

• • • Billy Cotton Junior, new assistant head of Light Entertainment for BBC-TV, is just the man to give the corporation's programs the "Transatlantic look" (and with the U.S. TV market in view, the consideration is not just an academic one!). Billy produced BBC-TV's "Mort Sahl Show" and was also associated with the TV show which Perry Como produced in London last year . . . Cotton Junior has produced 70 editions of the popular "Billy Cotton Band Show," starring his genial father, Cotton Senior. Cotton Junior was a director of a music publishing firm before joining the BBC in 1955.



COTTON, JR.

• • • Canadian actor Lee Patterson, currently filming in the U. S. "SurfSide 6" TV series, is on a two-week holiday to London. He attended ABC-TV's weekly cocktail party the other day to talk about the series . . . Lisa Kirk arrived in London from the U. S. to prepare for her top-of-the-bill stint at London's "Talk of the Town." She takes over from Eartha Kitt, who's just completed a 13-week season at the "Talk." TV dates are being lined up for Lisa, who'll be accompanied by America's The Four Saints.

• • • American stars the Peters Sisters and Chloé Arnez and His Latin American Orchestra helped to bring extra sparkle to ATV's "All that Jazz" program the other day . . . Comedian Dave King plays his first straight role in a West End production, in the U. S. comedy "The Glimick" which opens its pre-London tour in Dublin this week . . . Jazz band leader Johnny Dankworth has refused to compete a BBC Third Program jazz program because of the BBC's ban on modern jazz in the BBC Light Program's "Jazz Club."

• • • Re-organization of ATV's education department has meant that two of their schools heads are to go. They are Robert Webb, head of the Education Dept., and his assistant, Miss Astrid Chalmers Watson. An ATV spokesman denied that the company no longer regarded educational TV programs as important. "Reorganization might lead to an even higher standard," he said . . . Westward TV is making an 80 per cent cut in its advertising time charges to firms who buy time for more than one advertisement on its network this Summer. It's the highest cut-price offer ever made by an ITV company.

## News Flashes From Coast-to-Coast

### Appeal Opened Via TV

Springfield, Mass. — The Most Rev. Christopher J. Weldon, D. D., Bishop of Springfield, officially opened the fourth annual Diocesan Appeal of Catholic Charities yesterday, with the celebration of "Chalice of Salvation" in the Chapel of the Airwaves at WWLP.

### Heads Creative Dep't

Chicago — George J. Bloom has been named supervisor of the WBBM creative department. He has been a staff writer at the station since 1957, writing material for the "Gold Coast Show," "The Joe Foss Show" and others.

### 'Seawatch'

Seattle — For the third year, KVI is broadcasting "Seawatch" marine reports throughout the yachting

season. The reports are scheduled 18 times weekly and include weather conditions from lower Puget Sound to the Straits of Georgia. Coast Guard navigation reports, traffic conditions at the

### KDKA's Rawlins Named Rotary Club Chairman

Pittsburgh — L. R. Rawlins, KDKA general manager, has been named community service chairman of the Rotary Club here. He and Harold C. Lund, Westinghouse Broadcasting VP, received national journalism awards at the recent Sigma Delta Chi affair in Detroit.

## BCH Expands Its Field Adds Chicago Office

Broadcast Clearing House, a specialized spot broadcast agency, has moved to large New York headquarters offices and opened a Chicago branch office as announced by BCH.

"These expansion moves are being made to accommodate the present as well as the future growth in business from ad agencies, station reps and stations all over the country," he said. The larger headquarters is being moved two weeks before the June 1 date or actual computer operations. The Chicago office was opened June 1 to service salesmen in the midwest.

## Will's 'Boy Meets Girl' To Be Telecast In Color

West Coast Bureau of RADIO-TV — Los Angeles — A 90-minute color production of Shakespeare's "Romeo and Juliet" will be cast, without interruptions, a day by KRCA, general manager Thomas C. McCray has announced. The play is performed by members of the U. of Red Drama Department. The production is part of the "Collegeport" series produced by IU in cooperation with the Independent Colleges of Southern California.

## County Sing-Ups?

Dallas — Jim Ranne, manager of the Country Singers, and R. Lewis, who pilots the County Cut-Ups, have combined the groups for a series of live shows, one of which is now over KCUL. Other programs have been set for stations in Texas and Waxahachie.

Government Locks and ship monitor reports.

### News Will 'Float' Around

Tacoma — Seattle World's news is being heard in Southern Michigan on weekly reports supplied at the request of WUOM (Michigan U.), by Heringer of KTNT-TV, which will operate from the Dom Monarch, a floating hotel for visitors, in June.

### Captures 'Connies'

Nashville — For the fourth consecutive year, WSIX-TV's "F Your Bible" and "Romper Room" have been awarded "Connie" the best locally produced radio TV program and the best locally produced educational child program, respectively.



Indiana University Library  
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TEN CENTS

# TONIGHT'S THE NIGHT FOR EMMY!

## FCC Partial Freeze in Radio Licensing Will Last Year: Cox

The FCC's partial freeze on granting new applications for radio licenses looks as though it will last at least a year, according to Kenneth A. Cox, FCC Broadcasting Bureau chief. He reasons: "The FCC needs time to develop new FM rules and new AM

The FCC's radio freeze "locks the barn door after the horse is stolen," Corinthian Broadcasting Co. Charles H. Tower says. In many multi-station markets, there already so many stations that about one-third break even and two-third lose money. He suggests station mergers as solution.

to Kenneth A. Cox, FCC Broadcasting Bureau chief. He reasons: "The FCC needs time to develop new FM rules and new AM (Continued on Page 8)

## CBS Mobilizes Newsmen for S. E. Asia Emergency

CBS News has boosted its coverage of trouble spots in Southeast Asia with camera crews from near-by countries. The marine landing at Bangkok was covered by CBS correspondent Guy Searls and a camera crew of Jack Reynolds and Fred Dieterich.

## Triangle Seeks New Point

Washington Bureau of RADIO-TV DAILY Washington — Triangle Publications has petitioned the FCC to allocate UHF TV Channel 15 in Lebanon, Pa., Lancaster-Lebanon so that the company's WYH-TV in Lebanon can be moved to Lancaster.

## Ransohoff Filming for Biz

Martin Ransohoff is trying on in the filmed series and TV commercials fields through his Filmways firms, then coming up with a winner in the feature film market through an association with Joseph E. Levine for "Boys' Night Out." Filmways' new venture is industrial films, with the first one to roll June 11 at MGM Studios. Titled "Risks are His Business,"

**dead ringers**

Nielsen proved a rating point on WPIX-TV and on New York's top network station delivers the same number of homes with same income levels, home and automobile ownership characteristics.

**NEW YORK'S PRESTIGE INDEPENDENT**

Aut.

**VIDEO BIG GAME FOR TOY FIRMS**

Industry Spot, Web Billing  
Tops \$15.3 Mil., Up 111.3%

TV toy advertising, in one of the medium's most dramatic gains during 1961, increased 111.3 per cent, according to a TvB report which notes that toy gross time billings in network and national spot TV rose from \$7,263,404 in 1960 to \$15,347,304 in 1961. Spot billings went from \$5,203,000 in 1960 to \$10,805,000 in 1961 (Source: TvB-Rorama) (Continued on Page 6)

## PST Files to Regain Channel 10 in Miami

Miami — Public Service TV Inc., yesterday filed with the FCC to regain the right to operate Channel 10. Having operated WPST from 1957 to last year on the channel the applicant cites its record of service to southeastern Florida. It is a wholly owned subsidiary of National Airlines. Lewis B. Maytag, Jr., became president of NAL less than a month ago. G. T. Baker, airline founder, continues as National board chairman. The FCC last year gave L. B. Wilson Co. a temporary permit (Continued on Page 6)

## Craig Named WINZ GM; Calder Now Program Dir.

Miami — Rand Broadcasting has named Frank Craig general manager of WINZ, with Bill Calder taking over as program director. Craig was formerly VP-national sales manager. Calder, was music director. Frank Ward has resigned as ops manager to join WHFC, Chicago.

## 6,000 Votes Decide 26 Class Winners Of '62 Golden Gals

TV's own shining hour is at hand. Before the clock strikes midnight there will be 26 invaluable awards for outstanding talent and technical achievement. Meanwhile each ticking moment heightens anxiety and excitement over the big finals.

For tonight the 14th annual Emmy awards are to be presented in New York, Hollywood and Washington by the National Academy of TV Arts and Sciences, with the whole nation looking on via NBC-TV's hour and a half broadcast. (Continued on Page 3)

## Stephen Rooney to Head Pittsburgh Radio-TV Club

Pittsburgh—Stephen J. Rooney, general manager of WJAS-AM-FM here, has been elected president of the Pittsburgh Radio & TV Club for a one-year term beginning this Fall. He succeeds Jerome R. Reeves, manager of KDKA-TV. Rooney, who joined WJAS in 1953 as an account exec, was named manager in 1959. Other officers elected to one- (Continued on Page 7)



ROONEY

## Unclean Soap Operas Face \$4,000 Mexican Bath

Mexico City — Any TV soap opera, play or series deemed unsuitable faces a \$1,000-fine and 15 days imprisonment for the producer involved, said Carmen Baez acting head of the Film Bureau. She notes her "flexibility" does not extend to themes against "public morals and good customs." Former Bureau head Jorge Ferreris, whose censorship was super-strict died recently in an auto crash.

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## Nationalities Council Guides Use of R-TV

A Friday morning seminar on "Getting Your Message Across through Press, Radio and TV" will highlight the annual convention of the American Council for Nationalities Service, Thursday-Saturday in New York City. Arnold Hartley, exec VP of Key Broadcast Management, will preside, and speakers include Wiley Ilance, ABC public service director; Mark Olds, WNEW program director, and J. Mitchell Jablons, Ellington & Co. VP.

The council helps integrate immigrants into American life and promotes understanding between groups, cultures, countries. The convention will bring together representatives of its 38 member agencies throughout the United States.

## Four-State PD's Elect Romig

New Orleans—Jerry Romig, production director of WDSU-TV, was elected president of Television Programmers Conference at the group's 6th annual meeting in Oklahoma. The association is made up of representatives from TV stations in the four-state area of Louisiana, Texas, Oklahoma and Arkansas.

# COMING AND GOING

**JOHN BOX**, managing director of the Balaban Stations, to Dallas for sales and marketing executives convention.

**MARSHALL STONE**, Filmes, Inc. executive producer, to Paris for location filming.

**ROBERT B. MORIN**, Allied Artists TV vp and general manager, leaves for studio conferences in Hollywood.

**AL SETON**, ABC-TV manager of on-the-air promotions, to Hollywood on business.

**DAVID ROSE** on a tour of London, Dublin, Glasgow, Edinburgh and Lusanne to meet with music publishers.

**EVELYN CUNNINGHAM**, hostess of WLIB's "At Home Show," has returned from Bermuda, where she raised funds for needy children.

**BOB BENDICK**, NBC News producer, in Boston to film sequences for an upcoming TV special.

**ROBERT MAZUR**, WMCA sales manager, to Chicago and Detroit.

**MURRAY WEISSMAN**, CBS-TV's assistant director of press information, Hollywood, is in N. Y. on business.

**JERRY LEIDER**, CBS-TV director of special programs, has returned from a Caribbean vacation.

**ROBERT O'HARA**, of the Balaban Stations' N. Y. office, to Mexico City on business.

**WILLIAM B. LODGE**, CBS-TV vp of engineering and affiliate relations, has returned from a vacation in Bermuda.

# FINANCIAL

(May 21)

NEW YORK STOCK MARKET

	High	Low	Cl.
Admiral Corp.	14 1/2	14 1/4	14 1/2
AB-PT	35 1/2	35 1/4	35 1/2
A. T. & T.	119 1/2	118 3/4	119
AVCO	23 1/4	23 1/4	23 1/2
CBS	39 1/2	39 1/2	39 1/2
Columbia Pic.	20 1/2	20	20 1/2
Crow-Coll.	30 1/2	29 1/4	30 1/2
DECCA	46 1/2	46	46 1/2
Disney	32	31 3/4	32
East. Kodak	108 1/2	107 1/2	107 1/2
Gen. Elec.	40 1/2	39 1/2	39 1/2
Gen. Tel.	22 1/2	22 1/2	22 1/2
Hughes Corp	22	21 1/2	21 1/2
Magnum	40 1/2	38 3/4	39 1/2
MCA	54 1/2	54	54
M.G.M.	39 1/2	39 1/2	39 1/2
Nat. General	7 1/2	7 1/4	7 1/2
Paramount	45	44 1/2	44 1/2
Plough	63 1/2	62 1/2	63 1/2
RCA	54 1/2	53 1/2	54 1/2
Storer	32 1/2	32 1/2	32 1/2
Toll	16 1/2	16 1/2	16 1/2
20th-Fox	28	28	28
United Artists	30 1/2	30 1/2	30 1/2
Warner Bros.	14 1/2	14 1/4	14 1/2
Washington	32 1/2	31 1/2	32 1/2
Zenith Radio	61 1/2	60 1/2	60 1/2

AMERICAN STOCK EXCHANGE

Capital Cities	16 1/2	16 1/2	16 1/2
Esquire, Inc.	10 1/2	10 1/2	10 1/2
Filmways	7 1/2	7 1/2	7 1/2
Movielab	12	12	12
MPO	8 1/2	8 1/2	8 1/2
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	4 1/2	4 1/2	4 1/2
Screen Gems	17 1/2	17	17
Technicolor	14 1/2	14	14 1/2
TelPromPter	10 1/2	10 1/2	10 1/2
Trans-Lux	14 1/2	14	14 1/2
TV Industries	2 1/2	2	2

### OVER THE COUNTER

Jerrold	8 1/2
Meredith	7 1/2
MetroMedia	16
Official Films	1 1/2
Scranton	13 1/2
Sieracoff	9 1/2
Sierracoff	9 1/2
Wometco	22 1/2

\* Courtesy of National Association of City Dealers.

## Scripts with 'The Most' Named Coast-to-Coast

Writers Guild of America presented its TV-Radio Script Awards for 1960-61 at annual New York and Los Angeles. Winning writers in each of the categories were:

**Dramatic anthology script,** Christopher Knopf for "Death of the Temple Bay" (June Allyson Show); **dramatic episodic script,** Barry Trivers for "The Fault in our Stars" (Naked City); **adaptation from material not originally written for TV,** Bernard Schoenfeld for "The Little Mermaid," (Shirley Temple Storybook); **comedy script,** Charles Stewart and Jack Ellinson for "Manhunt" (The Andy Griffith Show); **documentary,** Phil Reisman Jr. for "The Real West" (Project 20); and **radio script,** any type, Robert S. Greene for "The Lincoln Story" (CBS).

## CAP'N KANGAROO IN 2,000TH SHOW

Award-Winning Tot Skein On CBS-TV Nearly 7 Yrs.

"Captain Kangaroo" today marks its 2,000th program on CBS-TV. Winner of numerous awards for quality children's programming, including the Peabody and Sylvania citations, the "Captain Kangaroo" show has been delighting youngsters with its warmth, charm and imaginative approach for almost seven years. The program is seen every weekday from 8-9 AM, and on Saturdays from 9-10 AM.

## C. A. Alicoate in London; Rome and Paris Next

London—Charles A. Alicoate, publisher RADIO-TV DAILY and THE FILM DAILY, and chief marketer of New York Variety Tent 35, has arrived in this city after attending the International Variety Clubs convention in Dublin. He will be here for several days, conferring on industry matters and then proceed to Rome and Paris to explore motion picture production, distribution and exhibition, and broadcasting.

## Feb. Net TV Billings Up 12.3% Over 1961

Network TV gross time billings rose 12.3 per cent in February, while for the first two months of this year, billings were up 11.5 per cent, according to TVB. Daytime billings in February were up 18.4 per cent, with nighttime billings in the month increasing 9.5 per cent.

Billings for the three networks in February were \$61,268,719, compared with \$54,579,878 in the month a year ago. ABC-TV billings were \$15,757,364, an increase of 5.5 per cent over \$14,939,180 in February 1961. CBS-TV billings in February were \$23,539,702, against \$20,354,326 a year ago, up 15.6 per cent. NBC-TV billings in February were \$21,971,633, an increase of 13.9 per cent over 1961's \$19,286,372.

## Station Urges Opinions In Viewer Reaction Test

WABC-TV has launched audience reaction test in v Joseph Stamler, VP and general manager, is inviting televie to send him their opinion of the station's services to the community. The station exec is ing the requests via spee prepared announcements throughout the day.

"We would like to know you feel about WABC-TV," Stamler, "and what sugges you might have to improve c nel 7's service to our commun

## Adds A Teacher

Detroit—Charles L. Anderson has been named an instructor Detroit U.'s Communication Departments by president, Very Rev. Laurence V. Britt. Anderson will teach radio and courses.

# Radio 'Overpopulation' Due for Depth Study

## NAB Committee Set to Gather Research, Recommend to FCC

Washington — A special NAB committee has been appointed to help plan industry studies of the problems arising from the "overpopulation" of radio stations. Chairman of the NAB Radio Development Committee is George C. Hatch, The Inter-mountain Network, Salt Lake City. John F. Meagher, NAB Radio VP,

will head the staff work for the study.

Members are John F. Box, Jr., San Francisco; St. Louis; Mel Goldberg, Westinghouse Broadcasting, New York; H. Rankin Holder, WGAI, Athens, Ga.; Carl E. Lee, Fetzer Broadcasting, Kalamazoo; John F. WJR, Detroit; Loyd Sigmond, West Coast Broadcasters, Los Angeles; and Cecil Woodland, WESR, Scranton.

"We have attempted assiduously to obtain a cross-section of the radio industry, and we will be relying upon this work with no preconceived solutions in mind," according to NAB president LeRoy Jones who added:

"The major areas requiring study probably will be engineering, economics and legal. And we will employ establishment of working committees with expertise in these specialized areas as possible after the Radio Development Committee's first findings, which will be announced later."

## KAVR Changes Hands In Deal for \$200,000

West Coast Bureau of RADIO-TV DAILY

Apple Valley, Calif. — KAVR has been sold by Apple Valley Broadcasting Co. for \$200,000 to BHA Enterprises, Inc., whose president is M. D. Buchen.

Buchen, who is general manager of KRKD, Los Angeles, and president of South Coast Broadcasting Co., owners of KNEZ, Lompoc, Calif., will own 26 percent of the corporation. The broker was Will Gunzendorf and Associates. The president of the Apple Valley organization, the firm selling the station is Newton T. Bass.

## New Business for KBIG With New Music Policy

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Following the debut of the new "Contemporary Music" format on KBIG here the John Poole outlet reports a strong gain in new business, according to Bill Sawyers, VP-general manager of the station.

Included in the new business roster are Pacific Sands (Howard Vineyard Advertising), Seven-Up (Wade Advertising), Mercury Dealers (Hixson & Jorgensen), Huntington Harbour (Sind & Sullivan), Kent Cigarettes (Lennen & Newell), Tom Ashbrook Dodge (Hunter-Willhite), Plus Products (Will Grant Advertising), Pepsi-Cola (BBDO), Hollywood Park (Weinberg Advertising) and Union Pacific Railroad (Geyer, Morey, Madden & Ballard).

KBIG's sister station, KBIQ-FM also added several of the preceding accounts on a combination buy basis for broadcasting in the FM medium.

## WTCN to Lamp Beauties — For This They Pay You?

Minneapolis — WTCN cameramen will have the pleasant job of keeping 14 pretty girls in their viewfinders June 2 at the Miss Minnesota Pageant. The show will be telecast from Rochester, Minn., as a live remote special events program. Rochester entertainment personality Laurel Pennock emcees, and WTCN's Stuart A. Lindman will be commentator.

## Hub Recalling Hero Squares

Boston — Some of this city's more than 800 squares commemorating heroes who died in battle will be recalled in a Memorial Day feature, "Sometime Remembers" scheduled for May 29 on WJZ.

Highlighted will be the story of Father Francis Coppens of Dorchester whose name is memorialized in a forgotten square on Meeting House Hill.

## Shelly Manne Quintet Kicks off 'Jazz Scene'

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Steve Allen's Meadowlark Productions has set the Shelly Manne Quintet for the initial half-hour telecast of the "Jazz Scene U. S. A." series, which resumes production June 4 at the studios of CBS' Television City.

Program producer Jimmie Baker has also set the Teddy Edwards Quartet, the Paul Horn Quintet and the Barney Kessel Trio for immediate programs in the projected syndicated video series, and inked Les McCann, Ltd. for an additional two programs on the "Jazz Scene U.S.A." schedule.

Steve Binder directs the telecasts for Steve Allen's Meadowlark Productions.

## ABC, Sponsor Share Twin Church Benison

Denver — ABC and Bell and Howell were elited for distinguished public service programming, in the "Close-Up" series by the National Council of Churches in an unprecedented double award today. This is also the first award issued to a commercial sponsor by The Council.

The citation was issued particularly for the series' telecast of "The Great Conversation," a report in depth of the beginnings and present status of the inter-church movement. Samuel Rosenberg, Special Events Department, ABC, was producer-director of "The Great Conversation."

## Hollywood Outlet Boosts Downs, Zaillian in News

West Coast Bureau of RADIO-TV DAILY

Hollywood — Al Downs and Jim Zaillian have been promoted to supervisory status in the KNX News Bureau. Downs as supervisor of news, day, and Zaillian as supervisor of news, night.

Subject to news director Barney Miller's direction, they will have complete authority over and responsibility for all news operations and news broadcasts during their respective weekday shifts.

Downes has been with KNX nearly eight years. Zaillian joined the CBS family in 1951 and has been with KNX staff since 1955.

## Paul Henreid to Direct Four Star Seg in June

Paul Henreid has been signed by Four Star to direct the "Waltz of the Two Computers" episode of CBS-TV's "Lloyd Bridges Show," set to roll June 13. Aaron Spelling is exec producer with Everett Chambers as producer.

## 4.2 Per Cent of Families To Buy New TV Sets

Washington — A survey by the Federal Reserve Board indicates that 4.2 per cent of U. S. families expect to buy new TV sets within the next six months. A similar survey in January showed 3.9 per cent of families with TV purchase plans, and in April, 1961, the estimate was 4.1 per cent.

# Carson, Newhart, Brinkley Emcee Emmys

(Continued from Page 1)

starting at 10 EDT. More than 6,000 members have voted for this year's winner under a new system which enables voters to enter program choices by ballot to enter program choices for nominations.

picking up the NBC tab for the telecast are U. S. Time Corp., Schlitz Brewing and P&G, represented in that order by Warwick Segler, Leo Burnett and Grey agencies.

Johnny Carson will be handling the duties in New York's Hotel New York. Bob Newhart at the Hollywood Palladium, and David Brinkley at the Sheraton Park Hotel in Washington's capital. Producer Fred Coe has arranged for the evening of taped and filmed

highlights of the past year in TV. Included are scenes from Mrs. JFK's White House tour. Jack Paar's farewell, space-shot coverage, Ernie Kovacs' Nairobi Trio and the FCC hearings. Edie Adams will be seen in her nominated "Here's Edie," in addition to some songs from Judy Garland's spectacular and "Yves Montand on Broadway."

Presenting this year's awards are Jimmy Durante, Arlene Francis, Dave Garroway and Cyril Ritchard in New York, with Fred Astaire, Lucille Ball, Walter Brennan, Barbara Stanwyck, Jack Webb and Loretta Young doing the honors in Hollywood.

Directing the 90-minute show,

written by Robert Goldman, will be Robert Hultgren in New York, Charles Jones in Washington and Alan Handley in Hollywood. New York's Dick Schneider will direct the "Review of Television—1961-'62."

The gala evening, highlighted by formal dinner affairs in the three originating cities, is followed closely in the six other Academy Chapters — Baltimore, where a dinner and show-by-monitor is set for the Park Plaza Hotel, with the same for San Francisco at the Village Theatre Restaurant. Similar high excitement is evident in Chicago, Phoenix, Seattle, St. Louis—other Emmy organization locations.

### Camelot's Bob Goulet To Bow on Paar Opener

Singing star Robert Goulet will guest on the premiere of NBC-TV's new "Jack Paar Show" Sept. 21. He will be leaving "Camelot" at this time to begin a supper club tour, and will preview his new act on the program.



### CBS Using Own '400' In 'Worldwide Sports'

Approximately 400 correspondents at CBS owned and affiliated radio stations will assist in coverage of major sports events and news for the new CBS "Worldwide Sports" which has its first airing Monday at 7:15 p.m. (E.D.T.) Chris Schenkel serves as anchor; man in New York.

International sports coverage will be accomplished by CBS newsmen stationed at major points of the globe. "Worldwide Sports" is produced by Don Steffens and John Chanin, under the supervision of James M. Dolan, director of sports, CBS radio.

### WNBC Appoints Hoel Local Sales Manager

Chicago — James H. Hoel, a member of the NBC Chicago TV spot sales staff since 1959, has been promoted to the post of local sales manager of WNBC, Chicago. It was announced. Hoel succeeds John C. Houser, Jr. and will assume his new duties June 1.

### Howard Selger to Helm Research for NBC Sales

Howard Selger has been appointed research manager of NBC Spot Sales. It was announced by Wilbur M. Fromm, director of new business and promotion, NBC spot sales. Selger, whose primary responsibility will be radio and TV research, has been a sales development specialist here for the past three years.

### WEDDING BELLS

#### Rylander-Davis

Joan Ernie Rylander, actress daughter of NBC promotional services VP Al Rylander and Mrs. Rylander, and Dr. Floyd Asher Davis, of Columbia Presbyterian Hospital, will wed June 3 at the St. Moritz Hotel.

#### Evanitsky-O'Shea

Carolyn Ann Evanitsky and James Peter O'Shea were married on May 20 in Brooklyn, N.Y. Bride is with the CBS-TV affiliate relations department. Groom is with Marine Midland Trust Co.

• • • NBC's Paul Taubman set to conduct the Mexico City Symphony in August . . . Merv Griffin becoming one of the most talked about men in town. He's just been signed for another two weeks on "Tonight" . . . Talented baritone Earl Wrightson, a great voice, booked for another "Bell Telephone Hour" . . . You'll soon be able to buy a pocket TV set—just three inches of screen to watch the ball game while you're walking . . . Pat Palmer has a lovely villa in Capri for rent from May 'till September—just \$2,500 kids . . . Society maestro Phil Bennett composing TV commercials . . . Jayne Mansfield turns out to be the biggest thing on Rome TV. She's been on about seven times a day since she got there earlier this month.

• • • Brook Benton's "101 Record" disk is well named. It's leaping up the charts . . . Tallulah will be on the air circuit this Summer in "Here Today." Why not a TV series for the one-and-only Miss Bankhead? . . . Athula Papa, the Greek singing star, is back at the Britannia after a visit to her homeland for recording commitments . . . Eddie Fisher is turning down TV offers for the time being . . . Comic Arlene Dahl, who lists 18 credits as a serious actor in Hollywood films, will pick up that phase of his career via TV . . . The singing-comedy team of Ronnie Brisk and Arlene Casey may take to Summer stock for a trial-run of a proposed TV show.

• • • Chuck Goldstein Productions, producer of musical and dramatic commercials for TV and radio, has opened new offices in Toronto. Mrs. Mary Cunningham, formerly with McLaren Advertising, is in charge . . . A host of TV celebrities will be on hand tomorrow afternoon at a cocktail party launching Norma Mathews' new Playgirl salon, for the TV and fashion world crowd, in the heart of the fashion world on Seventh Ave. Norma's the TV beauty expert! . . . If you're around about noon at the Sheraton-Chicago on Friday Sig Sawokics is going to have a swingin' birthday celebration. Buddy Hackett, Sam Sneed, Robert Clary, Ford and Hines, Bob Horton and The Novelities will guest with Sig on his "Brass Bull" (WTAQ) show.

• • • Talented Ed Pierce, who produced the "Jan Murray Show" via NBC-TV when it was first launched in 1960, has returned to the program in the same capacity. Bob Hollgren is the new director. (Murray, by the way, will fire some questions at Floyd Patterson, Thursday, when the heavyweight champ guests on the "Tonight" show.) . . . William Laffler, the BMI record critic, enthused about Adillon (Adity) Amar's first LP, "A Pair of Naturals," now getting a big play on stations around the country. He described the contrasting styles by London's Peter Yorke Orchestra and the Walter Bishop, Jr. Trio as warm, easy to listen to on one side, and aggressive jazz, a pulsating type of music on the other.

• • • ABC's Jim Hagerly of the Barbary Room discussing life in the White House with Sat Eve Post writer Bill Davison. Hagerly told Barbary Room manager Al Hayhurst that he would like to see a Rood Barbary Room opened up in the Lincoln Center area where ABC will build a new headquarters. Incidentally, Jim, what's wrong with Jan Crockett playing her uke on her WABC-TV weather show? . . . Richard Himber's "bring back the big name bands" campaign will be led by none other than the Richard Himber orchestra which will tour the New York City, Long Island and New England area this Summer . . . Frank Smith, president of Capital Cities Broadcasting, huddling with Wall Street tycoon Dick Pistell at the Westbury.

• • • Elizabeth Morgan, WJRZ personality, did a beautiful job on Sunday as entertainment coordinator of the "I Am An American Day" ceremonies held on the Mall in Central Park. This is her 23rd year working with this program, having assisted on the very first one that was ever staged . . . Pianist Stuart Hart well known for his background music on many of the video shows is appearing nightly at the VIP Restaurant on Madison Ave . . . Musical comedy favorite Lionel Judd, a recent success on Merv Griffin's "Play Your Hunch," sings in five languages and will do a one woman off-B'way show this Summer titled "Musical Joy from All Nations."

'Biography' Skein Move To 'Whiplash' Time Slot  
NBC-TV's "Biography" series will move from its Friday slot to Monday nights next week, filling the spot vacated by "Whiplash." The series is produced by Wolper Productions for ON Films.

### Rope 'Stoney Burke' For ABC-TV in Fall

"Stoney Burke," an hour series on the adventures of the world champion saddle-bronc buster will debut as a Monday feature on ABC-TV this Fall. The creation of Leslie Stevens, the series is being produced for network by UA-TV and will be shot largely on scenic locations against the background of rodeo life.

Sponsors are Alberto-Culvia Compton Advertising; Bul Watch, Sullivan, Stauffer, C. well & Bayless; Consolidated City Lennen & Newell; Lincoln-McCurry, Kenyon & Eckhardt; Pepsi Cola Co. BBDO; Pharmac Labs, Papert, Koening, Lois, & Schick, Inc., Norman, Craig Kummel.

It stars Jack Lord in the role, with Warren Oates, Rob Dowdell and Bruce Dern as regulars, plus a guest star in each episode. Stevens is the producer.

### Cleveland Outlet Sends Newsman to S.E. Asia

Cleveland — WEWS-TV Scripps-Howard station here sending news editor Joel Daly to other sections of Asia. He'll be equipped with sound and still cameras to send back picture reports for airing on WEWS news programs. Other world crises covered in the past by WEWS: clude Havana, Paris-Aigiers, France, Suez and Cyprus. WEWS has also dispatched reporters to cover major news stories in the past in Berlin, Hong Kong, France, England, Israel, Italy, Japan and Greece.

### Elmer Bernstein Scores, Conducts 'D-Day' Spec

Hollywood — Elmer Bernstein has been signed by executive producer David L. Wolper to conduct his own musical score for "D-Day," hour special Wolper Productions is producing for NBC-TV's "Du Pont Show of the Week." With a 75-piece symphony orchestra, Bernstein will record the documentary's background music for RCA-Victor studios here.

# Broadcast Execs and WFAA's Shapiro Industry Uplift

— The Association of  
Broadcast Executives of Texas has  
elected Mike  
Shapiro, general  
manager of  
WFAA-TV, with its  
"Betty Award,"  
an annual award  
of recognition  
specific or  
general in con-  
nection to the  
industry.



SHAPIRO

Shapiro, president of ABET, has been head of the broadcast properties of the Dallas Morning News for the past two years. He was WFAA-TV in 1958 as manager after serving as VP and general manager of the Griffin Co.'s WFTS-TV, Tulsa, and KATV, Little Rock. He entered radio with the head network in Minnesota, WCCO, and has also been with KJZZ, Brownwood; KGKL, Angelo; KTXL, San Angelo; KJZZ, Odessa, all Texas. In addition to its "Betty Award," also presented commercial awards to Glenn Advertising, for a radio ad for Lone Star Brewing, and Tracy-Loeke for a TV ad for Imperial Sugar. New ABET members are Jack Rogers, WRAP-TV, Worth, president; Jess Sessions Co., VP; Irene Runyon, KBOX, secretary, and Al Shapiro, WFAA-TV, treasurer.

**Dickinson Is Cited**  
Fairleigh Dickinson U. Council  
— Mitch Miller  
awarded a citation by the  
council of the Rutherford  
Fairleigh Dickinson U.  
"for his contribution to the enjoy-  
ment of singing by the people of  
the world, and for maintaining a  
program of high technical  
standards and of a wholesome  
nature."

**News Roundups**  
or Arabs, Thailand  
— In line with the  
of foreign TV, USIA has  
two new programs of the  
news roundup type,  
one for the Arab world and one  
for Thailand, where receivers  
nearly doubled in the past  
year from 54,000 to 100,000. These  
are being distributed abroad  
USIA, with the agency estimate  
reaches 176 million viewers  
annually.

## AGENCY NEWSCAST

By RALPH TYLER

Hot weather note: Heaviest TV support ever put behind Thomas J. Lipton's iced tea is in the brewing, with Sullivan, Stauffer, Colwell & Bayles, the agency. In all, 15 regularly scheduled national programs will carry Lipton iced tea commercials—eight daytime and seven nighttime shows—plus two specials and a nation-blanking program of TV spots from May through September. The Lipton Tea spot campaign will cover 60 markets with from 5 to 22 spots weekly, while the Lipton Instant Tea program will rope in 66 markets with 3 to 18 spots weekly. Spot TV coverage varies from 4 to 10 weeks for Lipton Tea and 13 to 19 weeks for the instant product.

### Thought for Today

"We are applying self-regulation almost the point of ludicrousness, and yet we see that even this does not satisfy the critics. If we continue to give ground to whoever asks for it, we should not be surprised to one day find ourselves unable to use a true claim because it's not exclusive and therefore the implication is unethical. . . . Let us stand firm. If our advertising is attacked on subjective grounds such as psychological implications, or exclusivity implications, let us not number privately and give in to our critics. Let us find the objection in truth and stick to that."

—Arthur C. Fatt  
Chairman,  
Grey Advertising, Inc.

Last night's AMA telecast, "Your Doctor Reports . . . the Physicians Speak Out on the Question of Medical Care for the Aged," was produced by Troy Beaumont Co., Inc. of New York, under the direction of Alan Beaumont, Klau-Van Pieferson-Dunlap, Inc., Milwaukee and Chicago, is the agency for AMA. . . . Roy Miller, a 20-year veteran of the Katz station, retires June 1. He has been VP, manager of the Chicago office, and radio sales manager. Roy will continue at his desk for a short time after June 1, smoothing the way for his successor, Alan T. Axtell, Chicago TV sales manager for Katz. Then he's "going fishing."

William R. Hesse, Benton & Bowles president, announces the election of Henry O. Pattison as chairman of the firm's executive

committee. He succeeds Atherton W. Hobler, recently named founder chairman of the agency. Pattison continues as head of B&B's plans board. . . . A reminder: advertising professionals get together at the Biltmore Hotel, New York, tonight, for a dinner sponsored by the Advertising Agency, Publishers and PR Relations Committee for the United Jewish Appeal Campaign. A panel discusses "What We Can Do To Improve Advertising's Image." Cocktails at 5:30, dinner at 6:30.

## 3 Talk Over VA 'Bedside Net'

A panel discussion on the Bedside Network of the Veterans Hospital Radio & TV Guild will be heard on WHLN Sunday.

## ABBE, CUGIE SET FOR ROME SPEC

Duo Joins Int'l Lineup  
For Italy's 5th Ann'y in TV

Abbe Lane and Xavier Cugat will join international stars on a Rome TV special June 25 marking Italy's fifth anniversary in TV. The live program will feature many top Italian film actors as well as other personalities.

Miss Lane, although primarily a nightclub performer in the U. S., has made 19 pictures in Europe and is one of the top box-office stars of the Italian cinema. She and Cugat will depart for Rome June 11 after completing a six-week engagement at the Town and Country.

Taped in advance, the discussion will present Guild members Rud Collyer, host of "To Tell the Truth" and other TV programs; Anne Seymour, co-star of the NBC-TV series "Empire," and Al Freeman, radio-TV coordinator for the Guild. WHN personality Ted Brown will moderate.

The Guild, now celebrating its 14th anniversary, provides teams of professionals from show business and affiliated fields who travel to VA Hospitals to assist the patients in putting on their own TV and radio shows.

### Their Pop Is Top

Atlanta — WSB sales manager Lee Morris has been elected president of the Parent-Teacher Ass'n of Toney Elementary School, where his three children attend.

Did you know that

**WHLI** Island\*

**MARKET**  
IS THE NATION'S  
**4th BIGGEST**  
In retail sales?

What's more,  
the people  
who live there,  
shop there  
and work there  
are loyal listeners  
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That's why  
**WHLI** IS  
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\* The independent Long Island (Nassau-Suffolk) market — 4th largest in the U.S., — where over 2 million customers live and shop.

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LONG ISLAND, N.Y.

The voice of  
Long Island

PAUL GOODSON, Pres. Conv. Mgr.  
JOSEPH A. LEON, Exec. Vice Pres. Sales  
Represented by Gill-Perna

## Gifford Lends Hand To Anti-MS Battle

Sportscaster Frank Gifford has accepted appointment as chairman of the "Good Sports for MS" Committee. Sidney L. Smith, president of the National Multiple Sclerosis Society, announced yesterday.

Gifford will seek cooperation of sports announcers and writers in the society's current Hope Chest campaign that continues through June 17. Funds raised will support research to find the cause and cure of the disease which afflicts hundreds of thousands of Americans.

## Class B FM CPs OK'd For Indiana, Tenn. Cities

*Washington Bureau of RADIO-TV DAILY*  
Washington — The FCC's Broadcast Bureau has granted new Class B FM CPs to Michiana Telecasting, 92.9 mc, South Bend, and to Manchester Broadcasting 99.7 mc, Manchester, Tenn.

FCC hearing examiner David I. Kraushaar has issued an initial decision looking toward grant of application of Ridge Radio for a new AM station on 1350 kc, 1 kw, daytime, in Windber, Pa. FCC hearing examiner Walter W. Gunther has issued an initial decision looking toward grant of application of Boca Broadcasters for a new AM on 740 kc, 1 kw, direction antenna, daytime, in Boca Raton, Fla.

## Toy TV Budgets Rise

(Continued from Page 1)

baugh), while network billings went from \$2,060,104 in 1960 to \$4,542,304 (Source: TvB/LNA-BAR).

All of the top 10 toy advertisings in measured media showed gains in 1961.

Mattel, Inc., the pioneer user of the medium on a year-round basis, spent \$2,365,536 in 1961, compared with \$1,471,270 the year earlier. DeLuxe Reading Co., making the most substantial increase, spent \$2,023,850 in 1961 to move into second place, against \$191,803 the year earlier. Louis Marx & Co. also made a large increase, with gross time billings of \$1,883,810 in 1961, against \$483,990 in 1960.

## Merton Akers Is Lauded For UPI Civil War Series

Arlington, Va. — The U. S. Civil War Centennial Commission has honored Merton T. Akers for his UPI newscast series, "This Was the Civil War," following a lecture by him on the status of Civil War in the year 1862. The lecture was sponsored by the Virginia U. S. Northern Center here.



By PETER C. DAVELLE

• • • CBS was represented by Robert Tyler Lee and CBC by Arthur Ozmond and Gaston Sarault at last week's International Television Conference in London. . . . Mr. Lee said that in the U. S. and Japan, the worst abuses of color TV were avoided by strong design control. "Color can add infinite new facets to the tired jewel of black and white television" he told delegates.

• • • The International Union of Exhibitors, at its Paris conference, has decided to intensify its fight to keep cinema films off the TV screens. Some speakers said that films were being shown on TV as little as two years after their release. . . . The union decided to warn the International Cinema and Television Council not to sign any agreement with any TV companies without having first consulted the Exhibitors' International Organization.

• • • Double-honor for one of Britain's top pop recording groups — Cliff Richard and the Shadows. On ABC's weekly "Thank Your Lucky Stars" show the other day, musical director Norrie Paramor presented Cliff and the Shadows with golden records to commemorate the 1 million sales of their recent recording. Cliff won his award for his recording of "The Young Ones," and the Shadows for their recording of "Apache."

• • • Big question mark hangs over the future of Murphy Radio, which has only about 6 per cent of Britain's TV market, and which lost \$271,600 in 1960. Rank, the big film organization, is reported to have bid \$10,701,600 for Murphy. . . . Now comes a report that the Magnavox Corp. of Fort Wayne, Ind., will bid against Rank, though the corporation itself has said, "At the moment, we have no intention of making any bid for Murphy."

• • • "Broadway Goes Latin," 39 British-made half-hours of musical entertainment in the South American style, is under the baton of Britain's king of the mambo Edmundo Ross. The series is for British and U. S. television. . . . Most of the guest acts will be from abroad.

• • • Fremantle International's "The Terrible Ten," made in Australia and now doing well in the rating charts of 6 British independent TV networks, is currently showing in Holland—dubbed into Dutch, Germany, Sweden, Belgium and Hong Kong get the original version. . . . "Terrible Ten" fans in Wales have organized a "Terrible Ten" encampment, with day-outs on the moors of Pembroke-shire.

## Marlow 'Bandstand' Adds Cross-Board Airings

Boston — Bill Marlow's "Bandstand," WNAC, opened in its new 3:15 p.m. Monday-Friday slot yesterday. It will also continue in its current Saturday afternoon spot.

The weekday "Bandstand" features music of the big bands of the 30s and 40s. The additional airing is the result of the mail and phone response to Marlow's Saturday spotlighting of the big band sounds.

## 2 UHF Outlets Sought For Long Island by NET

NET has asked assignment of UHF Channel 53 to Hempstead, L. I., and to earmark it for non-commercial use, and also to assign either Channel 26 or Channel 75 to Riverhead, L. I.

## BBC, ITA Share Masts For 625-Lines Venture

Special To RADIO-TV DAILY

London — BBC and Independent Television Authority will share transmitting masts once ultra-high frequency transmissions are authorized.

There's still disagreement with the BBC on how to make the change to 625 lines from 405, when the government gives the "go ahead," Pat Bevan, director of engineering for ITA, noted recently.

## Leinsdorf on WRVR

New York — The 1962-'63 Boston Symphony Orchestra program, the outlook for American musicians and government subsidy of the musical arts in America are among the topics Erich Leinsdorf will discuss on WRVR, May 31.

## 44 Script 53 Segs For 3 MGM Series

MGM-TV has assigned writers to script 53 segments for three of its new series for NBC — "Dr. Kildare," "Eleventh Hour" and "Sanctuary." Norman Felton is executive producer for "Hour" and "Kildare" with Sam Rolfe producer-former. David Victor is "Sanctuary" producer. For "Benedict," Neuman is executive producer, Iram Froug producer, and Cavelli associate producer.

"Hour" leads with 16 writers for 18 teleplays. Gene Cooney and Mark Rodgers have been assigned for two scripts each, with scripts due from Edmund Barry Julian Fink, Jerome Henry F. Greenberg, Louis Kantor, Kenneth Rosen, John Welles, Alan R. Marcus, Fisher, Sheldon Stark, Crawford, Theodore Apstein, Thur Weiss and Paul Crabbe.

## 14 Writers Busy

"Kildare" already has 14 writers at work on second episodes. They are Neuman, Jerry McNeely, Jean Holzman, Stephen Gethers, Ernest Frank P. Pierson, Archie Lund, John P. Dugan, Alvin Karp, John Furia, Jr., Ken Kolb and Peggy and Lou Shapiro.

For "Benedict," Froug will write four scripts and Neuman and Cavelli two each. Writers for single episodes are Barry T. Joseph, Petraceca, John Knepper, George Eckstein, John Block, Edward Waters, Mel Goldberg, Hawkins, Ellis Marcus, S. Wincelberg and Arthur Orin.

## Reopen Miami Dispute

(Continued from Page 1)

to operate Channel 10 and deadline of 5 PM yesterday new applications for the channel. . . . The FCC PST proposes to continue the same pattern of program offered southeastern Florida WPST. It has recently completed a survey of civic and church groups throughout the area; it is alleged, have high praise for station's community service.

## BBC to Air Judy's Show Four Huddling for Rig

"The Judy Garland Show" winner of four Emmy nominations, will be telecast in England early next month, via the negotiations which were concluded London by David Begelman, representing Miss Garland. No Jewishson was producer-director the show which has received requests from four other English speaking countries. Negotiations are currently under way.

# VIEW PARTICIPATION USE 0-50 GAMBLE, SAYS REP

Declaring that spot TV schedules provide controlled performance efficiency on a month-to-month basis, Blair-TV general sales manager Frank Martin contrasted this with what he called the "50-50 gamble" of network participation use, because 50 percent of all network shows only a single season.

## Calls Trend 'Marked'

A "Market-Sense" presentation before creative, media and agency directors of 25 ad agencies Martin said there is a marked trend toward individualized contractual treatments, pointed up by advertisers' increased awareness of programming directed to "targeted" rather than "mass" audiences in each market. He claimed the use of Spot TV as an advertiser complete control while the use of network participation in the same markets is in lack of control. Rating variations on a market-by-market basis, compared to potential sales product, result in far too much exposure in some markets, too much in others, Martin said. He said there is a virtual non-existence of sponsor identity in network participation shows.

## 'Mass' to 'Segmented'

During the "Progress of market" "mass audience" to "segmented audience" concepts, he emphasized that "the mechanics of TV continue to offer the advertiser the most efficient and ideal method of matching his sales pressure with his sales potential."

## Hard Gray to Helm Shows for Van Praag

Richard Gray has been appointed sales director for Van Praag Productions, producers of TV and industrial motion pictures, it was announced by William Van Praag, company president. He will take charge of contacting and servicing agencies and advertisers in TV and industrial fields. Gray was formerly executive director of client relations and production sales for NBC Telesales. Prior to that, with Geyer, Madden & Ballard as producer-director and account executive, he was also manager of WFAA-Dallas.

## Clements Joins 'Kildare' Associate Producer

Wynne Clements has been signed as associate producer on MGM's "Dr. Kildare" series, to return to production June 4 for its second season on NBC-TV. For the past year he has been under contract to Four Star as head writer and story consultant on Robert Taylor "Detective"

## 'People' Looks at Gov't

Detroit—WJBK here is airing "From the People" on Sundays in place of "Assignment Detroit." The panel discussion show explores the processes of government policymaking, and features moderator Harry Clarkson with guest correspondents.

## Rooney Named Pres. Of Pitt. R-TV Club

(Continued from Page 1)

year terms were Franklin Snyder, WTAE-TV manager, programs VP; William Morrissey, Land Advertising account exec. membership VP; Roger Rice, sales manager. WJIC-TV, social VP: B. B. Randolph, Alcoa, publicity VP, and Eleanor Schano, WTAE-TV personality, women's activities VP. Florence Herlick, time buyer for Fuller & Smith & Ross, was named secretary, and L. H. Neiplin, owner of the J. Grant Co., treasurer.

## Shea Named by Select To Chicago Account Post

Edward Michael Shea has been appointed sales account executive in the Chicago office of Select Station Representatives, according to Al Shepard, exec VP.

Shea was previously with North Shore Broadcasting Co., Evanston, Ill. and had been associated with WFIL-AM-TV, Philadelphia and WFBC-TV, Altoona.

## Teen Talk

Ft. Wayne — WOWO's "Program PM" is presenting "On Your Own," with Hal Cessna leading discussions with high school seniors on such topics as modern education, job opportunities, scientific advances and personal responsibilities as citizens.

## Linder at KOA-TV

Denver — Gene Linder has been appointed operations director of KOA-TV. He was formerly with KWTV, Oklahoma City; KOAT-TV, Albuquerque; KTAL-TV, Shreveport, and KFDA-TV, Amarillo.

## Ride With Pat

Chicago — Pat Sheridan has joined WBBM, where he hosts a new Saturday night program,

## 20th-Fox 'Paradise' Tops \$1 Mil. in Sales

More than \$1 million in 23 market sales has been received by 20th Century-Fox TV in the first three weeks in which "Adventures in Paradise" has been placed in syndication, according to syndicate director Howard Anderson. He pointed out that the market is ripe for hour shows. He said many major stations across the country are in re-programming to utilize 60-minute programs in both early prime time and in the late time slots.

## Eugene Cogan Is Prexy Of Atlanta Media Ass'n

Atlanta — Eugene J. Cogan, media director and VP of McCann-Erickson, here, has been elected president of the newly formed Atlanta Media Planners' Association. He is also prexy of the associations of agency media buyers in New York and Philadelphia.

Other officers elected by the association are 1st VP, George Bailey, Burke Dowling Adams, secretary-treasurer, Pamela Tabberer, Liller, Neal, Battle & Lindsey; exec committee members, Anne Benton, Tucker Wayne & Co.; Lidie Walters, D'Arcy Advertising, and Bob Dulaney, Bearden-Thompson-Frankel & Eastman Scott.

## Know Anyone Here?

Wichita — KTVH's "12 Reports" series featuring the people of Kansas will look at "Boating People," beginning May 31. Ollie Thompson will host.

"Sheridan's Ride," in addition to other duties.

## WPDQ Sales Manager

Jacksonville — Harry Talbert has been named WPDQ sales manager. He was previously with WMBR and WIVY.

## WFYI Wins Award

Garden City, L. I. — WFYI has

## OBITUARY

### F. William Meyer

Littleton, Colo. — F. William Meyer, 73, veteran Denver broadcaster, died at home following a heart attack. He is survived by his wife and two brothers. In 1925, Meyer purchased a one-third ownership in KLZ and in 1940, founded KMYR, now known as KBTR.

## WLYC Monitors Primary Via Whirlybird Coverage

Tampa-St. Petersburg — WLYC radio is utilizing a helicopter for the second time in its primary election coverage May 29. The direct reports from WLYC's News Director Carl Anthony, in the chopper, will give listeners information about parking, traffic and voting lines in the polling places. The copter service is part of the station's effort to urge listeners to vote.

## C-E-I-R to Aid RCA In NBC Electioncast

Washington Bureau of *RADIO-TV DAILY* — Washington — C-E-I-R, Inc., has again been named to conduct research activities, construct a mathematical model of key sectors of the electorate and program the data for RCA's electronic computer support of the NBC-TV election coverage next November. As in 1960, the electronic computation of early election returns will be a key portion of NBC's election coverage.

Dr. Jack Moshman, who devised the very sensitive and accurate "key precinct" analytical system, will again head up C-E-I-R's research team. RCA Division VP John E. Johnson will head up RCA activities in support of election coverage. Arthur Katz will be project manager.

Dr. William Dorfman will direct collecting and analyzing the background data for the C-E-I-R part of the project. Jack Roseman will be in charge of computer programming for C-E-I-R, and Frank Piovola will serve as project coordinator.

## News Flashes From Coast-to-Coast

received the annual N. Y. State Congress of Parents & Teachers award for outstanding performance in the areas of public service, education and broadcasting in Nassau County.

## Words of the Wise

Detroit — "Treasured Words," a program of daily inspiration featuring expressions that have given meaning to human endeavors and ideals throughout the ages, has begun on WWJ, with Bette Wright hosting.

## In the WWSW Air

Pittsburgh — Charles "Red" Donley, WJIC-TV sports director, will announce Pitt Panther football games this Fall on WWSW-AM-FM, which will feed a network of Tri-State radio stations, according to Pittsburgh U. and Sports Network.

## Golden Gate

... and its environs

By BILL SHEA

**San Francisco** — This usually calm city is going quietly berserk in anticipation of tonight's "Night With The Stars" clambake at the Village to observe the 14th annual Emmy awards. At \$10 per copy, upwards of 600 reservations have been made for dinner dancing and viewing of the televised Emmy doings. The first time this city has formally celebrated the yearly event. Chief reason for this year's excitement, of course, is the fact that Golden Gate metropolis has acquired a chapter of Academy of Television Arts and Sciences in the past year.

A galaxy of TV stars, including Robert Young, Jane Wyatt, Warner Anderson, Shirley Temple, Steve Dunn, Frank Darone, Tom Tulley and others have pledged attendance. Academy officials in charge of the affair have long since wished they had scheduled the party in Civic Auditorium instead of the limited confines of the Village.

If the ten-buck clip for the event seems somewhat exorbitant, let it be known the entire net loot from the party goes to California's only two ETV station — KQED here and KVIE in Sacramento.

John Hofman has joined Radio KGO as a sales representative. He was formerly sales manager of Moulin Photo Studios here and before that was a singer with the bands of Tommy Dorsey, Art Mooney and Benny Goodman. Owen Spann, who took over KNBC's afternoon commute-hour radio show last Jan. 29 under a 13-week assignment, has now been inked to a new long-term contract. Spann's daily broadcast is increased by an hour and instead of 4 to 6 P.M. five days weekly Owen will now do a 3 to 6 stint. His new contract runs for 91 weeks.

## 1-Year Radio Freeze Seen

(Continued from Page 1)

rules to end overcrowding, and should put them out for stations' comments in about a year.

At last week's Kentucky Broadcasters Ass'n meeting in Louisville, Cox said, however, that "if you stations have your lawyers filing objections, and get your congressman stirred up, it may take even longer." The commission, he added, will require a hearing on any proposed station transfer if a licensee has had a station less than three years — unless the reasons for transfer are exceptional.

## 'Untouchables' Gets New Fall Time Slot

ABC-TV says "The Untouchables," recently renewed for a fourth season, will be moved from Thursdays to Tuesdays next Fall and shown a half hour earlier.

Sponsors will be Armour and Co. via Foote, Cone & Belding; Beecham Products via Kenyon & Eckhardt; Block Drug Co., Inc., through Grey Advertising; Mobil Oil Co., Inc., via Ted Bates; Sunbeam Corp. through Foote, Cone & Belding, and Whitehall Laboratories Division of American Home Products Corp. via Ted Bates. The show is produced by Desilu Productions, Inc.

## Los Angeles Channel Eyes Int'l Air Show in Canada

Special To RADIO-TV DAILY

**Ontario** — KTTV, Los Angeles, will cover live the International Cavalcade of Flight at International Airport here May 30, sponsored by Liggett and Myers Tobacco Co. and Great Western Savings and Loan Association.

Bill Welsh, station director of special events, will add commentaries during the three-hour telecast. The U. S. Defense Department is providing unlimited cooperation and participation.

## Belated Yule Awards By New Britain Channel

**New Britain, Conn.** — Two scholarships of \$200 each will be awarded to area high school students by WHNB-TV here, it was announced by Robert W. Bray, station VP and general manager.

The awards were inspired by the station's annual Christmas card promo in which students send in original drawings on "What Christmas Means to Me." Money saved by using the drawings as Christmas cards makes up the fund for the scholarships.

"The aim," he said, "is to weed out people who never should have been in broadcasting in the first place—that is, those with little experience and insufficient economic backing."

NAB executive VP Vincent Wasilewski told the Kentuckians at this stage the freeze is aimed entirely at engineering solutions, not at economic ones, but some broadcasters are asking that hereafter new licensees be required to meet more rigid tests of economic responsibility.

**Poor Richard to Sing Happy 40th for WCAU**  
**Philadelphia** — The Poor Richard Club of this city will salute WCAU radio on its 40th birthday Thursday at a luncheon of the advertising club.

## Paris-Maker Backs All-Star Gridcast

**Chicago** — ABC has tied up exclusive radio coverage of the College All-Star football game Aug. 3 in Chicago with United Motors Service as sponsor via Campbell-Ewald, Detroit.

UMS, a division of General Motors, is represented by Campbell-Ewald, Detroit. The company also will sponsor the daily "Tom Harmon Sports Show" when it debuts on ABC Radio Sept. 1.

Former U. of Michigan All-American Tommy Harmon and U. of Iowa athletic director Forrest Evashevski, who both played in earlier All-Star games, will broadcast the contest between the collegiate stars and the NFL champion Green Bay Packers.

## Broadcast Management, Rosenberg-Coryell Join

Special To RADIO-TV DAILY

**Beverly Hills** — George Rosenberg, Robert Coryell and Marvin Josephson have joined forces, with their two companies—Rosenberg-Coryell Agency and Broadcast Management—to function as one organization. For the present, the new organization will use the Rosenberg-Coryell name in California and Broadcast Management in New York.

Rosenberg-Coryell and its predecessor companies have been in the talent agency business for 20 years in Hollywood. Broadcast Management, headed by Josephson, was established in New York seven years ago. The operation represents performers, actors, commentators, writers and directors active in all phases of the entertainment industry and also packages for motion picture and TV.

## Three Outlets Signed As New TUC Accounts

Helen S. Duhamel, prexy and general manager of Duhamel Broadcasting Enterprises has announced that KOTA-TV, Rapid City, S. D., and its satellite KD-UH-TV, Hay Springs, Neb. have become subscriber members of TUC Affiliates Corp. (TAC). John Comas, VP of programming for WSJS, Winston-Salem, N. C., has also announced his station's affiliation with TAC as a subscriber.

## 5 Buy Summer Of NBC News R

Five national advertisers will participate in a series of TV News specials to be broadcast Mondays from July 16 to Sept. 17, John M. Otte, program sales director, announced.

Nine reruns and one program — "The Gentle Pea" will be aired. Advertiser American Tobacco Co., Inc., via Staufner, Colwell, Glennbrook Labs. via Fitzgerald-Sample; Edw. Metzger Co. (Metrecal) via H. Eckhardt; Lehn & Fink Corp., via Geyer, Morey & Ballard; and Singer Machine Co. via Young & Rubicam.

## Brit'ish Screen Writers Hail Owens Video Play

Special To RADIO-TV DAILY

**London** — Welsh author Owens' "The Rose Affair" won the British TV and Writers' Guild award for the year's best teleplay. It was Jack Pulman's "A B Chapters In It."

Award-winning document script was Richard O'Connell's "Television and the BBC-TV, and Intertel's 'The War,'" written by Elkan A-R, was second.

Voted best light-entertainment writers were Frank M. Denon Norden for "The Faces of Jim." Award for British dramatic screenplay to Shelagh Delaney and Richardson for "A Taste of Honey."

## Mel Grossman to Head Sales for H-R Repts.

Frank M. Headley, president of H-R Repts and H-R TV, announced the appointment of Mel E. (Mel) Grossman as director of sales promotion for the companies. For the past year he has been associated with WNS and WBNS-TV, in Columbus, O., as staff announcer, managing director and, more recently, sales development director.

## Philly Newsmen Take 4-Week Look Overseas

**Philadelphia** — Gunnar of WFIL's "RCA Color News" in a four-week news-gathering tour of Europe and the Middle East itinerary includes the West Berlin, where he interviewed Mayor Willy Brandt, Paris, and London. He'll also visit Israel for the first time. Ed Roberts is subbing in his place.

# RADIO TELEVISION DAILY

The  
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OF  
RADIO & TELEVISION



Established February 9, 1937

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WEDNESDAY, MAY 23, 1962

TEN CENTS

## DEFENDERS' CAPTURES 4 EMMYS

### 'VICTORIA REGINA' SCORES TRIPLE-PLATE VICTORY

With more than 5,000,000 persons across the nation watching on their home receivers, a glistening Golden Globe named Emmy made 26 winning appearances last night.

It was an evening of high drama, exciting and suspenseful, for the much-coveted Emmy in this 14th annual presentation by the National Association of Television Arts and Sciences gathering of the industry's greats in three cities—New York, Washington and Hollywood.

The standout victor in the 1962 awards broadcast over the NBC TV network was rival CBS-TV's "The Defenders," which captured four of the Emmys, for program achievement in the field of drama, for E. G. Marshall's performance as a leading actor in a series, for Franklin Shaffter's directorial achievement in drama and for Reginald Rose's dramatic writing.

The honors for Program of the Year—perhaps the most significant of the categories—went to "Victoria Regina" of NBC's Hallmark Hall of Fame series. And the Emmy for a single performance of an actress in a leading role was presented to Julie Harris, who played the title role of Britain's magnificent Queen. A third Emmy for "Victoria Regina" was

(Continued on Page 5)

### Nets Hike Coverage Of Asian Tinderbox; Film Flights Delayed

Correspondents, cameramen and technicians are moving into Southeast Asia in increasing numbers these days as all three networks intensify their efforts to cover the latest, international tinderbox with depth and perception.

NBC and ABC both have four correspondents working in Laos and Thailand; CBS has two. The newsmen are in addition to many cameramen and technical personnel.

Working directly at the front lines, the three networks report that the military has been cooperating fully, assisting in actual news coverage by allowing use of

(Continued on Page 7)

### TV Gets Dragged Into House's Probe Of Movie Lewdness

The Bureau of RADIO-TV DAILY Washington — It was the fate of the motion picture industry to blush before the House Rules Committee yesterday. Both radio and TV were dragged into a proposal for a probe of alleged lewdness, salaciousness and obscenity in films.

The hearing was on eight identifications resolutions to set up a select committee to do for the film industry roughly what the Dodd Committee Judiciary Juvenile Delinquency Subcommittee did for TV.

(Continued on Page 6)

### Negro Group Lauds ABC Human Rights Aid

ABC Radio was given an award for its "outstanding public service in the fight for human

rights" by the American Negro Emancipation Centennial Authority, 1963, Inc. Lloyd Peterson, president of the authority's New York State Division, & Jackie Robinson, member of the organization's national board, presented the award



PAULLEY

(Continued on Page 4)

### Restless Gun' Drawn MCA TV Off-Netter

The "Restless Gun," half-hour series starring John Payne, is the latest off-network skein to be pulled in syndication by MCA. Consisting of 77 segments, the series was filmed at Revue Studios with Payne as executive producer and Dave Dortort producer. It was a nighttime program on NBC-TV and a daytime on ABC-TV.

## THE WINNERS—1962

PROGRAM ACHIEVEMENT IN FIELD OF HUMOR  
**THE BOB NEUHWART SHOW, NBC**

PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA  
**THE DEFENDERS, CBS**

PROGRAM ACHIEVEMENT IN FIELD OF VARIETY  
**THE GARRY MOORE SHOW, CBS**

PROGRAM ACHIEVEMENT IN FIELD OF MUSIC  
**LEONARD BERNSTEIN AND THE PHILHARMONIC IN JAPAN, CBS**

PROGRAM ACHIEVEMENT IN THE FIELD OF NEWS  
**HUNTLEY-BRINKLEY REPORT, NBC**

ACHIEVEMENT IN FIELDS OF EDUCATIONAL AND PUBLIC AFFAIRS PROGRAMMING  
**DAVID BRINKLEY'S JOURNAL, NBC**

ACHIEVEMENT IN CHILDREN'S PROGRAMMING  
**NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERT WITH LEONARD BERNSTEIN, CBS**

(Continued on Page 5)

### CBS News Election Unit Skeds '50 Faces' Spec

"The Fifty Faces of '62," a special CBS News report on the campaigns in the 50 states that will shade the first off-year election of the "sixties," will be presented May 30 on CBS-TV and Radio. It will be produced by the newly created CBS News Election Unit, with Bill Leonard, veteran political reporter, as executive producer. Eric Sevareid will be anchor man.

### Norman Vincent Peale In Half-Hr. TV Series

Dr. Norman Vincent Peale has completed a new series of 13 half-hour 16 mm films for TV. They feature Dr. Peale speaking directly from his pulpit in New York's Marble Collegiate Church, with each program actually filmed during services. The films were produced by Robert Yarnall Richie Productions and are distributed by the Foundation for Christian Living.

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**ROME OFFICE:** John Fairfield, Via Monte  
della Gioia 5. **PUERTO RICAN Bureau:** Antonio  
Alfonso, Edificio Ochoa, San Juan, P. R.; P. O.  
Box 3463; Telephone: 3-2750. **FAR EAST BU-  
REAU:** Glenn F. Irwin, Manager, Office: 90  
Kamlyama - Cho, Shinjuku - Ku, Tokyo; Telephone  
66-4324. **MADRID OFFICE:** Bobby Desiane, Edi-  
ficio Espana, Grupo 4, Planta 1a.

**Mexican TV Writers  
Forming Association**

Special To **RADIO-TV DAILY**  
Mexico City — Mexican TV writers are planning to organize their own association to protect their interests and collect royalties on works telecast outside of Mexico. A spokesman said that many videotapes and filmed programs, with scripts written by Mexican writers, are shown in the United States and some South American republics without the writers obtaining additional royalty payments.

While advertising agencies here are ones who pay for scripts originally, writers state that distributors are ones who make extra profits, without compensation.

**scranton-wilkes barre**  
and WGBI represented by H-R

**COMING AND GOING**

**BABS PITT**, promotion director, and **SAM PITT**, production director of CFCF-TV, Montreal, have left N. Y. following meetings with reps, Charles Michelson, Inc.

**FRANCES SCOTT BASCH**, of Gibraltar Advertising Agency, back from Washington D. C., where she attended the American Legion Auxiliary's "Women's Forum on National Security."

**JOSEPH BRUN**, ATU Productions director of photography, leaves for France and Greece this week for filming preparations.

**DON KELLERMAN**, producer of ABC-TV's "Accent," in Kansas City shooting a program for his "An American Summer" series.

**LLOYD BOLKCOM**, WTCN production manager, in town from Minneapolis on business.

**MORT ROSENMAN**, WTCN program manager, has returned from a vacation in Philadelphia.

**FOREST TUCKER** and his wife, dancer **MARILYN FISK**, have arrived in N. Y. from Southampton and Chesham.

**P.C.H. HILLYARD**, head of Light Entertainment, BBC, has arrived in N. Y.

**BOB KEESHAN**, star of "Captain Kangaroo," to WDAU-TV, Scranton, on Saturday.

**Beauty Sues Station  
Over Missing Films**

**St. Louis** — A beauty contest winner has sued Harold Koplar, president of 220 TV Inc., operators of KPLR-TV, for \$75,000 for two films she says she loaned the station.

Sharon Knickmeyer Rainey, wife of a school board member, said she was unable to get back the five-minute films, which showed her talent performances in the Miss Missouri and Miss America beauty contests. Koplar said that Mrs. Rainey had contended that she had left the films at the station, but that no one there had seen them.

**Sterling in Creative Slot  
At Ft. Wayne Station**

**Fort Wayne** — Vic Sterling has taken over as program director for both the TV and radio operations of WPTA and WPTH-FM. Sterling is responsible for creative programming and production.

**Kirsch Back on Job**

Marvin Kirsch has returned to his duties as associate publisher and general manager of **RADIO-TV DAILY**, following his recuperation from surgery nearly a month ago.

**Hitler Play Stirs TV Tempest**

Special To **RADIO-TV DAILY**  
**London** — Storm clouds still hang over a British TV play about the return of Hitler. It's "Night Conspirators," by "Daily Mail" theatre critic Robert Muller. The German Embassy in London has asked for a script of the play. Said a spokesman:

"We know that there are some things cannot be forgotten. But why revive bad memories? From what we were told, the play was not good."

Sir Ivone Kirkpatrick, chairman of the Independent Television Auth-

**'Silent Legion' Tributes  
To World War Dead**

Philadelphia — "Silent Legion," a 15-minute special, will be aired on WFIL's "As an American" series May 30. The program combines words, sounds and music from World Wars I and II as a tribute to the men who died for their country.

**Death Costs  
In Chi Study**

Chicago — WNBQ will explore the emotional and spiritual problems created by death, as well as the financial aspects, in a special colorcast titled "The Costs of Death" on Monday. The 30-minute documentary, produced by NBC News-Chicago, will be narrated by Charles McCuen.

It will feature clergymen of all faiths, funeral directors and morticians, educators and psychiatrists expressing their views on the "therapy of grief" theory and its application to funeral customs, as well as what can be done to get less expensive, but nevertheless dignified, funerals.

Frank Jordan is executive producer and James Harden, producer. Tony Verdi will direct. The program was written and researched by Walt Grisham.

**FINANCIAL**

(May 22)

**NEW YORK STOCK MARKET**

	High	Low	Close
Admiral Corp.	14 3/8	13 3/8	13 3/8
AB-PT	35 1/4	34 3/4	34 3/4
A. T. & T.	119 1/8	116 7/8	116 7/8
AVCO	23 1/2	22 1/4	22 1/4
CBS	39 5/8	38 1/4	38 1/4
Columbia Pic.	20	19 7/8	19 7/8
Gen-Call	30 3/4	29 7/8	29 7/8
Decca	46 1/4	44	44 3/8
Disney	33	32	32
East. Kodak	108 1/4	105 5/8	107
Gen. Electric	40	39	39 1/2
General Tel.	22 7/8	22 1/4	22 3/8
Hoeftline Corp	21 1/2	20 3/4	20 3/4
Magnavox	39 1/2	35 1/2	36
MCA	53	50 1/4	50 1/4
M-G-M	39 3/4	38 3/8	38 3/8
Nat. General	7 3/4	7	7
Paramount	45	42 3/4	42 3/4
Plough	64 1/4	60	60 3/4
RCA	54 1/8	51 3/4	51 3/4
Storer	32 3/4	32 1/4	32 1/4
Telf	16 1/4	16	16
20th-Fox	28 1/2	27 3/4	27 1/2
United Artists	30 1/4	29 1/2	29 1/2
Warner Bros.	14 1/2	13	13 1/4
Westinghouse	32 3/4	31 1/4	31 1/2
Zenith Radio	60 3/8	58 3/8	58 3/8

**AMERICAN STOCK EXCHANGE**

Capital Cities	16	15 1/2	15 1/2
DeSaul	9 1/2	8 7/8	8 7/8
Esquire, Inc.	10 1/2	10	10
Filmways	7 1/2	7	7
MPO	6 1/4	7 1/2	7 1/2
NTA	1 1/2	1 1/4	1 1/4
Reeves Sound	4 1/2	4 1/2	4 1/2
Rollins	11 1/2	11 1/4	11 1/4
Screen Gems	16 1/2	16 1/2	16 1/2
Technical	14	13 3/8	13 3/8
TeleProm-Tel	11	10 3/4	10 3/4
Trans-Lux	14	13 1/2	14
TV Industries	2	1 3/4	1 3/4

**OVER THE COUNTER**

Jerrald	8
Meredith	28
MetroMedia	15 1/2
Official Films	7 1/2
Scranton	7
Sterling	1 1/2
Transcontinent	9 1/2
Wometco	22 1/4

\* Courtesy of National Association of City Dealers.

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# Weis Defends TV from Hollywood Ingrates

## CBS FILMS IN CANADA SHIFTS TO NEW DISTRIB.

TV properties distributed by CBS Films will be sold in Canada by a new company, Page One, Ltd., it was announced. Ralph Baruch, CBS Films international sales director.

President of the new company Kenneth Page, formerly president of S. W. Caldwell, Ltd., transferred all rights to tribute CBS Films programs to Page One, Ltd., effective last April. Page One has also taken over servicing of all existing contracts between CBS Films and S. W. Caldwell, Ltd., which has presented CBS Films in Canada 10 years.

Page One, Baruch, said will be exclusive distributor of CBS films properties in Canada under long-term contract just concluded. Caldwell, owner of S. W. Caldwell, Ltd., now heads up the CTV network in the Dominion of Canada.

## Hydroplane Pix Released Telefilms to Outlets

Associated Telefilms has announced the release of a half-hour motion picture, the "Adventures of Frankie Kay," featuring hydroplane championship racing and the Watkins Glen Grand Prix of 1961. S. The film is available exclusively to national TV stations.

Sponsored by Kendall Refining and produced by Hollanderman Productions, free-loan films may be obtained through telefilm distribution centers in New York, N. J., La Grange, Ill., Dallas, Tex. and San Francisco.

## Ingeman Is Appointed Account Exec for WHLI

Edward B. Ingeman has been appointed an account executive for the advertising department of WHLI, Hampton, N. Y. He was formerly with Wavy, Benson & Mather as broadcast supervisor.

## New Station Topper Has Listeners Spinning

Five of the six Storz radio stations have joined Okel Records in a major promotion for the disk company's new hit, "Red Top" by Jerry Main. Each station has been supplied with a quantity of tops and is to their ke spot, placing them in key locations in and around their cities and giving prizes on the air. Cash prizes are being awarded. Participants are WOK, St. Louis; WTX, New Orleans; KOMA, Oklahoma City; WGY, Minneapolis; and WQAM, Miami.

## Teen Show Bows Off In Style—Formal Prom!

Pittsburgh — "Twixt Twelve and Twenty," WHIC's teenage show, bows off the air for the Summer on Saturday with a formal prom, 18-man band made up from the U.S. Air Force Orchestra and RCA recording star Neil Sedaka.

## Sparks Tops Slate For N.Y. Pioneers

Jeff Sparks, United Nations radio officer, has been nominated for president of the New York chapter of the Broadcast Pioneers, according to an announcement by Arthur Simon, chairman of the nominating committee.

The incumbent president, Phil Edwards, is the candidate for treasurer. Nominees for three vice presidencies are May Singh Breen, Vincent Lopez and Peggy Stone. Lillian Okun is the candidate for secretary.

In the absence of petitions by 10 or more members prior to the date of the annual election meeting, June 7, the slate will be unopposed.

## 181 Warner Off-Net Segs Slated for KCOP Debut

West Coast Bureau of RADIO-TV DAILY Hollywood—KCOP-TV, has entered into a major syndication deal with Warner Bros. involving 181 first-run, off-network episodes of the recent ABC-TV hour series, "SurfSide 6," "Bronco" and "Bourbon Street Beat," all scheduled for a September start here.

Programming director Bob Guy said KCOP-TV has 74 episodes of "SurfSide 6," starring Troy Donahue in private eye situations along the beach; 68 episodes of "Bronco," a western series featuring Troy Hardin, and 39 stanzas of "Bourbon Street Beat," co-starring Andrew Duggan and Richard Long in private eye action around New Orleans.

## Evans Ass't Controller

Hollywood — Bob Evans has been appointed assistant to KNX Station controller Clifford A. Carlson.

## Director Hits Critics Who Belittle Medium On Entering Movies

West Coast Bureau of RADIO-TV DAILY

Hollywood — The popular pastime of throwing verbal rocks at TV finds no support from Don Weis, director of many top TV shows in the past ten years and two-time winner of the Directors Guild Award. Weis has blasted self-appointed critics who consider it smart to belittle the medium which, he says, has given a good living to thousands of actors and technicians.

Said Weis, "Many of those who make the grade overnight and enter motion pictures from TV, immediately adopt a supercilious, critical attitude. They overlook one point—that TV today has taken the place of repertory and vaudeville, permitting young talent a chance to be seen."

"Considering the number of shows and the pressure under which the industry works, it's inevitable that TV should have its bad spots. Neither Hollywood nor Broadway ever bats a thousand," said Weis.

"However," he continued, "in TV there's more opportunity, creativity, room for experiment, with less higher echelon pressure than is sometimes found at a major studio, where big budgets tend to dictate policy and production. I admit that to some people the daily grind of a series can become a treadmill. I've heard people say, 'What am I doing here?' All I can say is 'Where would they be otherwise?'"

## Ging in 'Eleventh Hour' As Co-Star with Corey

Jack Ging, former Oklahoma U. football ace, has been signed by MGM-TV to co-star with Wendell Corey in "The Eleventh Hour," new hour series for NBC-TV. Ging last year starred in "Tales of Wells Fargo," and has guest-starred in "Twilight Zone," "Cain's Hundred" and "G. E. Theatre."

## 'Casters, Sponsors Get Bronze Plaques For Safety Pitches

For the 14th year, sponsors and broadcasters received Alfred P. Sloan Radio-Television Awards last night for "outstanding work in highway safety promotion during 1961." Sloan himself, honorary chairman of General Motors, was to have presented the bronze plaques at a Waldorf-Astoria dinner.

Radio stations cited were WGN, Chicago; WJR, Detroit; WAVZ, New Haven, Conn.; WWOM, New Orleans, and KLON, Long Beach, Calif. TV recipients were WGN, Chicago; WYES, New Orleans, and the CBC.

## Seven Sponsors Winners

Winning sponsors were Bethlehem Steel Co.; Ray-O-Vac Co.; Armstrong Cork Co.; H. H. Meyer Packing Co., Cincinnati; First National Bank, Phillipsburg, Kan.; MFA Insurance Co., Columbia, Mo., and Spearman Distributing Co., Tallahassee, Fla.

Carroll E. Gregg and James L. Pritchett of KWTW, Oklahoma City, received special awards of \$1,000 each as producer and writer, respectively, of highway safety programs "of exceptional originality."

## Wylie Addresses Alumni On Liberal Arts Value

Max Wylie, supervisor of TV programs for Lennen & Newell, will speak June 9 at the Hamilton College alumni luncheon. His theme: "the increasing need, in today's science-minded society, for young men prepared by the small liberal arts colleges."

Wylie, a Hamilton alumnus, is also a novelist, playwright, television scriptwriter, teacher and lecturer.

## Framer Seeks 'Payoff Lady'

Walt Framer, creator and producer of "The Big Payoff," is in a quandry, trying to find a new "Lady in Mink" for the program which is scheduled to hit over 80 markets as a five-a-week daytime feature. He has been selling the show without a cast since announcing its return to the airwaves. Bess Myerson was the "Lady" when the show was a daytime feature on the television networks.

The search for the "Lady" is further complicated by the fact that "Payoff" will go on wheels, originating from various places around New York City some 20

weeks of the year: from Los Angeles and environs at least 10 weeks a year, and one-week originations in 24 other top U. S. markets.

However, within the next few weeks Framer will announce the appointment of a new "Lady," a new host to replace Bert Parks and a search for beautiful girls throughout the world as "Payoff" personalities, in presenting global fashions.

# 46%

**That's WSB-TV's average share of Atlanta audience for January!**

Monday through Sunday, 9 AM til mid-night, the latest ARB (Jan. 4 Jan. 31) reports WSB-TV extended its dominance of Atlanta television. This makes 51 consecutive months that Atlantians have shown a decided preference for WSB-TV over the two other television stations in this million plus market. This loyalty makes WSB-TV the top sales-producing station in Atlanta. Let it move your products, too!



Affiliated with The Atlanta Journal and Constitution  
NBC Affiliate Associated with WSOE/WISOC-TV, Charlotte  
WHDH-TV, Doston



By TED GREEN

... Janet Nelson, ex-secretary of Herbert Brodtkin, producer of CBS-TV's "The Defenders," has been appointed casting director for extra roles for "Defenders" and "The Nurses." Brodtkin's new entry which debuts Sept. 27 on CBS-TV. Aspiring thespians looking for extra roles can reach her at TR-6-8400 ... Columbia Records will record the new Broadway Musical, "Bravo Giovanni," in New York on Sunday. It has also recorded the off-Broadway hit, "Brecht on Brecht," for release this Summer ... Jacques Belasco, composer of the award-winning NBC-TV spectacular on Vincent Van Gogh, has just completed the musical score for Robert Ruark's "Africa," color spec to be aired on the web Friday ... Cab Calloway joins Jack Sterling June 17 for the Bill Vance Memorial program at Greenwich (Conn.) High School. Vance wrote special material for Sterling for more than 20 years ... Gloria Okon is cutting a new series of Westcoast commercials to be broadcast nationally starting June 1 ... CBS newsman Allan Jackson treks down to Tulsa today to speak at KRMG's "Meet The Press Day" ... Alma John, WWRL director of women's activities, has been honored by the New York State Branches of the National Association of Negro Musicians.

... Meet: Marc Brown, musician, concert master and president of his own TV and radio commercial music company, Marc Brown Associates. Marc is one of the few men in the business who can answer the question, "What's the new sound?" Odds are good he's invented lots of it. Since founding his company less than two years ago, awards and contracts prove his excellence. He grew up in a musical environment in which father taught piano and mother also was a fine musician. After graduating from Walden School in New York City, Marc plunged into the world of Long-hair music. There followed concerts at Town Hall, a debut in Carnegie Hall and with the NBC Symphony. Out of his successful music producing experience on "Wide, Wide World" grew the idea of organizing a TV radio commercial music production company. Marc won the special award for music at the International Film Festival of New York in 1961 and recently came away with a special citation for musical scoring at the Third American TV Commercials Festival for the Chevrolet series.



BROWN

... Jazz star Julian Cannonball Adderley now the nation's top selling jazz artist ... Jimmy Stewart going into semi-retirement? ... The Luau 400 Luana ought to be on TV's "SurfSide 6" or "Hawaiian Eye" ... The swank Gaslight Clubs are sending teams of its girls on the road to give shows for men's clubs, ladies' clubs, etc. ... Saverio Saridis' new album on Warner Bros. label is tops. What a voice! ... Persian Room star Enzo Stuarti taped a "PM" guesster ... The Highwaymen, the folk-singers whose records have sold more than 2 million copies, will all graduate from Wesleyan U. in Connecticut on June 4 ... Eve Franklin, special material consultant to Cellonatic Industrial Productions, wrote the new novel musical revue, "The Eighth Lively Art," now playing in the Cotillion room of the Hotel Pierre ... Tom Poston's taking six weeks off this Summer to make his second movie, "The Old Dark House," in Blighty. And Allen Ludden, come August, will play the Henry Fonda role in "Critic's Choice" in Skowhegan, Me., and Dennis, Mass.

## ABC Pulls Wilson Out of Hat

Illusionist Mark Wilson opens his bag of tricks on ABC-TV Sept. 29 with "The Magic Land of AllaKazam." Sponsors are Louis Marx Co., via Ted Bates, and Lakeside Toys through Kerker-Peterson.

Wilson is executive producer with Dan Whitman as producer. Andrew Sidaris as director and Jack Wipper, associate producer. With its premiere on ABC, the

series begins its third year on television.

Host Wilson is assisted by his wife Nani Darnell, 7-year-old son Mike, Rebo the Clown in the person of Bev Gergerson, and Bob Turner as Evilo, the world's wickedest magician.

## MGM in 1st Non-Deal for Its Post-'48

The Canadian Broadcast Corp. has licensed five MG '48 features for use on its network on Sunday night Summer, marking the first MGM's post-'48 features be licensed outside the States. The CBC-TV network however, has an existing for the broadcasting of MG '48 features.

CBC-TV will use the film in place of its regular night hockey pickups on the Sunday nights involved. The licensed to CBC-TV are "Bad and the Beautiful," "Mambo," "Don't Go Near the Water," "Scaramouche" and "The Time I Saw Paris," tentatively scheduled for June 9, 10, 11 and Sept. 15 and 16 respectively.

All five films are included in two groups of 30 post-'48 films currently available to stations in the U.S.—MGM-TV's 30/60 and 30/62 groups.

## Zirato Assoc. Produces On 'Truth' Daytimer

Bruno Zirato, Jr., has Goodson-Todman as associate producer on the daytime "The Truth," which makes its debut June 18 on CBS-TV. For 17 years a director-producer at CBS, replaces Willie Steiner has been upped to producer on the nighttime "Truth."

## Negro Group Lauds ABC for Human Rights Aid

(Continued from Page 1)  
to ABC Radio president I. R. Pauley and to writer-producer Ira Marion.

The award paid particular tribute to the ABC program, "Name Was Truth," written produced by Marion, about a Civil War slave who took a course of human freedom a own.

Peterson, who is also the tary of the New York Transparency, said the American Emancipation Centennial Authority, 1963, decided to present special award as recognition ABC Radio "for the past six years had been waging a war for freedom through its public programs."

## HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Station

50 East 58th Street  
New York 23, N. Y. ELdorado 5-0

# Garry Moore, Carol Burnett Variety Tops

## 's Huntley, Brinkley Again, With Bernstein for Music

(Continued from Page 1)

arded to Pamela Brown for her work in a supporting role. The Garry Moore Show scored first for program achievement in Variety.



MISS HARRIS

port won the majority vote in the field of news and David Brinkley's Journal achieved top honors in education and public affairs programming.

ere were twin Emmys for Leonard Bernstein: one in music for this CBS programming of the symphonic in Japan and the other in the Children's Show category for the versatile conductor's New York Philharmonic Young People's Concert on the same network.

### Approval Tumultuous

ll of these, and other awards, were received by the three NATAS assemblages with thunderous applause betokening the turnouts' approval of the final voting, results of which are listed in the adjoining columns.

he masters of ceremonies roles were handled with grace and dispatch by John-

Carson in New York's Hotel Astor, by David Brinkley at the Sheraton Park Hotel in Washington and Bob Newhart in the Paladium Theatre, Hollywood.

Assisting them as presenters were many luminous figures of show business and pub-

### N.Y. Outlet Adds Popular 'World of Folk Music'

"World of Folk Music," starring Oscar Brand, is being aired a Sunday feature on WNBC. The series, presented on 1,300 stations in the U. S., is presented in cooperation with the Department of Health, Education and Welfare.

lic life, including: in New York, Jimmy Durante, Eartha Kitt, Dave Garroway, Arlene Francis and Lucille Ball. In Hollywood there were Barbara Stanwyck, Fred Astaire, Nanette Fabray, Walter Brennan, NAB president LeRoy Collins and Jack Webb. From Washington, White House press Secretary Pierre Salinger and U. S. Senator Magnusen appeared.

There was a Special Academy Trustees Award to Brig Gen. David Sarnoff, RCA board chairman, which broadcasting's most distinguished pioneer accepted in person at the New York affair.

Other special honors went to the news chiefs of the three networks who cooperated on coverage of Lt. Col. John Glenn's orbital flight, and to Mrs. John F. Kennedy for "A Tour of the White House." This accolade was accepted for the First Lady by Mrs. Lyndon Johnson, wife of the vice president of the United States.

Produced by Fred Coe, the 90-minute telecast by NBC highlighted the past year in television, through the use of tapes and film clips. Included were interesting scenes from the White House tour of Mrs. John F. Kennedy, the space shot of Maj. John Glenn, Ernie Kovacs Maironitrio and the Federal Com-

munications Commission hearings at which it was demonstrated that Mr. Ed, the talking horse, was a better audience attraction than was the Commission's chairman, Newton Minow.

Academy members in eight chapter cities — Baltimore, Chicago, Hollywood, New York, Phoenix, San Francisco, Seattle and Washington—cast 6,000 votes to firmly establish the Emmy winners.

St. Louis, newest of the Academy cities, was ineligible for this year's balloting.



MISS BURNETT



FALK

## THE WINNERS—1962

(Continued from Page 1)

**SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE**  
**PETER FALK—PRICE OF TOMATOES, THE DICK POWELL SHOW, NBC**

**SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE**  
**JULIE HARRIS—VICTORIA REGINA, HALLMARK HALL OF FAME, NBC**

**CONTINUED PERFORMANCE BY AN ACTOR LEAD IN A SERIES**  
**E. G. MARSHALL—THE DEFENDERS, CBS**

**CONTINUED PERFORMANCE BY AN ACTRESS LEAD IN A SERIES**  
**SHIRLEY BOOTH—HAZEL, NBC**

**PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR**  
**DON KNotts—ANDY GRIFFITH SHOW, CBS**

**PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS**  
**PAMELA BROWN—VICTORIA REGINA, HALLMARK HALL OF FAME, NBC**

**PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR SERIES**  
**CAROL BURNETT—THE GARRY MOORE SHOW, CBS**

**PROGRAM CREATED SPECIALLY FOR DAYTIME TV**  
**PUREX SPECIALS FOR WOMEN, NBC**

**PROGRAM OF THE YEAR**  
**VICTORIA REGINA, HALLMARK OF FAME, NBC**

**ACHIEVEMENT IN ORIGINAL MUSIC COMPOSED FOR TV**  
**RICHARD RODGERS—VALIANT YEARS, WINSTON CHURCHILL, ABC**

**WRITING ACHIEVEMENT IN DRAMA**  
**REGINALD ROSE—THE DEFENDERS, CBS**

**WRITING ACHIEVEMENT IN COMEDY**  
**CARL REINER—THE DICK VAN DYKE SHOW, CBS**

**WRITING ACHIEVEMENT IN DOCUMENTARY FIELD**  
**LOU HAZAM—VINCENT VAN GOGH: A SELF-PORTRAIT, NBC**

**DIRECTORIAL ACHIEVEMENT IN DRAMA**  
**FRANKLIN SCHAFFNER—THE DEFENDERS, (Various Episodes) CBS**

**DIRECTORIAL ACHIEVEMENT IN COMEDY**  
**NAT HIKEN—CAR 54, WHERE ARE YOU?, NBC**

**ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN**  
**GARY SMITH—PERRY COMO'S KRAFT MUSIC HALL, NBC**

**ACHIEVEMENT IN TV CINEMATOGRAPHY**  
**JOHN S. PRIESTLY—NAKED CITY, ABC**

**ACHIEVEMENT IN ELECTRONIC CAMERA WORK**  
**THE ERNIE KOVACS SHOW, ABC**

**ACHIEVEMENT IN TV FILM EDITING**  
**AARON NIBLEY AND HUGH CHALONPKA—NAKED CITY, ABC**

**ENGINEERING OR TECHNICAL ACHIEVEMENT**  
**ABC VIDEO TAPE EXPANDER OR VTX—SLOW MOTION TAPE DEVELOPED BY ABC**

## J. Canova, Tot Psychologist Gain 'House Party' Invite

Hillbilly comedienne Judy Canova, in one of her infrequent appearances, will be one of the Art Linkletter's "House Party" guests Friday on the CBS Radio show. Also on Linkletter's guest list this week is Dr. Nathan Leleman, child psychologist, slated for the Wednesday offering.

## Baptists Fete Powell, 'Close Up,' Sponsor

Philadelphia — Three Radio-TV awards will be presented in Convention Hall Friday on behalf of the American Baptist Convention. The awards go to "The Price of Tomatoes" (NBC-TV, "The Dick Powell Show"), "Walk in My Shoes" (ABC-TV, "Close Up") and the Elgin National Walch Co., a sponsor.

"The Price of Tomatoes" was written and produced by Richard Alan Simmons. Arthur Holsch wrote the script for "Walk in My Shoes" which was produced and directed by Nicholas Webster.

## Radio and Television In Movie Investigation

(Continued from Page 1)

Rep. Walter Rogers (D., Tex.) carried the ball for the film industry probe, but he was beset by questions as to why radio, TV, photographic mailings and paperback books were to be excluded.

Rep. Clarence Brown (R., O.) wanted to know if the proposed investigation would cover motion pictures produced for TV, adding that he has heard suggestive songs on radio. Rogers said radio and TV are regulated by the FCC, and suggestive material should be reported to that agency.

The Rules Committee deferred action on the resolutions and plans to get the ideas of Rep. Owen Harris (D., Ark.), chairman of the House Commerce Committee, which has jurisdiction over radio and TV. Purpose of the consultation is to find out if Harris believes his own committee might have jurisdiction, which would make a select film investigation subcommittee necessary.

### Expect Rules Group Action

It is likely that the Rules group will also confer on jurisdiction with Rep. Emanuel Celler (D., N. Y.) chairman of the House Judiciary Committee. The Dodd group is a subcommittee of the Senate Judiciary Committee.

The select committee, under the resolutions would deal only with motion pictures. If either of the existing committees did take over, the subject matter might be broadened to radio, TV and other media.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

Jackie Cooper has returned to Hollywood from Chicago where Navy Secretary Fred Korh bestowed upon him the Department's highest civilian honor, the Distinguished Public Service Award. Cooper was cited for unselfish contribution to public understanding of the Navy since World War II as exemplified in his TV series "Henseneys." . . . Richard Alan Simmons and Peter Falk are teaming up again as writer and star, respectively, of "The Doomsday Boys," for "The Dick Powell Show" at Four Star. "Price of Tomatoes" for the same studio was their recent and first joint effort.

Tonight the finals for the "Miss Hollywood" and "Miss Los Angeles" beauty contest will take place in the grand ballroom of the Sheraton-West Hotel. The two winners chosen from the bevy of lovely entrants will compete in the "California Beauty Pageant" slated for June 21 and 22, with the ultimate winner going to the "Miss Universe Beauty Pageant" in Miami Beach, Florida.

Jay Ward is going all out on merchandising for his "The Bullwinkle Show." He already has a merchandising deal set up in the U. S. with Licensing Corp. of America and is now finalizing a similar deal in the British Isles with TV Network Merchandising Ltd. of London.

With TV devouring scripts at such a rapid rate, it would seem that the new, but talented writer would experience little difficulty in launching himself in a TV career. However, the opposite is true, with the road to the inside being a long and arduous one. Generally speaking, studios don't like to take a chance on the neophyte writer, for the very good reason that they must pay him Guild wages, just as they would pay an established writer. If a separate category were established by the Writers Guild for the junior writer, with a lesser pay scale for him, he could then enter the industry on a short-term contract as an apprentice to the senior writer. If he had what it takes, he could eventually advance to the higher category. If not, the studio's investment would have been smaller. The aspiring writer, the industry and the public might benefit by such a move.

David Bloom, Hollywood Television Service sales manager, reports renewed interest in "Frontier Doctor," Rex Allen starrer originally released in 1956. He attributes the queries to the current fascination for TV medical drama and the high ratings they enjoy.

James Stewart has finished "Flashing Spikes" for "Alcoa Premiere" at Revue and is preparing to leave for Washington for a State Department briefing before he goes to Berlin as U. S. representative at the Film Festival June 22 through July 3. . . . "The Judy Garland Show" will air on BBC early in June. The deal was set in London by David Begelman.

Ducommun Metals & Supply Co. thru Fuller & Smith & Ross, will use radio for the first time when it commences 52-week sponsorship next Monday of a daily quarter-hour business news program on KHJ. . . . General Electric will be presented with a special award Wednesday by Retarded Infants Services, Inc. in a ceremony in New York. The company is being honored for its presentation of "The Wall Between," written by Alvin Boretz and shown on the G. E. Theatre January 7. It will be repeated on August 5.

## Picasso A Pubserv Opener

NBC Films will syndicate "Picasso: An American Tribute." It is believed to be the first time that an original one-shot, produced by a local station (WNBC-TV, New York) will be promoted network style via a closed-circuit preview, and distributed along the station-by-station route.

Morris Rittenberg, NBC Films president, said:

"The 'Picasso' special is the vehicle we've been awaiting to enter the realm of public service programming. A magnificent hour of entertainment and culture —

and in color, it launches NBC Films into a new product area."

Much of the interest in "Picasso: An American Tribute" is generated by the running controversy over abstract art. Rittenberg theorizes that the show will attract viewers because Picasso invites enthusiasm, antipathy or curiosity — but never indifference.

## Station Grants To Young Musicians

WCBS-TV has announced grants of four \$1,000 scholarships to outstanding students at All-City High School Chamber Orchestra for continued study. Dr. Peter J. Wilhauer, director of music for New York public schools, accepted the grants at the student orchestra annual concert.

## 'Rebel' Fastest Sale For ABC Syndicator

ABC Films' fastest syndicator in its eight-year history is "Rebel," the Goodson-Todman production starring Nick Adams, which has been sold in more than the top U. S. markets since placed on the sales block 10 days ago, according to John Tobin, VP and domestic syndication sales director.

Among the initial signees: WABC-TV, New York; WTTV, Hollywood; WGN-TV, Chicago; WXYZ-TV, Detroit; KTTV, Washington; KTVT-TV, Fort Worth; KMSP-TV, Minneapolis; WFLA-TV, Tampa; WBLI-TV, Knoxville; WNEP-TV, Scranton; and WLOS-TV, Asheville. There are 76 segments available, a series will sub for 12 weeks in Summer for NBC-TV's "Bishop Show."

### Adding 4 Sales Reps

Continuing the upbeat news, Tobin also announced four new sales reps will be added, one for each of the division offices. Newly named head the Southern Div. office in New Orleans was William Seiler. Others are Albert G. Gan, Eastern Div. office; Michael G. Gould, Central head, based in Chicago, and Ward M. Lloyd, Western Div. head, based in Beverly Hills. The sales reps will be named shortly.

## N.Y. Ballet Trio Grace Stravinsky Dance Drama

Three leading dancers of New York City Ballet, Jacobo Amboise, Edward Villella and Jiliana, have been selected by George Balanchine, choreographer, for the featured role in Igor Stravinsky's dance drama "Noah and The Flood." The show premieres on CBS-TV 14 as a Breck 'Golden Show' special.

Twenty-four members of New York City Ballet will support the dancers in the production. The Breck "Golden Show" series is sponsored by H. Breck, Inc., through Reel McClinton.

# Chicago

By HAL TATE

KB announcer Frann Weigel is not the Weigel apply to the FCC for UHF Channel 13. Instead, it is veteran industry John Weigel. The latter plans live studios in the former Chicago Daily News Building (now the Riverside Plaza), when the FCC grants him a license. From Minneapolis comes that WTCN film editor Joel Johnson and Mrs. Johnson are the parents of their first child.

Lindquist, sales vice president for the Fred Niles firm, renews of the syndicated show show, "Ed Allen Time," WGN-TV-Chicago; KHVH-Honolulu; and WOOD-TV, K Rapids. It's a daily half-hour. Flo Laux, formerly Young and Rubicam, New has joined the Niles firm as administrative assistant to producer Bill Harder.

Lazarus of the Daily announces Kenneth Mason, VP and partner of Hill Mason & Scott, will be advertising director of Quak-Gis Company. Robert S. is new account executive. Needham, Louis & Borby Barry McKinley, executive with Frank Atlas Productions in Hollywood, has joined B's Hollywood office as TV producer. Previously he was WBBM-TV and WGN-TV

ive Cookery" on WBBK mark its 11th anniversary the of June 4th. Hosts are Fran- pose and his sons, Frank Jr. bob. Producer is (Miss) Pat

## Writers Scripting Hr. 'Alcoa Premiere'

Cost. Bureau of RADIO-TV DAILY Review's "Alcoa Premiere" series hosted by Fred re, currently has five writers oping hour properties for 1962-63 season, according to tive producer Richard Lewis. Hters and properties are Wil- McGivern, "Ordeal in Dark- John Hawkins, "Matter of and Death;" James Gunn, ting novel by Philip Mac- dle titled "Guest in the se;" Joe Swerling, "Raid on Hospital." In addition, Rob- McEnroe, author of Broad- "The Silver Whistle," will be an original teleplay, as yet led.

## Star-Kist Buys Big In TV Summer Drive

Star-Kist Foods, via Leo Burnett Co., will sponsor eight ABC-TV prime time and eight daytime shows in a major Summer advertising campaign.

The evening shows are: "The Adventures of Ozzie & Harriet," "Ben Casey," "Cheyenne," "Fol- low the Sun," "Hawaiian Eye," "Hollywood Special," "77 Sunset Strip" and "Maverick." The day- timers are "Camouflage," "Jane Wyman Presents," "Queen for a Day," "Seven Keys," "Who Do You Trust," "Window Shopping" and "Yours for a Song."

## Actors, Producer Quizzed On Live WSTC Panel

Stamford, Conn.—Two TV performers and a Broadway producer will be featured Monday night on WSTC-AM-FM's hour "Community Affair" program, with moderator Ethel Kveskin relaying questions asked the panel by both studio and in-home listeners. The program emanates from a downtown restaurant well known on the local scene.

Appearing will be veteran actor Horace McMahon, currently of ABC-TV's "Naked City," Hildy Parks, who was featured on TV's "Down You Go" and "To Tell the Truth" after a successful Broadway career, and her husband, Alexander H. Cohen, who has spent 20 years in Broadway production.

## Nets Boost Asian Coverage

(Continued from Page 1)

helicopters and vehicles for film- ing.

Biggest problem at present, in fact, appears to be the logistics of returning films and tapes to the States. A spokesman for NBC noted it was almost impossible to keep track of film and tape en route until they are actually landed on one of the coasts. The time factor, of course, is highly im- portant; at present it is taking close to 24 hours to transport film. CBS, in one instance, was able to start processing film footage 12 hours after it was shot.

Another problem currently being faced by the veteran newsmen is getting from one assignment to another. There was an incident when three of them were to fly to Laos for a meeting of princes—a normal two-hour flight. The newshawks arrived there 18 hours later, after having been transported via truck, plane, boat, and shanks mare.

Only casualty reported is a case

## AGENCIES

By RALPH TYLER

The ninth annual "Day of Visuals" is set for June 4 at the Hotel Roosevelt in New York. It is co-sponsored by the National Visual Presentation Association and the Sales Executive Club of New York. The awards banquet will be held the first night with a keynote address "The Promise and Purpose of Visual Presentations" by William J. Connelly, NVPA president.

### Thought for Today

"A new and vital force in American broadcasting has been quietly asserting itself in recent days... This is, of course, FM. In areas of the country where the nearest concert hall is a thousand miles away, where even a trip to the public library is a major expedition, FM has come to the rescue with stimulating, varied and intelligent fare presented in clean, high-fidelity sound."

—from FMphasis, May issue

More than 300 one-minute radio spots are scheduled for stations in the New York-New Jersey market, including WJNJ, WMCA and WP-AT, by Barriem Candles, Inc. in a four-week promotion that ties in Puerto Rican tourism with three early assortments: Caribbean Holiday, New Adventure and Summer Festival. Agency is Mugul Williams & Saylor. Grand prize in the campaign is a holiday for four in Puerto Rico via Pan Am.

## Mike Award of KBA To Louisville's Sholis

Louisville — Victor A. Sholis, director of WHAS here, has been presented with the Kentucky



Broadcasters Ass'n for "demonstrating that public service is not a sideline, but a way of life." He was honored at the recent KBA Spring meeting here.

The Kentucky Farm Bureau Award, for service to both the farm and urban communities, went to Jack Crow- A WHAS-TV documentary, "Scars on the Mountainside," depicting the wasting of Kentucky farmland, has earned the 1962 journalism award of Sigma Delta Chi, Louisville chapter. The project was researched and written by news director Bill Small and filmed in the mountain strip mines by Fred Wiche.

ner, farm director of WAVE-AM-TV here. Two special Kentucky Civil Defense awards were presented—one to the KBA for conducting a "CD Day" last Nov. 8, and one to WAVE-TV for special CD series last Fall.

Associated Press-Kentucky U. first-place news awards for stations in communities of 100,000 or more went to WHAS.

Winners in communities of less than 100,000 were WHOP, Hopkinsville, for overall news coverage; WWKY, Winchester, best coverage of a single story; and WOMI, Owensboro, special contribution to a community.

### Promotes Two

Hollywood — Allen Davis has been promoted to program director of the John Poole Broadcasting Co., owner and operator of KBIG and KBIQ-FM, and Bob Gage, KBIG's chief announcer, has been upped to resident manager.

### NBC Cited for Show By Mental Health Ass'n

The National Association for Mental Health has given NBC a special award for "exceptional contribution to public enlightenment on mental illness." The recognition was made for the network's "From the Most High Cometh Healing" program on the "Southern Baptist Hour" series.

# GROUCHO NO. 1

## BALTIMORE/FLORENCE/JACKSON PROVIDENCE/SEATTLE/SPOKANE

**THE BEST OF GROUCHO**—250 episodes of the very best from Groucho's 11-year network comedy hit, continues to be a smash as an NBC Films syndicated series. Not only first in his time periods in the above markets, but tied for first in Boston...Columbus, Ohio...and Washington, D.C.

**THE BEST OF GROUCHO**—keeps on gaining rating points wherever he goes. Take Boston. An immediate hit on Thursdays at 7:30 PM, he went up 7 points since November. Now he is tied for first with a 24 rating.

And in Washington, D.C., as a Mon.-Fri. strip (1-1:30 PM), Groucho is tied for first as a result of a 5 point rating climb since November.

**THE BEST OF GROUCHO**—strong in every time period. In Wichita Falls, Texas (Mon.-Fri., 12:30-1 PM)—an 83% rise since November.

In Detroit, he's gaining day and night! As a Mon.-Fri. strip (1-1:30 PM), up 3 points since October. In a Wednesday night slot (7-7:30 PM), up to an 18 rating.

Chicago (Mon.-Fri., 11-11:30 AM)—rating doubled since October. Jacksonville—up 67%...Portland, Maine—up 5 rating points...both since November.

**THE BEST OF GROUCHO**—on the rise in market after market. He'll win over your market, too!

Based on March 1962. ARB

NBC FILM 



Established February

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Bloomington Ind

L. 90, NO. 100

THURSDAY, MAY 20, 1954

CENTS

## CASTERS, AD ROW IN TUG-O'-WAR

### if'l Airlines Seeks Miami's Ch. 10 Again; Others Make Bids

Miami—Five additional applicants for Channel 10 here lined up on the deadline for bids to take over the outlet from L. B. Wilson is now operating on a four-month license. And Wilson was the original operator of National Airlines.

National Airlines was the channel lost by National Airlines in the Richie case. Wilson, sole original applicant, was given the fourth license, and it was determined that new applicants would be permitted to file at the end of the period.

Additional applicants were received yesterday from Civic Television; Miami Television Corp., Public Service Television (the National Airlines subsidiary which was accused of improper approach to former commissioner Mack); and South Florida Television Corp.

### Cash Says TV Can Beat High Cost of Salesmen

Hot Springs, Va.—Problems created by rising costs of in-person salesmen can be solved only by TV and its ability to reach 50 million American homes, TVK president Norman E. Cash said here yesterday. "The average salesman today," he said, "serves more than twice as many customers as he did two decades ago at a cost per person-contacted double that of 20 years ago. Yet everbroadening markets, make the need for more in-person selling greater than ever."

### Industry Is Stymied As Agencies Insist On Product Zoning

Both sides in the current controversy over product protection for TV advertising—broadcasters and the Ted Bates agency—say they see a solution. But not the same one.

Key broadcasters, interviewed yesterday feel the solution is to let the controversy die down. They believe that with increasing use of spot participation and growing ink diversification of sponsors' products, it is simply becoming impossible to give 15-minute protection on both sides of a commercial. The trend, they believe, is to no protection at all.

#### Westinghouse Took Action

One of the broadcasters, Westinghouse, is known to have stuck its neck out by telling agencies they were abandoning 15-minute protection. Now, they may be wishing they hadn't spelled it out in so many words. Other broadcasters are loosening up on product protection—but quietly.

Edward A. Grey, senior VP for media at Ted Bates, agrees that protection is increasingly difficult.

(Continued on Page 4)

### CBS TO PRODUCE AT REPUBLIC LOT

'Rawhide' 1st Show Tapped  
Under Long-Term Lease

West Coast Bureau of RADIO-TV DAILY

Hollywood — Radford Realty Corp., a wholly owned subsidiary of CBS-TV, and Republic Corp. have reached a long-term lease arrangement for film TV production at Republic studios in North Hollywood.

Under the present schedule for occupancy, "Rawhide," produced by CBS-TV, will start production

(Continued on Page 6)

### Portables Tack 36% On Ears of Winter

The first NRI special report on battery-only-portable radio usage estimates that Winter portable radio listening (at home and away from home) adds an average of 36 per cent to line-cord radio usage totals. Based on these findings and corresponding NRI in-home Audimeter and auto-radio data, Nielsen estimates total weekly usage of family-owned sets at an average of 20 hours and 36 minutes per radio home.

Listening in-home on line-cord receivers accounts for 59 per cent of this total (or 12 hours and 12 minutes), listening in automobiles

(Continued on Page 8)

### Winkins Added to Board Chris Craft Subsidiary

West Coast Bureau of RADIO-TV DAILY  
Hollywood — John Hopkins, president and general manager of both KCOP-TV here and KTTV-TV, Ft. Worth, has been elected to the board of directors of DP Television, Inc., Oregon Television, Inc., and NAFI Television, Inc. (KTVT) wholly owned subsidiaries of Chris Craft Industries.

### Commie Riddle Skein Released by Storer

Storer Programs, Inc., is releasing a new series of 26 TV half-hours, "Communism: R. M. E.," produced in cooperation with UPI and Movietone News, with scripts and production supervised by Sherman Dryer.

In announcing the series, Terry H. Lee, head of SPI and Storer Broadcasting VP, noted the title comes from a Winston Churchill statement that the issues of communism are... "a Riddle wrapped

(Continued on Page 2)

### WIBG's Fifth Birthday

Philadelphia — WIBG today clinaxes a week-long program of station activities celebrating the fifth anniversary of Storer Broadcasting here with a gala party hosted by Joseph T. Conway, WIBG general manager, for Storer personnel, major advertisers and key agency people.

### NBC Wants Extension Of Canada Link Rights

Washington Bureau of RADIO-TV DAILY

Washington — NBC has applied to the FCC for extension of its authority to transmit network and non-network TV programs, on chain facilities or otherwise, to Canadian stations.

### JFK's 'E for Export' Goes to Screen Gems

Washington — Screen Gems received President Kennedy's "E for Export" award yesterday for activities in increasing U. S. export earnings through sales abroad in more than 50 free world nations of TV films. Films produced by Screen Gems account for over 20 per cent of the TV industry's total foreign income, Department of Commerce said.

### Harrison Joins Packager As a Stockholder, Veep

Spencer Harrison on Monday will join Ashley-Steiner as a stockholder and VP in charge of its legal and business affairs dept. Firm packages many top TV shows. He has been VP-business manager of CBS since 1942.

### WBC Names Coast Theatre For 'New Star' Steve Allen

Steve Allen, come June 25, will be the only TV star with a theatre named for him. Westinghouse Broadcasting Co. has acquired the Fine Arts Theatre in Los Angeles and, in mid-June, will rename it "The Steve Allen Playhouse" as "home" for its new nightly series. Alterations of the theatre will cost more than \$350,000.

"The Show premieres June 25

on WBC stations; via syndication, on WPIX, New York, and on TV outlets across the country in late nighttime periods.

A completely new stage lighting system, designed especially for TV

(Continued on Page 8)

**CHAS. A. ALICATE** : President & Publ.  
**MARVIN KIRSCH** : Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES** : Editor

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48-4324. **MADRID OFFICE:** Bobby DeLuca. Edi-  
ficio Espana, Grupo 4, Plaza 16.

## Affils Get Look-See At ABC-TV Fall Sked

ABC-TV affiliates around the country received a run-down on the network's 1962-63 season schedule from Thomas W. Moore, VP in charge of ABC-TV and met several network stars via a half-hour closed-circuit yesterday.

Affiliates were introduced to Roy Rogers and Dale Evans, who will head their own Saturday night hour-long variety show on ABC-TV this fall. From Hollywood, Roy and Dale introduced Cliff Arquette, otherwise known as Charlie Weaver, who will be a regular in the new series.

In New York, Moore introduced the affiliates to Vincent Edwards, TV's "Bon Casey."

**13th Annual  
WHITE MOUNTAINS  
FESTIVAL of the 7 ARTS**  
July 6th to 23rd

SKY HIGH in the  
WHITE MOUNTAINS

5 LAKES • 3,500 ACRES

**Tableton Club**

Pike • New Hampshire

Information: Walter Jacobs

# COMING AND GOING

**DON WILSON**, "Jack Benny Show" announcer, arriving in Indianapolis tomorrow, as guest of Indiana's Governor and the "Festival 500" Committee.

**AL HIRT** returns to N. Y. from Chicago, where he made personal appearances.

**JOHN HARRISON**, producer of the "All Fred Hitchcock Hour" series, in London on business.

**JERRY BESS**, executive assistant of RKO General Broadcasting Division, to Washington, D. C., to visit WGMS.

## KEYSTONE TELLS ADMEN FARM DOLLARS AIN'T HAY

Advertisers are eyeing the latest census figures showing the total value of farm products sold in the U. S. is \$30.1 billion annually. That, says Madison Ave., ain't hay.

To get those ad glances focused on itself, Keystone Broadcasting System has released a study indicating that \$23 billion of this farm products value is spent in areas covered by Farm Network Stations affiliated with KBS.

Sidney J. Wolf, KBS president, said:

### Million More in '54

"A comparison of the two most recent Census of Agriculture figures, 1959 contrasted with 1954, shows there has been a decrease of more than 1 million operating farms in this five year period. But Keystone's coverage has risen to the point where its 865 radio station affiliates in the Farm Network cover 78 per cent of the farms, and a corollary percentage of the dollar value of farm products sold."

He also said that of the top 400 farm counties in the U. S., Keystone provides 85 per cent coverage.

The top 10 farm states today with the number of farms in each are Texas, 226,608; North Carolina, 190,567; Iowa, 174,707; Missouri, 168,672; Tennessee, 157,688; Illinois, 154,644; Kentucky, 150,986; Minnesota, 145,662; Ohio, 140,353; and Mississippi, 138,098.

## N.Y. Channel to Examine Pr'mary Election System

With 1962 political campaigns going into full swing, WCBS-TV examines the primary election process in an hour documentary tonight titled "See How They Run." The special will focus on three hotly contested races for Congressional seats in Manhattan's 19th and 20th districts and Westchester's 26th district. A highlight of the program will be an interview with veteran political pollster Louis Harris, advisor to John F. Kennedy in 1960 and Mayor Wagner in '61.

The show, pre-empting CBS-TV's "Frontier Circus," is a WCBS-TV public affairs presentation with Ned Cramer as exec producer and Bud Beam, producer. John Musilli directs.

# FINANCIAL

(May 23)

**NEW YORK STOCK MARKET**

	High	Low	Close
Admiral Corp. 15	13 3/4	13 1/2	13 1/2
AB-T .....	34 1/2	33 3/4	33 1/2
A. T. & T. ....	116 1/2	115	115 1/2
AVCO .....	22 3/4	21 3/4	21 7/8
CBS .....	38 1/2	38	38 1/2
Columbia Pic. ....	19 1/2	18	18 3/4
Crow-Coll. ....	30	29	29 1/2
Decca .....	44 1/2	42 1/2	44 1/2
Diney .....	32	30 1/2	30 1/2
East. Kodak .....	106	101 3/4	102 3/4
Gen. Elec. ....	39 1/4	38 3/4	38 3/4
General Tel. ....	22 3/4	21 3/4	21 3/4
Hazeltine Corp. ....	20 1/2	20 1/4	20 1/2
Magnavox .....	36 3/4	33 1/4	34
MCA .....	52 1/2	49 1/4	51 +
M.G.M. ....	38 3/4	37 3/4	37 3/4
Nat. General. 7 1/8	6 3/4	6 1/2	6 3/4
Paramount .....	43 1/2	42 3/4	42 3/4
Porough .....	59 1/2	55	55
RCA .....	53 1/4	51 3/4	51 3/4
Storer .....	32 1/2	32 1/8	32 1/8
20th-Fox .....	27	26	26
United Artists. 29 1/2	28	28 1/2	28 1/2
Warner Bros. ....	13 1/2	13	13 1/4
Westinghouse. 31 1/2	31	31 1/8	31 1/8
Zenith Radio. ....	59 1/2	55 3/4	55 1/2

### AMERICAN STOCK EXCHANGE

Capital Cities. 29 3/4	29 3/4	29 3/4
DeSire .....	8 3/4	8 3/4
Esquire, Inc. ....	10 1/8	10
Filmways .....	7	6 5/8
MPO .....	9 1/2	7 1/2
NTA .....	1 3/4	1 1/4
Screen Sound. ....	4 1/2	4 1/4
Screen Gems. ....	16 1/2	16 1/4
Technicolor .....	13 1/2	12
TelePromTee .....	10 1/2	10
Trans-Lux .....	14	13 1/4
TV Industries. ....	1 1/4	1 3/4

### OVER THE COUNTER

Jerrald .....	8 1/4	A
Meredith .....	6 1/2	
Metromedia .....	15 1/2	
Official Films .....	7 1/2	
Siragon .....	7	
Sterling .....	1 1/4	
Transcontinent .....	9 1/2	
Wametco .....	22 1/2	

\* Courtesy of National Association of Security Dealers.

## Mischief-Gremlin Hexes Tally of Emmy's Suitors

A gremlin, apparently as distraught by TV as he is by large numbers, crept into our lineups early yesterday morning. The estimated figure of 50,000,000 viewers for Tuesday's Emmy Awards show received the "Slenderella Hex" by our linotype leprechaun and appeared on page one as 5,000,000. An authentic tally is expected from the measurement firms in a few days and will be reported here.

## Johnnie-on-the-Spot Mobile Unit Revs Up

Chicago — A new mobile unit, designed to cover fast-breaking news stories directly from the scene, has been placed into operation by WBBM. It will bring in live news from as far as 40 miles from the Chicago studios.

The unit contains a separate alternator to supply uninterrupted power for the many electronic components needed to broadcast a clear signal from the downtown area with its tall buildings, or a distant field.

## Storer Has 'Red' Series

(Continued from Page 1)  
ped in a mystery, inside an Enigma." He said the series relates the basic differences between communism and the free world, presenting a running account into which are woven a sequence of current and historical events "in an entertaining, adult manner without bias but with truth, without flag-waving... to show communism as a force that affects our economy, our education and, in every manner, our way of life."

Among the program titles are: "Brainwash with Soft Soap;" "As the Twig Is Bent;" "Under the Red Star;" "Lady in Red;" "Little Boy Red;" "The Healthy Comrades;" "The Worker's Paradise;" "Russia's Big Lie;" and "Russia's Propaganda Mileage."

## Int'l Video Tape Us'ng Electronic Amtec Unit

West Coast Bureau of RADIO-TV DA  
**Los Angeles**—Installation of a revolutionary new electronic Amtec unit has been completed at International Video Tape by according to ITV president William F. Wallace. He said, "The new device marks the beginning of true freedom in shooting techniques for commercial production using our facilities."

Amtec increases the flexibility of video tape to handle the intricacies of commercials. Shots may be taped scene by scene, in any sequence, in still or on location, and then electrically edited together in the correct sequence with special optical effects. If desired, without loss of quality.

# Car Radios Raise Total Air Audience by 23%

## WGN, Chicago Study Sees 46% of Drivers Outside Home-Set Area

It is common knowledge that automobile listeners boost the total radio audience by a healthy per cent. Now, a survey commissioned by WGN, Chicago, proves the point, using the Windy City as its clinical guinea pig.

The study, made in the eight-county Chicago metropolitan area by the Research Guild, revealed that the car radio audience added to the audience for all radios by a whopping 23 per cent. And a large part of the auto audience—46 per cent—cannot be reached on home sets on a given day.

### 854 Homes Covered

Researchers conducted interviews in 854 households. Of these, 9 (90.5 per cent) had at least one radio equipped car.

The auto radio audience averages two persons per car, according to the survey. It also showed that car radio listeners include a higher percentage of adults, especially males, than the "in home" audience. Each single radio equipped auto household took an average 2.2 trips in the car on weekdays, 2.4 trips on Saturdays, and 1.9 on Sundays. This meant a total of 19.8 million trips a week.

### 68.2 Per Cent Tune-In

Car radios are tuned in on 68.2 per cent of these trips, or a total of 13.5 million trips a week with radio on.

The average length of a car trip is 34 minutes on weekdays, 47 minutes on Saturdays and 46 minutes on Sundays. Total time in car on weekdays is 1 hour 15 minutes, Saturdays 1 hour 53 minutes, and Sundays 1 hour 27 minutes.

The survey also examined in detail where people were going in their cars at various times of day. On the basis of these findings, WGN summarized:

"Properly timed, as many as 5,000 auto radio listeners can be reached by a single one minute commercial on their way to shop."

## Louvau Is Chairman Of WOLE-TV Board

Special To RADIO-TV DAILY

San Juan — Norman Louvau, vice president of WAPA-TV Broadcasting Corp., has been elected board chairman of WOLE-TV (Western Broadcasting Corp.), Aguadilla/Mayaguez. WAPA-TV, a subsidiary of Screen Gems, was recently acquired by WAPA-TV Broadcasting, which also owns a third interest in WOLE-TV.

In other moves, Nelson Banks has been promoted to promotion director of WAPA-TV, which he previously served as traffic manager and film director, with Felix Santlago Ubides appointed traffic manager and Evelio Otero added to the staff as news director.

### Resident for 20 Years

Banks has resided in Puerto Rico for 20 years; Ubides began with WAPA when it started operations in January, 1947, and moved to WAPA-TV when it went on the air some eight years ago. Otero, well-known local TV newscaster, initiates a 10 PM news program on the station June 4.

## D.C. Outlet Re-Kindles Repub.-Dem. Fireworks

West Coast Bureau of RADIO-TV DAILY

Washington — Steve Allison show on WWDC, noted for its many heated discussions on controversial issues, tonight will again bring together Carl Shipley, chairman of the D. C. Republican Committee, and Joseph Rauh, vice chairman of the ADA and also vice chairman of the D. C. Democratic Central Committee.

In their last appearance, described as a verbal knock-down and dragout affair, the program ran out of time before the two participants and Steve Allison ran out of words. This time, Allison has arranged to devote his entire program, from 9:35 PM until midnight, to the Shipley-Rauh debate.

## Stars Named Top TV 'Dad-Son'

Emmy award-winner E. G. Marshall and Robert Reed, stars of CBS's "The Defenders," will be named "TV Father and Son of the Year" today by the National Father's Day Committee. The pair,

CBS' Arthur Godfrey was named "Radio Father of the Year" by the National Father's Day Committee. At the 27th annual awards luncheon today Godfrey will receive the committee's George Washington Medal.

who portray a father-son team of attorneys, will receive George

## AUTO RACING PIX FOR N. Y. FANS

WPIX to Air 'Drag Races' Films of 'Indianapolis 500'

New York area auto racing fans will get an opportunity to view the national "Drag Races" from Bakersfield, Calif., as well as films of the 1962 "Indianapolis 500 Race" thru deals worked out by WPIX with Racefilms Productions.

"The Hot Quarter-Mile," a special half-hour documentary covering the national "Drag Races," will be shown on the station Tuesday, while a special half-hour film on the Indianapolis classic will be telecast June 6, the fifth successive time WPIX has aired the event. Dick Tufield narrates both programs, with the "Drag Race" film produced by the Iskenderian Cam Co.

## Scooter Stunt Gets Detour

"Truth or Consequences" emcee Bob Barker will announce a run-off contest today for the quartet who tied in guessing the exact mileage registered on a cross-country motor scooter stunt conducted on his NBC-TV. The top four will be asked to write in 25 words or less "I would like a Rome adventure because . . ."

When the scooter's speedometer was opened at the conclusion of the California-to-New York trip it had registered 4,264.5 miles. Seven other contestants were only one-tenth of a mile off and will compete for a Cushman Vespa scooter. Barker will announce the winners on the program scheduled for June 5.

### KHOW Sales Rep

Denver — Edward R. Williams has joined KHOW as a sales rep.

## KNX Entering Fight To Protect Outdoors

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—KNX is coming out editorially for a proposed plan to preserve California's outdoor recreation areas for public use. General manager Robert P. Sutton, a CBS VP, supported the proposals in two broadcasts entitled "Let's Invest in the Future."

The station says it feels it is important now to take a stand to save existing vacation lands for future generations. It asks a "yes" vote for a proposition that would provide a \$150 million bond issue to buy new recreation areas and expand existing ones.

## Puppeteers, Travel Rep. Will Guest With Wright

The Baird puppeteers, recently returned from a State Department sponsored tour of India, Afghanistan and Nepal, will be guests of Martha Wright tomorrow on WCBS Radio's "At Your Service." Another guest, Miss Violet Kilgore, U. S. Travel Service representative, will talk about the influx of foreign tourists expected in the U. S. this year.

## Mrs. Hagerman, 46, Dies Following Heart Attack

Adrian, Mich.—Mrs. Virginia M. Hagerman, 46, advertising-promotion manager for Gerity Broadcasting stations, including WABJ here and WNEM-TV-FM, Bay City, died of a coronary attack Monday in the company's executive offices.

## Bellamy Signed for Lead In Westinghouse Special

Ralph Bellamy has been signed for the lead in the "First Day," CBS-TV's "Westinghouse Presents" special on June 20, sponsored by Westinghouse Electric Corp. via McCann-Erickson. Bellamy will portray the father of a schoolteacher who is readjusting after discharge from a mental hospital.

## NBC Cited by PR Ass'n For Newburgh Story

A citation for distinguished public service has been awarded to NBC for its NBC White Paper No. 9, "The Battle of Newburgh" by the Health and Welfare Public Relations Association of Greater New York. Singled out for their efforts are Irving Gitlin, exec producer, Al Wasserman, writer-producer, and Arthur Zekart, writer-director.

## 'Dr. Kildare' Sews Up Hartford Phone Lines

Hartford — WDRC had to discontinue an MGM Records promotion for Richard Chamberlain singing the "Theme from Dr. Kildare," when the local telephone company canceled a special number and yanked the automatic answering service because it had titles backed up for three days. Listeners were told to call the number to hear a recorded message from Chamberlain and a few ars of his song.



## Once upon a time . . .

there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name — "Timothy Churchmouse!"

Before very long he grew to be so popular, that his fame spread and spread . . . until one day he became the star of a Sunday School program on WLW-1. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-1 public service programs. WLW-1 devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service . . . of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

# WLW-i Indianapolis

TELEVISION

reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-A

Television Television Radio Television Television  
Cincinnati Columbus Dayton Garrison Atlanta

Crosley Broadcasting Corporation



By TED GREEN

• • • Tony Mitchell who recently completed a successful engagement at The Columns, has been chosen by the Banquet Managers Guild, headed by Clyde Harris, to be the guest entertainer at its dinner-dance June 4 in the Waldorf Astoria . . . Fred Stettner, producer of NBC's "Your First Impression," has sold his house in the East to settle down for a long stay in Hollywood, since his show has become a permanent fixture in the daytime quiz show line-up. Nat Ligerman, one of the creators of "Impression," who terminated his career as a Greenwich Village laundromat operator six months ago today, just celebrated the event by being made an associate producer of the show . . . Most producers never have trouble finding stars for their shows, but with Walt Framer it's just the opposite. Since it's been known that Walt is looking for a new lead for his traveling "Big Payoff" show, the guy has been swamped with top female names from theatre, motion pictures and TV who want to be the "Lady in Mink" . . . WLIB's Evelyn Cunningham has been awarded the "YMCA Drama Workshop Award for the Most Outstanding Contribution for the Promotion of Community Projects Through Journalism." She will receive the citation June 23 . . . Maria Peron will do the straw-hat circuit this Summer in several musicals in New England . . . WCB3 Radio personality Kenneth Banhart looking over several Broadway scripts with an eye for his syndicate to back this Fall.



• • • Meet: Lionel F. Baxter, Storer Broadcasting Radio Division VP, began his broadcast career in 1934 as a staff announcer at WAPL, Birmingham, serving as chief announcer, publicity-promotion manager and program director. He took time out during the war to serve in the U. S. Maritime Service, and in 1953 he was named VP-general manager of WSAF-WSAF-TV, Montgomery, remaining until the properties were sold in 1955. Baxter returned to Birmingham in the same year, joining Storer as commercial manager for WBIC, and a year later was appointed its general manager. In 1957 he was transferred to Philadelphia when Storer purchased WIBG and was named a VP of the company the same year. Two years later he was moved to Storer headquarters in Miami as national radio director, and in 1960 was named to the board of directors. The following year Baxter was named radio division VP.



BAXTER  
THE FOLLOWING YEAR BAXTER



• • • Herb Wolf's new daytime entry, "Window Shopping," not only has an intriguing game to catch viewer interest, but is trying to keep the national economy going all by itself. Through the first six weeks the show offered "Window Shoppers" \$127,165.78 worth of prizes. Contestants walked off with \$75,099.68 worth of the loot . . . Forrest Tucker has been booked to play Harold Hill in "Music Man" at Kansas City for three weeks, starting June 10. Tucker played the title role in the national company of the "Music Man" for nearly four years.



• • • National School of Home Study has contracted through Mellis & Lebow for spot schedules on WMCA, WINS, and WABC. National sells a correspondence course in high school subjects . . . San Francisco Broadcast Pioneer Sherwood R. (for Radio) Gordon and wife, Marilyn, announce the acquisition of another child bringing the Gordon Group to the FCC maximum of seven . . . Two great talents added with each other at I.e. Cafe Arnold: Richard Rodgers and Carol Burnett.



• • • Donald Woods, one of the better actors on TV, is currently co-starring in the off-Broadway hit, "Rosmersholm." He was a recent guest star on TV's "Hawaiian Eye." Jeanne Crain and husband Paul Brinkman checked out of the Savoy-Hilton now that the actress has completed her latest "U. S. Steel Hour" show. They'll be back in New York June 13 en route to the opening of the Trinidad-Hilton.

## 7 MCA Off-Nette! Add 27 New Sales

Sales of its seven off-hour series to 27 new stations have been announced by MCA Syndication Division.

Seventy "Checkmate" sales have been purchased by Colorado Springs; WFA Dallas; WTTV, Bloomington; BC-TV, Kansas City; WC Minneapolis; WBRE-TV, Barre; WRGB, Schenectady; TV, Sacramento; WFM Youngstown; KYW-TV, Philadelphia; and WBZ-TV Boston.

### 26 of 'Frontier'

Twenty-six segments of tier Circus" have been WPTV, Palm Beach; WC Charleston, W. Va.; WL Lynchburg, W. Va.; KII Yakima, and KCOP, Los Angeles. "Thriller," consisting of sodes has been purchased AA-TV; WEAR-TV, Pennsylvania; and KOMO-TV, Seattle.

MCA TV's original off-hour programs — "Susie Cimarron City," "Riverboat Overland Trail" — have KTVE, Boise ("Suspicion"); HS-TV (all four programs SL-TV, Chico ("Cimarron Suspicion"); KBTU-TV ("Suspicion"); KDUB-TV (all four programs); KTV, Lynchburg, Va. ("Riverboat Cimarron City," "Overland Trail"); KSL-TV, Salt Lake City ("Suspicion"), and KLFY-TV, Fayette, La. ("Riverboat").

## Product Zoning Disputes Stymies the Industry

(Continued from Page 1)

but believes it is possible, not, advertisers should be some "consideration" when tion standards are lowered didn't spell out what that coalition should be.

Grey said a survey shows some advertisements lose as 50 per cent of their pur appearing cheek-to-jowl with competitor.

One broadcaster disagreeing there are surveys indicating that a product may actually greater boost when paired with competitor; i.e. two soft drinks may make a man all the thirsty. Also, magazines competing ads with no apparent harm done.

Grey retorts: "No magazines right mind would put two ads together, and no advertiser would pay for it."

His solution to the product controversy: set up clearer of communications between networks and stations, and between advertisers and networks, so that may be planned ahead, juggled if necessary.

# CONSUMER WATCHING TV HAS A 'BLOCK' VS. ADS

The American consumer, who is developing a mental screen against all advertising, "sits before his TV with a chip on his shoulder the size of a diving board," says Ernest A. Jones, president of MacManus, John & Lam.

"He can spend an evening with a magazine or newspaper and never consciously see an advertisement," he added.

Speaking before the International Advertising Conference in Sydney, Australia, Jones said the average urban American during his waking hours is subjected to an estimated 1,600 sales messages.

"And this deluge of communication is intensifying," he said. "By '63 it is possible that advertising in the States will have increased at least 50 per cent, while the population may increase about 20 per cent."

He said the U. S. is becoming a nation of page skippers and channel hoppers. We speak proudly of our modern mass communication system, but we forget that without reception there can be no communication."

He told how agencies can get a consumer's attention at a time when "advertising's greatest competitor is advertising."

## REYNOLDS INKED FOR 'SONS' SEGS

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Gene Reynolds, former child star and now one of the youngest veteran TV directors in the industry, has been signed by Don Fearderson Productions to direct next season's Fred MacMurray series, "My Three Sons." Ed Hartmann will produce.

With MacMurray scheduled for filming of Walt Disney's "Return of Flubber" early next month, Reynolds will start filming the series by shooting around the star's sequences.

## How to Take Your 'Pick'

Philadelphia — "Pick Temple's Ranch," a new two-hour roundup of cartoons, music and variety, starring "Pick" Temple, will be presented each Saturday and Sunday on WFIL-TV starting this Saturday.

# 7 Arts Vol. 3 Pack In 50th U.S. Market

Seven Arts' Vol. 3, in distribution since Jan. 1, is now in 50 markets via seven additional sales made during the past week, it was announced by Robert Rich, VP-general sales manager. During the same period, Seven Arts sold the 41 post-'50s in Vol. 2 to four stations (total Vol. 2 sales now 94) and Special Features to two others.

KGW-TV, Portland, Ore., became the 50th station to buy the 41 Warner Bros. Post-'50s in Vol. 3, which was also bought for stations in WSYR-TV, Syracuse; WTPA-TV, Harrisburg, Pa., WA-PI-TV.

## Biff Maguire Gets Lead In MGM-TV's 'Zero 1' Seg

Special To RADIO-TV DAILY

London — Bill McGuire has been signed for a leading role in the "Creators" episode of MGM-TV's "Zero One" series. He joins the regular cast starring Nigel Patrick, Bill Smith and Katya Douglas. Lawrence P. Bachmann produces the series, and Pennington Richards will direct this segment.

## Prelate to Get Kinescope Of Program He Inspired

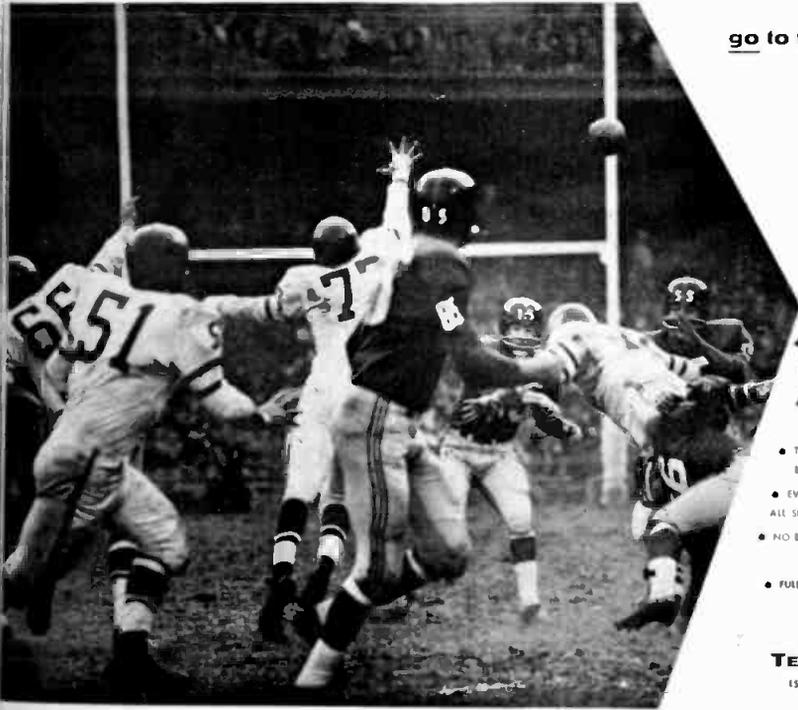
Hartford — WTIC-TV has presented a kinescope of "A New Cathedral Must Rise," a documentary on the Cathedral of St. Joseph destroyed by flames and rebuilt, to the Most Rev. Henry J. O'Brien, Archbishop of Hartford, whose words inspired the program's title.

## Virus Sleuths Track Cancer on Telehunt

A medical "detective story" about a world-wide search for viruses that may cause human cancer, and whose solution could lead to an anti-cancer vaccine, will be traced in "Breakthrough: Cancer Virus" on NBC-TV June 8.

The hour program reports on the discovery of viruses that induce cancer in animals, an experiment with prisoner volunteers in a Chicago jail and an African cancer that affects children.

NBC news correspondent John Chancellor is the on-the-air reporter. Lou Hazam is producer, Leonard Engel writer and Charles Christensen director.



go to the air with . . .

# NATIONAL FOOTBALL LEAGUE HIGHLIGHTS

this fall

**CHECK THESE 1961 SAMPLE RATINGS:**

NEW YORK 7.1	CHARLOTTE 13.0
PHILADELPHIA 12.8	HOUSTON 10.9
MINNEAPOLIS 10.7	DAYTON 12.8
MILWAUKEE 19.4	PORTLAND, ORE 30.3

- TOTAL COVERAGE OF THE NATIONAL FOOTBALL LEAGUE IN 13 WEEKLY HALF HOURS
- EVERY BIG PLAY. ALL THE GREAT STARS FROM ALL SEVEN NFL GAMES OF THE PREVIOUS WEEK
- NO BACKOUT PROBLEM IN LEAGUE CITIES
  - FIRST PROGRAM WEEK OF SEPTEMBER 17
- FULL SPONSORSHIP OR SPOTS NOW AVAILABLE ON NETWORK OR SYNDICATION BASIS

for details, write, phone, wire

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# 6 NAB Committees Named from Board To Guide Activities

Washington Bureau of RADIO-TV DAILY  
Washington — NAB directors have been named to six committees as follows: Radio Fund Finance—John F. Patt, WJR, Detroit, chairman; Richard W. Chapin, KFOR, Lincoln, Neb.; Rex G. Howell, KREX, Grand Junction, Colo.; Odin S. Rainsland, KDAL, Duluth; Ben B. Sanders, KICD, Spencer, I. A.; Harold Essex, WSJS, Winston-Salem.

TV Fund Finance — Joseph C. Drilling, WJW-TV, Cleveland, chairman; Payson Hall, Meredith Broadcasting Co., Des Moines; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; William B. Quarton, WMT-TV, Cedar Rapids; W. D. "Dub" Rogers, Texas Teletasting, Lubbock.

General Fund Finance—The General Fund Finance Committee is composed of the total membership of the Radio and TV Fund Finance Committees, with the two chairmen serving as co-chairmen of the overall committee.

## Russell Co. Chairman

Convention — James D. Russell, KKTV, Colorado Springs, co-chairman with Radio Board vice chairman, when named at June Board meeting; Robert F. Wright, WTKO-TV, Meridian, Miss.; Eugene S. Thomas, KETV, Omaha; Gordon Gray, WKTU, Utica; Mike Shapiro, WFAA-TV, Dallas; George T. Frechette, WFHR, Wisconsin Rapids; John S. Booth, WCHA, Chambersburg, Pa.; Willard Schroeder, WOOD, Grand Rapids; Lester G. Spencer, WKBV, Richmond, Ind.; Ben Strouse, WVDC, Washington.

By-Laws—B. Floyd Farr, KEEN, San Jose, chairman; John S. Hayes, Washington Post-Newsweek Stations, Washington; Gordon Gray, WKTU, Utica; Henry Clay, KTHV, Little Rock; John R. Henzel, WHDL, Olean, N. Y.

Membership—Robert F. Wright, WTKO-TV, Meridian, Miss., co-chairman with Carleton D. Brown, WTVL, Waterville, Me.; A. Boyd Kelley, KRRV, Sherman, Tex.; Joseph C. Drilling, WJW-TV, Cleveland; Julian F. Haas, KAGH, Crossett, Ark.; James D. Russell, KKTU, Colorado Springs; Allan Page, KGWA, Enid, Okla.; John F. Box, Jr., WIL, St. Louis.

## CBS-Republic Sign

(Continued from Page 1)

for next season on June 25 at Republic studios. On May 1, 1953, the entire facilities, subject to Republic's present studio commitments, will be operated by Radford, at which time CBS-TV network film shows as well as other independently produced shows will utilize these facilities.

# RFE Thwarts Red Jamming

Radio Free Europe, which began operating with a single transmitter on July 4, 1950, today has 28 powerful transmitters and relay stations in West Germany and Portugal from which it broadcasts to the Communist-dominated countries of East Europe.

A non-profit network, RFE is still faced with Soviet jamming attempts, but by utilizing several broadcasting frequencies 90 per

cent of the programs can be heard on at least one broadcasting wave length.

Emphasis of the broadcasts is on matters banned or distorted by the Reds, with roughly 50 per cent of RFE's programming devoted to news and news analysis.

# Eli Wallach Starring In Monodrama on FM

"Christ in Concrete," a monodrama for music and speech, premieres in FM stereo Sunday on WTFM. The hour broadcast features a discussion of the unusual work by Eli Wallach, who narrated the text, and composer Harold Seletsky.

Based on a short story by Pietro di Donato, "Concrete" marks the first major revitalization of the monodrama form since the 19th Century. The musical form creates an internal tension between narrator and orchestra to comment on the action of the text.

# Ford Sponsors Off-Beat New Music Color Series

A new musical color series, "The Lively Ones," with Vic Damone as host, will start July 26 on NBC for eight weeks in the time-spot of vacationing "Hazel."

Sponsored by the Ford Division of the Ford Motor Co. via J. Walter Thompson, the show will present contemporary jazz, comedy, dancing and singing. Producer Barry Shear says it is not a variety show, but an "off-beat" presentation. "shot on locations where the young set goes." Script-writer is John Bradford.

# Whitley, Harts Upped By Charlotte Stations

Charlotte, N. C. — Charles W. Whitley has been named chief engineer of WSOC-TV and Radio, with Odell Harts becoming WSOC-TV studio engineering supervisor. Whitley succeeds the late L. L. Caudle, Jr.

Whitley who joined WSOC as staff engineer in 1947, was promoted to chief engineer for both radio and TV in 1957. In this position, he worked closely with Caudle on

WSOC-TV and Radio has awarded two scholarships to the 12th annual North Carolina High School Radio/TV Institute June 10-21 at North Carolina U. Winners are Robert Dennis Mills and Hardy Paradise, who wrote essays on "Why I am Interested in a Broadcasting Career" in a competition conducted thru WSOC-TV's Saturday noon show, "Kilgob's Canteen."

the plans, construction and installation of the TV transmitter and the WSOC-TV technical plant.

Harts, who affiliated himself with the WSOC stations in 1946, has during the past years, served in various capacities in the engineering department. In addition to his new supervisory duties, Harts hosts "Inside Sports," a weekly sports program.

# 33 Nations in Accord On Protecting A U.S. Not Yet in Full

Washington Bureau of RADIO-TV DAILY  
Washington — An international convention in Rome last 26 resulted in agreement 33 nations for international protection of rights of producers of phonogram broadcasting organization performances, according to released report by Rep. V. Libonati. The U. S. sign but may do so the Libonati said.

On the American delegation, the convention as advised representatives of AFTRA, the Guild of Musical Artists, American Actors and American, NAB, ASCAP, BMI and Motion Picture Association of America. Representative NAB was Robert V. Evans.

## Live TV Covered

The report pointed out international TV via communications satellite is around the world, and the nations agree to protect broadcasts from unauthorized duplication in other Live TV performances arranged, as well as phonogram recordings defined as sound recordings.

The convention comes into force for the first six nations after to it three months after the ratification, and other stations join effective three months after their adherence.

## Sunday Scene

Phoenix—"The Wallace Show," to be seen this Sunday on KPHO-TV, will feature the top local musical acts, according to producer Thompson. A special feature the program will be a "tribute" on the Emmy Awards Show

# News Flashes From Coast-to-Coast

## Sky Is the Limit

Buffalo, N. Y. — The WEBR Trafficopter will be used by Fantasy Island as part of its opening activities on Memorial Day. Buckskin Jones, one of the star attractions at the amusement park, will arrive and land there via the helicopter, reporting the holiday traffic situation on the way.

## Civil War Documentary

Milwaukee — "From Every Patriot Grave," a documentary of the American Civil War, will be aired Tuesday on WEMP. The program was written, directed and produced by continuity director Mary Lou Burg. Karl Red-

coff, of the Swan Theatre, will narrate.

## Heat's On, Game's Off!

Newark — Shortest contest ever for the station was conducted last week by WJRZ when listeners of the "Frame and Fortune" show were asked to predict the day temperatures would reach 97 de-

grees. Expected to last until August, the contest ends only one day when a gal predicted May 19, the day which temperatures reached cord high for the month.

## A Rose For Rose

Detroit—Rose Frocillo, secretary - assistant to the service and traffic manager, has been promoted to traffic manager of WJR.

## Two to WPTR

Albany—Arthur H. Simon has been appointed local manager, and Diana W. traffic manager, in another expansion program of WPTR's expansion program.

## STORK NEWS

Beverly and Morty Miller are the parents of a boy, Douglas Andrew. Mom was formerly an assistant to Mutual Broadcasting promotion and advertising director, Rita Gardner.

## Code Exec Urges Firm Stand Against All False Advertising

Rockton Helffrich, manager of NAB's New York Code Authority Office, says a firm stand must be taken against advertisers who would risk the reputation of all media with false and misleading advertising.

**City's Lou Webster  
reaps Double Honors**  
— Lou Webster, WEET's director, has been awarded a pin marking his 50-year membership in the State Grange, also been selected to tour of Central Europe and the Union as part of the U. S. to-People Goodwill Pro-

## Radio in Major Buy 3 Shows on NBC

Radio, via Benton & Bowles, purchased sponsorship in four of NBC-TV programming the balance of 1962 — totaling programs — thus maintaining the status of NBC-TV as its major advertising medium.

Included in the 1962-'63 night-schedule are six programs, sponsorship beginning Sept. 18. Programs in the current nighttime schedule, with sponsorship beginning June 2: the "Aide Award Show" special colorcast June 24, and "This is C News," a new half-hour to debut June 3.

Other six 1962-'63 programs are "Virginian," "Eleventh Hour," "Cover and the Colonel," "Country," "Sam Benedict" Saturday Night at the Movies. The six in the current schedule are "Laramie," "National Tales of Wells Fargo," "Man," "International Showland" "Saturday Night at the Movies."

Radio also currently co-sponsors NBC-TV's "Huntley-Brinkley Report." Beginning Oct. 2, American Home Products via Ted & Co., will replace Texaco as sponsor. R. J. Reynolds Tobacco via William Esty Co., is their co-sponsor.

## NBC O-Os Aid MS Campaign

"Highways to Hope," the coast-to-coast campaign being conducted during May and June by the National Multiple Sclerosis Society and the ABC-Owned radio stations, is featuring a huge hope

the symbol of the M. S. Society, in each of the five cities which the ABC outlets are lo-

cal stations are KABC, Los Angeles; Chicago; WXYZ, Detroit; Pittsburgh and WABC, New

York. The public is being invited to the location of the big "Highways to Hope" exhibit and try

to appear as a panelist at the 48th annual conference of the Association of Better Business Bureaus, he said: "Until we have the courage of our own convictions and the generosity to expose this kind of corporate irresponsibility, we can assume a continuation and spreading of cynicism on the part of account execs in their evaluation of our various codes."

Stating that some business corporations and their advertising agencies merely give "lip service" to various codes, Helffrich said some "non-cooperative advertisers" seem willing to show a "tongue-in-cheek deference" to the codes and "risk eventual detection" by the FTC or the Food and Drug Administration.

He suggested that such advertisers be asked to submit data substantiating their advertising claims, a practice that "the more conscientious advertiser" is always prepared to follow.

## Sealright Co. Sponsors Blair Show on 'Monitor'

Frank Blair, NBC News, will be featured in four programs each Saturday and Sunday on NBC Radio's "Monitor 62" from June 3-30. Titled "Frankly Speaking," the five-minute Blair broadcasts will be sponsored by the Sealright Co., Fulton, N. Y., for its milk containers, via Emil J. De Donato, Inc.

Blair will interview four officials at Vandenburg Air Force Base, Calif., June 3.

## 3rd Report Ready

Jacksonville — WJXT has published its third annual report, "Awareness-61," on its offerings in the areas of news, cultural, public affairs and documentary programs.

their hands at opening a combination lock on the Hope Chest. The first individual to succeed in each of the five cities, along with any other person of their choice, will be flown to Washington, courtesy of ABC, for a two-day stay in the nation's capital.

While in the nation's capital, the winners will participate in a special ceremony representing the ABC-owned radio stations.

## 'Who's News' Series Subs For Jack Benny

A new series, "Face to Face," created and packaged by Ralph Edwards, will debut June 24 on CBS-TV. With Warren Hull as host, it will be summer replacement for "The Jack Benny Program."

Sponsors are Lever Bros. and State Farm Insurance, which also sponsor the Benny program. The series will offer "behind-the-scenes" stories of people who are current front-page copy. It will be taped Friday evenings in Hollywood for Sunday presentation.

Edwards will serve as executive producer, with Axel Gruenberg as producer and Richard Gottlieb as director. Editor-in-chief in the selection of people in the news will be Prof. Robert Harris of the school of journalism at the U. of California at Los Angeles.

Agencies for the sponsors are Sullivan, Stauffer, Colwell & Bayles, for Lever Bros., and Needham, Louis & Brorby for State Farm Insurance.

## Stanley Takes Helm

Philadelphia — WCAU newscaster Mike Stanley will substitute for Ed Harvey on the Owens Yacht "Boating News" program while Harvey tours the Orient.

## Music Show Pegs 3 Hats

Cleveland — John Richards, who wears two hats as film buyer and continuity acceptance director for WEWS, also wears another as owner of a suburban record shop. Now, all three hats have sailed onto the same peg.

The peg was the program, "Great Music From Chicago," which Richards bought on tape for WEWS a year ago. Recently he bought sponsorship of it for his shop. Next, he wrote his own commercials, which as continuity acceptance director, he approved. He also hired himself to deliver the commercials on camera.

## CATV Confab Plans Biggest Display Yet

Washington Bureau of RADIO-TV DAILY

Washington — More than 20 of the nation's leading manufacturers of equipment have signed for Community Antenna TV exhibit the biggest display of CATV equipment ever assembled during the 11th annual convention of the National Community Television Assoc. slated here June 17-22.



A life spent worthily should be measured by deeds not years.

Sheridan

— A Thought For The Day —

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

## Garry Moore Praises Patriotism of Faulk

Garry Moore told a N. Y. Supreme Court jury yesterday that John Henry Faulk had a fine reputation for patriotism and loyalty. Moore said he never would have been a candidate for office on AFTRA in 1955 if he had been uncertain of anti-communist views of the entire slate.

### Compared to 4 Others

Testifying in Faulk's \$1-million libel suit against Aware, Inc., and two others, Moore said the latter's ability as a broadcaster was in the same category as Art Linkletter, Dave Garroway, Arthur Godfrey and Bill Cullen. If his career had not been interrupted, Faulk today might be earning from \$200,000 to a million annually, Moore opined.

Moore said he was very much opposed to black-listing in the early 1950's. He told of one personal experience on his own show, when an aerialist was banned. "I was satisfied that the man was all right. Investigation disclosed he had been confused with another person of the same name," Moore said.

## Portable Battery Sets Studied in NRI Report

(Continued from Page 1)

accounts for 20 per cent (four hours and six minutes) and battery-only-portable listening, in- and out-of-home, accounts for the remaining 21 per cent (four hours and 18 minutes).

The Nielsen "Battery-Only-Portable Usage" report is a feature of the new Nielsen Radio Index network service, which begins in July and will provide measurements of radio listening activity, both in- and out-of-home. CBS, MBS and NBC have already signed for the new service.

Other facets of the new reports are Sponsored Network Program Ratings, Sponsor Cumulative Audiences, Full Network Ratings, Homes-Using-Radio data, and bi-monthly studies of all sponsored net programs and radio use by demographic breaks.

## Anglers, Boating Buffs Keeping Tuned to WMCA

For WMCA's fishing enthusiasts, the station is featuring a series of up-to-the-minute fishing reports direct from the 31 boats of the Sleephead Bay Fisherman's Assoc. These early morning reports recommend fishing ground and the types of fish. WMCA is also broadcasting marine weather reports to determine cruising conditions.

## AGENCY NEWSCAST

By RALPH TYLER

Strong opposition to a bill that would give the FTC power to issue temporary "cease and desist orders" halting illegal advertising practices was voiced in Washington yesterday by 4-A's attorney Mahlon F. Perkins Jr. He told the House Committee on Interstate and Foreign Commerce that the bill would "put in the commission's hands a weapon of unprecedented power without establishing proper control over its use."

He said the fact that the ban was temporary did not make it any better. "It would, in most instances, destroy the value of the advertising finally and irretrievably," he said, "for the essence of advertising, like news, is timelessness. Vindication months or years later would not restore or compensate those destroyed values."

He also said the bill would give no redress if the complaint is dismissed after trial.

ATU Productions, Inc., producers of filmed TV commercials, will enter the feature movie field with "The Woman and the Whale," a folk-comedy to be shot in Greece with a Greek cast. Joseph Brun, director of photography, leaves for France and Greece this week to prepare for the shooting, sketched to get underway about June 15. Sy Shaffer Enterprises, producer of music for radio and TV commercials, has appointed James McMenemy as head of sales and creative services. He formerly was associated with Sullivan, Stauffer, Culwell & Bayles, and Lawrence C. Gunbinner agencies.

Colgate-Palmolive has purchased weekly sponsorship in NBC's "The Shari Lewis Show" color series, with participation to begin June 30. The order was placed through Ted Bates. The Zino Pads of Scholl Manufacturing Co. will be represented on CBS Radio for a Summer-long series of five-minute participations in "Art Linkletter's House Party," Monday through Friday, and Allan Jackson's 10 AM net news broadcasts. Agency is Donahue and Coe.

What may be the most ambitious one TV advertising campaign ever programmed in spot retail sales of a toothbrush has been launched by Black Drive Co. of Jersey City for its new "Penny" A. T. Plant, VP and director of advertising at Black, says the toothbrush mass sale will be viewed on TV an estimated 144 million times this year in homes throughout the U. S. One minute and half-minute commercials are running on the three major nets on such shows as "Ha-

## 50,000 Canadian To Be New Viewers

Special To RADIO-TV DAY

Ottawa, Ont.—CBC will for authority to set up stations at Fort Frances, A. and Red Lake, Ont., president Quimet has announced. These stations, plus other authorized and under construction at Dryden and Sioux, out and one now operating Kenora for which CBC has applied for a power boost, provide Canadian TV service almost 50,000 more people in northeastern Ontario.

If approved, the target of completion of the overall plan is Fall, 1963. Interconnecting lines to these stations, all tented rebroadcasting sites will be by Norcom Telecommunications Ltd. of Kenora,

## 'Steve Allen Playhouse' Assigned for WBC Sk

(Continued from Page 1)

broadcasting, is being in with complimentary audio lighting to enable Steve Allen to carry on his famed audience views. During the installation equipment, Glenn Armstrong supervised by WBC will tape "The Steve Allen through its mobile TV tape

### Thought for Today

"Regarding the first American program to be televised in Europe in the satellite experiment, the USA early decided that on behalf of this country we must exploit the best creative minds available to render a 1962 version of Samuel F. B. Morse's century-old first historic message: 'What hath God wrought?'"

—Edward R. Murrow  
USIA director

Wallean Eye." "Leave it to Beaver," "What's my Line," "Pete and Gladys," "Tonight Show," "Outlaws," "Laramie," and "International Showtime."

David F. Barbour, Mason L. Ham and Robert L. Sturgis have been elected VPs of BBDO. Barbour is copy chief in Pittsburgh. Ham is an account supervisor in Boston, and Sturgis is an account group head and plans board chairman in Minneapolis.

## Nothing Outshouts

### Quality and Integrity!

THE ASSOCIATED PRESS



Established February 1944

L. 90, NO. 101

FRIDAY, May 2

Indiana University Library  
Bloomington, Ind.

10 CENTS

## R-TV SNUBS MILLIONS FOR CARPET

### ACLU Backing AMA Free-Time Stand Rebut JFK Talk

The American Civil Liberties Union yesterday took the position that the three national networks should have granted American Medical Association's request for free time to answer President Kennedy's televised speech of last Sunday in which he

criticized the Medicare program. The ACLU, Newark, has set aside 12 minutes of free time "impartial forum" for the AMA's rebuttal.

The ACLU's massive support of the administration's medicare bill now has won the support of Congress and in which the AMA has taken its opposition. "The ACLU," said John de J. Neff, its executive director, "does not suggest that, apart from the AMA's request for political office, the networks are obligated to give an equal amount of time to organizations — or individuals — who have been attacked by the

(Continued on Page 5)

### Peel, Lee, Mendelsohn Lead Capital Cities VPs

Capital Cities Broadcasting Co. has elected Robert M. Peel, Jack Lee and Herbert J. Mendelsohn as VPs. Peels has been with Capital Cities as GM since 1959; Lee joined the company

(Continued on Page 6)

## Anyone for Stamps, Chess?

Special to RADIO TV DAILY

London—With release date of the committee report on the future of the British TV and radio only a few weeks away, the BBC is already busy planning programs to be shown in the third TV channel, and the Government decide to add to BBC and not to the commercial companies. At present there are only two TV networks in Britain, BBC and commercial.

Anthony Adam, director of BBC says that if it wins the third

## TIME-BUYING ON CARPET AS HARRIS WIDENS QUIZ

Washington Bureau of RADIO TV DAILY

Washington—Advertisers will be required to explain the criteria on which they select one TV station over another, House Commerce Committee chairman Oren Harris (D., Ark.) warned during the course of hearings on bills aiming to give the FTC power of temporary cease-and-desist orders against challenged practices.

### AWARE SUPREME ON LOYALTIES?

Ev Sloane Says Director  
Scoffed at U. S. Clearance

Actor Everett Sloane testified yesterday that a director of Aware, Inc., told him he put Aware's loyalty clearances before the government's. The actor, whose own career suffered from blacklisting, appeared for John Henry Faulk in a \$1-million libel suit against Aware and two others.

Sloane said he was blacklisted

(Continued on Page 6)

## 3 Nets Reach Accord With NAB on Code

Washington Bureau of RADIO TV DAILY

Washington—The NAB yesterday announced agreement with the three networks concerning application of the TV Code to network programs. The pact does not involve automatic submission of programs to the NAB for prescreening whenever the NAB requests, but does provide that net-

(Continued on Page 2)

FTC chairman Paul Rand Dixon yesterday told the committee that, under the present system, practices can be continued for years pending final court decision, and that before the case is finally dis-

(Continued on Page 6)

### Bellin New Ad Chief For NBC O-O Stations

David Bellin has been appointed manager, trade and NBC-owned stations advertising. He formerly managed creative services, on-the-air promotion for the network. An alumnus of Columbia U., joined NBC in 1947 as a correspondent in the information department.

### 'Lutheran Hour' Waiting For Marines in Thailand

U. S. Marines ordered to Thailand are finding out that "The Lutheran Hour," broadcast by 660 stations in North America, is on the air in that country, too. For the last five years, the program has been heard on a 10,000-watt Bangkok commercial station owned by the Thai army.

### McGuire, Davenport Buy N. C. Amer for \$150,000

Asheville, N. C. — WISE has been sold, subject to FCC approval, for \$150,000 by Harold H. Thoms to Charles McGuire and John Lee Davenport, according to national media brokers Blackburn & Co., who handled the deal.

### Trans-Lux Ups Dividend By a Nickel on the Dime

The board of directors of Trans-Lux Corp. has voted to increase the quarterly dividend from 10 cents to 15 cents a share. The next dividend will be payable June 29.

## Nets, Outlets Average Ten Hrs. of Coverage, With More to Come

Electronic reportage of the conquest of outer space took another giant step yesterday when networks and their stations averaged close to 10 hours on both radio and TV in relaying to the nation the thrilling, perceptive accounts of Astronaut Carpenter's orbital flight.

Millions of dollars in commercial program time were jettisoned for the event. ABC-TV's coverage, estimated to cost over a quarter-million alone, was without benefit of sponsorships. At press time, it was still virtually impossible to determine how much additional air time will be devoted to wrap-ups and specials.

### Rescue Report at 1:45 P.M.

First word received that the space capsule was located—after a 46-minute radio blackout with Carpenter—came when an RCA communications installation at Riverhead, L.I., picked up the signal from a rescue unit. This was reported on NBC at 1:45 P.M.

The entire industry carried early and late evening reports with films

(Continued on Page 8)

### Happy Birthday to Hope Say JFK, Sarnoff, Stars

NBC Radio celebrates Bob Hope's birthday Tuesday with two broadcasts featuring salutes from President Kennedy, Robert Sarnoff, and a number of stars including Bing Crosby and Jack Benny. The first program will be part of the "Monitor 62" segment Sunday, and the second will be a 25-minute special Tuesday night.

### Editorial-Minded Told To 'Do-It-Yourself'

Milwaukee — WMLL is inviting listeners to participate in a "do-it-yourself editorial" contest by submitting editorials of their own on any subject or problem, world, local or national. Winners will receive gift radios and will read their editorials on the air.

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**MARVIN ALICOTE** - Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES** - Editor

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## Sherman to Produce Steve Allen Series

Allan Sherman has been signed by Westinghouse Broadcasting Co. to produce "The Steve Allen Show," the new 90-minute nightly series scheduled to debut on June 25.

Sherman served as producer of "The Jackie Gleason Show" for CBS and was producer and chief writer for both Phil Silvers and Victor Borge specials in 1958. He was co-creator and long-time producer of "I've Got a Secret," producer of "Masquerade Party," and a writer on the "Garry Moore Show."

The series will be carried in late night periods on the five WBC stations and, via syndication, on WPIX, New York, and TV outlets across the country.

## Student Drivers Given '12 Ounces of Prevention'

Westchester, N. Y. — Scarsdale High School here has received permission to use WCBS's prize-winning "Twelve Ounces of Prevention" in its student driver educational program. The documentary deals with causes and prevention of auto accidents.

## COMING AND GOING

TOM HOWELL, VP of Cellomatic, division of Screen Gems, and JACK ARBIB, sales director, to Flint, Michigan, an business.

NANCY BYERS, WJAR-TV weather gal, leaving Providence, R. I., to join her family in San Francisco.

PARKE LEVY, TV writer-producer, to Southampton and Le Havre today.

GERTRUDE ROSENSTEIN, TV producer, leaves today for Southampton and Le Havre aboard the S. S. France.

JOSE QUINTERO, TV director, to Panama today for the opening of his film there.

FRANCES LANGFORD to Jensen Beach, Fla., following completion of recording sessions.

## 59 Markets Tapped In 'Hennessy' Sale

NBC Films sold "Hennessy" in 59 markets this week in the two largest regional sales of the year. The Bowman Biscuit Co. bought for 36 markets in the Southwest, and Foremost Dairies signed for 23 markets around the country.

Nine local stations have signed on an individual basis for "Hennessy." They are WABC, New York; WRC, Washington; WGN, Chicago; WJBK, Detroit; WDBO, Orlando; KPTV, Portland, Ore.; WFMJ, Youngstown; WLBT, Jackson, Miss., and WHDH, Boston.

Bowman bought the series for a full year, with an option on a second year via Durey Ranck, Denver, Foremost Dairies, via Guild, Bascom & Bonfigli, San Francisco, purchased on a multiple-market basis, with a second year option, for stations in Florida, California, Washington, Virginia, Georgia and Texas.

The series is currently on CBS.

## ATU Enters Feature Field With Greek Production

ATU Productions, primarily a producer and creator of filmed TV commercials, has entered the feature motion picture field with a folk-comedy called "The Woman and the Whale." to be filmed in Greece with a Greek cast. Shooting is scheduled to begin about June 15.

Serving as photography director on the film for ATU is Joseph Brun, recipient of many awards for camera work, who leaves this week for France and Greece to make preparations for shooting.

## IRTS in Good-Mixer Contest

All cocktail connoisseurs along advertising row are invited by International Radio & Television Society (nee RTES) to toast the society's new name with their entries in the International Good-Mixer Contest. Winning entries will be announced (and rewarded) at the group's fourth annual Friday July 31 at the Wykagyl Country Club, New Rochelle.

Contestants need only send in the name and basic ingredients

## Armed Services Radio Celebrates 20th Year

Washington — The Defense Department this month observed the 20th anniversary of Armed Services Radio-TV, which began in World War II to bring stateside radio programs to servicemen overseas. The purpose is still the same, with TV added in 1954.

## 'Pubserv of Month' Is L.A. Big Brothers

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — KABC Radio's "Public Service Project of the Month" for June will be Big Brothers of Greater Los Angeles, Inc., an organization giving male guidance to fatherless boys. Dr. Seeley W. Mudd, president of the board of directors of BBGLA, and Warren S. Woodall, executive director, arranged the project with director of community affairs Jack Meyers.

All of KABC's personalities, Myron J. Bennett, Pamela Mason-Wendell Noble, Joe Pyne, Lou Cook, Josh King and others, will participate. Several news programs in June will deal exclusively to publicizing the work of Big Brothers.

## N.Y. World's Fair Prexy Tells Plans to Hy Gardner

Robert Moses, president of the 1964-5 New York World's Fair, will preview the proposed fair on WOR-TV's "Hy Gardner Show" tomorrow. He will discuss the exhibits, countries to participate in the fair and the planning that goes into an enterprise of this type.

## FINANCIA

(May 24)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	14 1/4	13 3/4	13 3/4
ABPT	34 3/8	32 1/2	32 1/2
A. T. & T.	116 1/4	114 3/8	115 1/8
AVCO	22 3/4	21 7/8	22
CBS	38 1/4	37 1/4	37 1/4
Columbia Pic.	18 7/8	18	18 1/8
Crown Coll.	27 1/2	27 1/4	27 1/4
Decca	44 1/4	43 7/8	44
Disney	31 1/2	30 3/4	30 3/4
East. Kodak	102 1/4	101	101 3/8
Gen. Elec.	39 1/2	36 3/4	37
General Tel.	22	21 1/2	21 1/2
Hazeltine Corp	20 3/8	19 3/4	19 3/4
Magnavox	35 3/8	33 3/4	34 1/8
MCA	52	50	50 3/4
M-G-M	38 1/2	36 3/4	37
Nat. General	7 1/8	6 3/4	6 3/4
Paramount	43	42 1/8	42 1/2
Plough	57 3/4	55 3/4	57 1/4
RCA	52 1/2	51 1/2	51 3/4
Singer	32 1/4	31 3/4	31 3/4
Taft	16	15 1/4	16
20th-Fox	26 1/4	25 1/4	26
United Artists	29	28 1/4	28 1/4
Warner Bros.	13 3/4	13 1/4	13 1/4
Westinghouse	31 1/2	30 1/2	30 1/2
Zenith Radio	60	55 3/4	56 3/4

### AMERICAN STOCK EXCHANGE

Capital Cities	15 1/2	15 1/8	15 1/8
Desilu	8 1/2	8 1/8	8 3/8
Esquire, Inc.	10	10	10
Filmways	6 1/4	6 1/8	6 1/8
MPD	7 1/2	7 1/2	7 1/2
NTA	1 1/4	1 1/4	1 1/4
Technicolor	12 7/8	11 1/2	11 1/2
TimePromper	10	8 7/8	8 7/8
Tront-Lux	13 1/2	12 1/2	13

### OVER THE COUNTER

Jerrold	6 1/4	6 1/4	6 1/4
Meredith	27 1/2	27 1/2	27 1/2
Metromedia	15 3/4	15 3/4	15 3/4
Official Films	1 1/4	1 1/4	1 1/4
Scranton	7	7	7
Sterling	13 1/4	13 1/4	13 1/4
Transcontinent	9 1/4	9 1/4	9 1/4
Wometco	22	22	22

© Courtesy of National Association of City Dealers.

## Nets, NAB in Accord

(Continued from Page 1)

works will supply the code at a time with advance descriptive gram information such as is furnished to affiliates.

In a statement accompanying the announcement, NAB pres LeRoy Collins said it has been suggested or intended the Code Authority would screen "the routine, final part of network programming."

## SALES DEVELOPMENT SALES PROMOTION ADVERTISING RESEARCH CONTACT COPY

Long-time pro in rep, film print fields as catalyst to increase your sales.

Box 178, RADIO-TV DAILY  
 1501 Broadway, N. Y. C.

# TOP ILLINOIS AP HONORS FOR WEB OUTLETS, WGN

Chicago—Network stations and WGN divided most of the honors awarded recently at the annual Illinois Associated Press Broadcasters' meeting in Champaign. Judges were faculty members at the Illinois U. College of Journalism and Communications.

Among independent stations, WGN and WGN-TV walked off with top honors, capturing victories in the news award competition. WGN's 8 AM news with Donald Engle and Bob Manewirth won first prize as best regular news program; in competition for the regular sports show, the station's "5 Star Sports Final" with Mike Brickhouse, Vince Lloyd, Al Boudreau, Lloyd Pettit, Jack Manlan and Jack Rosenberg, won merit award. The station received a recognition award in the Best Special Events News Program category for its "Springfield Sports" by Bob Foster.

### News, and Special Events

The two WGN-TV victories were: Best News Documentary, "The Summerdale Story"—Jack Harridge and Bob Ley, while in the Best Special Events Program category the station received a recognition award for its coverage of the special session of the Illinois Legislature by Bob Foster.

WMAQ and WNBQ won a total of nine awards, with six for WMAQ and three for WNBQ. WMAQ's top-place winners were Len Johnson for editorial-commentary show; Everett Mitchell's "Farm and Home" for farm show; Johnny Erp for sports show. WNBQ received the top award on special events coverage for radio coverage of the Hinsdale crash.

### First for WBBM's

WBBM and WBBM-TV captured several awards, including five first places by the former. These were for Special Events: coverage of the TWA and North American Airlines plane tragedies in Lago, and in the Documentary category for its study of Cook County Jail, "The Price is Right."

WBBK captured two merit citations for Special Events and Documentary. In the former category, recognition was awarded for Alexander's filmed news story of his apprehension of Warren Culbertson assassins. In the Documentary Program category the citation was awarded to "Countdown: Chicago Defensible?"—an in-depth study of Chicago's defense structure which featured Norman Thomas and members of the armed forces.

### DBJ Stroffer

Waukegan — WDBJ has added Carol Ann Young to its continuity department as a copywriter.

## LIVE COVER SET FOR ROYAL VISIT

*Special To RADIO-TV DAILY*  
Montreal—CBC TV and Trans-Canada Radio will give live coverage to three events of the Queen Mother's visit next month. Her arrival at Dorval Airport will be covered June 7. Two days later CBC will cover the presentation of the color by the Queen Mother to the Black Watch, Royal Highland Regiment of Canada. The third program will show her at the running of the Queen's Plate at New Woodbine track near Toronto, June 16.

## Ski Programs Go to Market

Arthur Steloff of Heritage Productions, is marketing a syndicated TV series on skiing of 26 videotapes segments, 15 minutes each, planned for telecasting from October to next April peak ski months.

Now under preparation by Telemark Productions, the series will headline Skitch Henderson, host, and ski star Peter Estlin, who will give weekly ski lessons produced on location in the Italian Alps.

Lending technical authority is Ron Guzik, former executive editor of Ski Magazine and former NBC staffer, who will handle scripts and supervise editing.

## Warner Bros. Markets 5 More On-Film Series

Five more sales of Warner Bros. hour filmed series have been made in the New York and Los Angeles markets. WNEW, New York, will present "Bronco," a western starring Ty Hardin, and "Bourbon Street Beat," detective drama set in New Orleans. In Los Angeles, KCOP-TV will telecast "Surf-side 6," "Bronco" and "Bourbon Street Beat."

## 'Singing Lady' Keys Show To Memorial Day Tribute

Ireen Wicker, WNYC's "Singing Lady," will tell the story of how Memorial Day originated and feature patriotic songs on her show Sunday. She will sing numbers from here RCA-Victor album, "Sing a Song of History," and from her "Hi-Neighbor" album published by UNICEF.

## TV-Radio Expertise Earns A 'Well Done' For 10 Hub Agencies

Boston — The Advertising Club of Boston has cited 17 new England agencies for "creative excellence in advertising." Top awards in both the radio and TV classifications went to BBD&O, for Dodge Dealers of Greater Boston and Liberty Mutual Insurance respectively.

Finalists for TV were: BBD&O for Boston Globe, Liberty Mutual Insurance, Sheraton Corp. and United Fruit; Banning Repplier, Inc. (New Haven) for A. C. Gilbert; Kenyon & Eckhardt, Inc. for H. P. Hood & Sons; The Bresnick Co. for Keystone Camera; Sackel-Jackson Co. for Lestoll, and Harold Cabot & Co. for New England Telephone and Rambler Dealers.

### Radio Finalists Named

Radio finalists were: Harold Cabot & Co. for Boston Gas, National Shawmut Bank and New England Telephone; BBD&O for Dodge Dealers of Greater Boston and Southern N. E. Telephone; Kenyon & Eckhardt, Inc. for H. P. Hood & Sons; Bresnick Co. for Lechmere Sales; Noyes & Co. (Providence) for Narragansett Electric; Arnold & Co. for New England Provision, and Creamer, Trowbridge & Case, Inc. (Providence) for Rhode Island Blue Cross.

## 3 Chi Housewives Pen East Berlin Escape Play

"Cordon of Fear," an original TV play about an East Berlin couple's dramatic escape to freedom, will be presented tomorrow on WCBS-TV's "Repertoire Theatre," a TV workshop produced by WBBM-TV. CBS O-O in Chicago.

Starring are Howard Witt, Ilze Taurins, Katherine Kornblau and Phillip Lord.

The drama is by three Chicago housewives who write under the pen name Kent Blair Alderman. Their play, "Jeanne D'Arc: The Trial," was the premiere presentation on "Repertoire Theatre" last month. Another offering by the trio, "Reflection," is scheduled for the series on June 9.

## N.Y. World's Fair Exec Queried on 'Beeper' Phone

William Berns, VP in charge of communications and public relations for New York's World's Fair in 1964, will guest on the "Speak-Up" portion of WCBS' "At Your Service" with Bob Dixon today. He will answer, by "beeper" phone, any questions listeners have about the plans now underway for the Fair.

in the public interest



STEINMAN STATION  
Clair McCollough, Pres.

WGAL-TV

Channel 8

Lancaster, Pa.  
NBC and CBS

Representative: MEKER

**Writers Guild Awards  
Reisman's 'Real West'**

Philip Reisman Jr. has received an award from the Writers Guild of America for his script on NBC-TV's "Project 20" production of "The Real West," cited as "best documentary" in the Guild's TV-Radio Script Awards (1960-61). The drama was an authentic portrayal of the American West, starring Gary Cooper.

**'Breakthrough' Gets  
Asian Exhibit Nod**

"Breakthrough: Heart and Artery Surgery," NBC-TV, has been selected by the U. S. Department of Commerce as the focal point of a special exhibit at the U. S. Southeast Asia Trade Center in Bangkok July 9-Aug. 17.

The program was the first of the "Breakthrough" specials reporting on important new progress in the fight against disease. John Chancellor was on-the-air reporter.

"Heart and Artery Surgery" was written and researched by Leonard Engel. Charles Christensen was assoc. producer and director.

**86th IC4A Track Meet  
Eyed by Philly Channel**

Philadelphia — The 86th annual IC4A Outdoor Track and Field Championships tomorrow at Villanova U. Stadium here, will be covered by WCAU-TV, sponsored by C. Schmidt and Sons, via Ted Bates and Co. Sports director Bill Campbell will head the reporting team for the event.

The top eastern intercollegiate meet presents 66 colleges participating. This year's site is the home field of the 1960-61 champions, with Villanova trying for its third straight victory.

**Segregation in North  
Spurs 'Open Mind' Seg**

"Negro in the North" is the topic on WNBC-TV's "Open Mind" with Eric F. Goldman" Sunday as community leaders offer their views on segregation problems in the northern cities of the U. S. "Open Mind," a '62 Emmy award winner, is produced by David Shefran for the station's public affairs department.

**Who's Pulling Strings?**

Jerry Orbach, puppeteer star of "Carnival," returns to the "Shari Lewis Show on NBC-TV tomorrow. He'll do a take-off on a carnival theme with Shari's puppet friends, Lamb Chop and Jump-Pup.



By TED GREEN

• • • CBS Director Martin Carr happy because "Calendar" in its very first year was nominated for an Emmy as the best daytime program. Carr has been at its directing helm from the start . . . Producer-director Bill Hobin has his "Sing-Alongers" on a speeded-up schedule through the Summer months. They put together a show every 10 days. Quite a torrid pace. Considering all the production involved, plans are still up in the air about a remote from Lake Tahoe this Summer . . . If you are planning a fancy murder, or jumping off a bridge, or starting a fire, don't do it June 4. That's the day the New York Press Photographers are having a golf tournament at the Brentwood Country Club, L. I.



• • • James ("From Here to Eternity") Jones held final court at Rattazzi's before returning to foreign shores and a new book. (We don't think it will work but we suggested the title, "From Here To Rattazzi's") . . . WDSU-TV, New Orleans, has received an honorable mention from Ohio State U. S. Institute for Education by Radio and TV. The OSU award, one of the TV industry's highest honors, was presented for the documentary series entitled "Portrait of a Woman Alcoholic" . . . "Heard in one ear—and stayed there: Al Korn, ad director of WNAC-AM-TV, Boston, has given Bean Town a new creative 'image,' ala New York style which he used when he was with WNTA."



• • • Meet: Paul Taubman, pianist, conductor, composer and owner of the Penthouse Club, is probably one of the busiest musicians in the world, appearing on 15 TV and three radio shows weekly. He is music director of NBC and the Symphony of the Air (organized by the late Arturo Toscanini), producer of New York's "Salute to the Seasons" and conductor of his own \$1-Million Brass Band. Added to all these activities are his duties as Mayor of Fifth Ave., a title recently conferred upon him by the League of Locally Mayors of New York. Among the many Taubman shows currently on the air are "Dough, Re, Me," "Concentration," "The Edge of Night" and "Monitor." Taubman wrote the official song of the Air Force Bomber Command. Recent credits include his conducting at Madison Square Garden for the President's birthday celebration. On June 24, he conducts the Miami Symphony Orchestra at Miami's Municipal Auditorium.



TAUBMAN



• • • Alan King offers the difference between radio and TV: "Listening to radio, you can still look at people who are talking to you" . . . Cigarette commercials in England are now kept off TV until late at night when presumably the children are in bed . . . The real inventor of the idea "togetherness" was a parking lot attendant . . . Comic Bernie Allen tells of the popster who saw a couple doing the Twist and told his date: "At last, baby, the Waltz is back" . . . Gig Young is holding back on his TV drama offer in N. Y., while 20th Century-Fox is dickering for a starting role in "Drink to Me Only."



• • • Songstar Connie Francis will chant her 20th consecutive MGM disk hit, "Second Hand Love," on Ed Sullivan's CBS-TV Sunday . . . TV's Bert Parks will do "The Music Man" in Seattle the week of July 17 . . . Film-TV star Eddie Adams enjoyed doing a Twist at The Roundtable nightclub in NYC . . . Rita Young, widow of the late composer Victor Young, passed away in Hollywood . . . The Mayflower Hotel in Atlantic City will honor ABC-TV star Joe Franklin in July with a "Day." Lots of TV celebs will be on hand for the occasion . . . Mayor Wagner has accepted honorary chairmanship of the 16th annual "Cavalcade of Stars" at Madison Square Garden June 7. This event will benefit The Institute for Retarded Children of The Shield of David.

**Jack Sterling Tees  
For Cerebral Palsy**  
WCBS Radio's Jack Sterling will play in the Cerebral Palsy Fund benefit golf tournament Memorial Day at the K. Hocker Country Club, 1 N. J. Two top pros, Sam and Byron Nelson, will Sterling's foursome.

**Eight Speaking D  
Put Harvey on Ro**

ABC Radio commentator Harvey will kick off his speaking engagements on the 58th annual convention of the Ass'n of Insurance Agents and Brokers in Minneapolis, Minn. June 8 to speak at the Chamber of Commerce Days Celebration, then journey to Michigan to address the Huron Junior College Commission on the 15th.

On the 18th Harvey will address the 29th annual convention of the Southern Garment Manufacturers and later the same day will address the Lions Club of Knoxville. He will be in Dallas June 27 to address the National Plywood Distributors Ass'n in Vancouver.

**WSIX-TV Wins 'Connie'  
4.h for 'Romper Room'**

Nashville, Tenn. — "Romper Room" has won for WSIX-TV here its fourth consecutive annual "Connie" award by the Radio and TV Council of Middle Tennessee. The program, sponsored for live and local production.

WBTV, Florence, S. C., also operated by the Jefferson Standard Broadcasting Co., signed "Romper Room" for programming. Two Alaskan stations recently signed the show for their Fall schedules as well.

ming in 98 markets, was cited the "best locally produced children's program of 1961."

The show is nationally produced by Bert Claster in Baltimore, and is also syndicated production in Puerto Rico and Canada.

**STORK NEWS**

Mr. & Mrs. Sheldon Mittle are parents of a boy, D. Michael. Father is a Screen West Coast attorney.

# TV Code Encourages Significant Programs

## AB's Latest Edition Iso Cautions on Ads Directed to Children

Two new provisions concerning presentation and treatment of significant social subjects and advertising directed at children are the outstanding modifications in the new edition of the Code of the Television Code published by the National Association of Broadcasters.

Regarding adult programming, the new Code points out that it is in the interest of TV to promote programs that present challenging and significant concepts and that the Code's provisions should be construed to impede no broadcast.

**Appropriate Hour Urged**  
The code adds, however, that adult programs should be at appropriate times with regard to audience's composition. Emphasizing that exploitation of children should be avoided, the Code provision points out commercials directed to the young audience should in no way lead as to the product's performance and usefulness. In this, the Code urges special cau-

tion. Another new provision relates to community responsibility and requests that placement of public service announcements be carefully reviewed with respect to the character of the program involved.

**Praised by Swezey**  
Robert D. Swezey, director of the Code Authority, emphasizes that little major change has been made in the document which regulates TV stations and networks in their programming. "We have basically good document," he says. "We found no need for substantial modification at this time." The new seventh edition of the Code has been printed in a handier set size which replaces the somewhat unwieldy magazine format. It runs 30 pages, including index and a four page addenda code interpretations.

## CBS News to Host Weekend Workshop

As part of its long-range program to develop the closest possible cooperation with news departments of the network's radio TV affiliates, CBS News officials will meet in workshop sessions here tomorrow with news directors of affiliates in the Northeast.

Dr. Frank Stinton, CBS president, will attend the luncheon meeting of the news directors and CBS News executives, headed by CBS News president, Richard S. Sulant and Blair Clark, CBS News general manager and VP.

**Leiser Supervisor**  
The TV meetings will be supervised by Ernest Leiser, assistant general manager of CBS-TV News, and the radio meetings by Robert A. Skedgell, assistant general manager of CBS Radio News. Other CBS News participants will include Bill Leonard, executive producer of the CBS News Election Unit; correspondents Dave Dugan, Neil Strawser and Walter Cronkite; producers Don Hewitt, Joel Heller and John Merriman; Jack Bush, film production manager for CBS News (TV); John Cooper, newfilm syndication manager; Mort Dank, radio news editor; Arthur G. Peck, broadcast operations director.

## Detroit Station Sweeps Michigan MS Citations

Detroit — WXYZ has been singled out for the second straight year as recipient of the Michigan National Multiple Sclerosis Society's Citation of Merit. It is the only organizational award presented by that group.

In addition, three station reps received individual awards. They are John W. Fisher, public relations and promotion director; Pat Morris, weather girl; and Betty Richards, women's editor. They were the only three in the communications field so honored.

## MIAMI REPRISES GLENN MILLER

'39 Carnegie Hall Salute To Get Airing on WGBS

Miami — WGBS' "Musical Hall" on Monday will echo the recorded sounds of one of the all-time greats of American music—The Glenn Miller Band—recorded at Carnegie Hall Oct. 6, 1939, in a "Festival of Music" sponsored by ASCAP in celebration of its 25th anniversary.

The Glenn Miller concert is the sixth WGBS musical spectacular of the month. Miller and his orchestra will be heard featuring such greats as Hal McIntyre and Tex Beneke, drummer Maurice "Mo" Purtill and vocals by Marian Hutton and Ray Eberle.

## SRO Shingle Readied On WLIB Local Ads

Busch Jewelers, New York credit retailer, a participating sponsor on WLIB for eight years has just negotiated a contract for one of the largest newscasts schedules in the station's history, general manager Harry Novik, said yesterday. Busch's sales message will be heard on the New York outlet 45 times each week.

Novik said this deal puts the station's local sales picture at the door of 100 per cent sold. "As a matter of fact," he said, "WLIB now has a waiting list among the area's local merchants." The station's local sales picture jumped from 85 per cent sold out in September, to 99 per cent in May.

## Red China Drama Set For 'Look Up and Live'

An original play, the "Broken Pitcher," will be presented on CBS-TV's "Look Up and Live" June 3. The drama, by Leo Brady, author of the best-seller "Edge of Doom," is produced in cooperation with the National Council of Catholic Men.

The play tells the story of three U. S. Air Force fliers forced down and interred in Red China. A moral dilemma presents itself when the Americans are offered their freedom in return for their declaration of loyalty to Communist values.

## KBOX Newcomers

Dallas — Wells F. Bruen has joined the KBOX sales department as an account exec, and Barbara Davenport has been appointed sales secretary for the station.

## Mexico Outlets Speed Debut of U.S. Series

Special to RADIO-TV DAILY  
Mexico City — A total of 40 American filmed series will be released soon on Telecentro channels, in a speed-up apparently dictated by fears that the Mexican Senate, which meets in September, will consider legislation designed to cut back on filmed and taped shows to make room for live programming and Mexican series.

In addition, Telecentro next month will debut the half-hour "Nat King Cole Show" on one of its channels in prime evening time, with all dialogue dubbed in Spanish but songs remaining in the original sound.

## Trainer Named by RCA To New Int'l Sales Post

Philadelphia — Merrill A. Trainer has been appointed to the newly created post of manager, international operations liaison for RCA Broadcast and Communications Products Division. His duties will be to coordinate sales activity in world-wide markets in RCA's accelerated program to move greater volumes of its products abroad.

Trainer, who was manager of the electronic recording products department, joined RCA in 1930. He was instrumental in developing the present all-electronic TV system.

## Tuneful Mexican Dish Offered on 'International'

Philadelphia — "Musical Mexico" produced by Telesistema Mexicano especially for the 1962 International Program Exchange being conducted by the CBS stations in nine foreign countries, will be seen on Channel 10's "International Hour" Sunday.

Examples of musical folklore will be seen on WCAU-TV's "In-show, including an Aztec dance of the 15th Century, a Tarasoo Indian dance, and various interpretive pieces. Featured are singers Lucha Morena and Juan Gallo and the Mexican Ballet, Amelia Hernandez, director.

## Detroit Station Casts Spotlight on Symphony

Detroit — "Profile: Detroit Symphony" — billed as an in-depth study on the noted orchestra — will be seen Sunday on WWJ. Producer-director is Shields Dierkes, and host is Les Martens.

## AMA Backed in Free TV Plea

(Continued from Page 1)

ident. It believes that "equitable time" should be given when immediacy and national importance of the legislation or proposed national policy under debate warrants such action." The ACLU commends Broadcasters for giving air radio time on Sunday — a half hour (equal time in this case) to Dr. Leonard W. Larson, AMA president. However, ABC news VP James Dwyer pointed out that Dr. Edward R. Annis, head of the AMA's

speakers' bureau, was invited to participate Sunday on the network's half-hour "Issues and Answers," but pulled out when he found there would be two Congressmen on the panel.

NBC on Monday night carried AMA's paid rebuttal to JFK, and will have Dr. Annis on Sunday's "Meet the Press," where he will be interviewed by a panel of reporters. CBS on Sunday will air a half-hour debate between HEW Secretary Abraham A. Ribicoff and Rep. Thomas Curtis (R., Mo.).

## Radio Buildup Has Rewards

RAB president Kevin B. Sweeney challenged advertiser and agency execs this week to guess the exact number of weeks radio will lead TV in the 1962 Summer Audience Stakes. He recently went on record with the prediction that radio will reach more people than TV for at least 16 weeks from June through October. Last year, his estimate that radio would stay ahead of TV for 13 weeks hit it directly on the nose.

The RAB contest, designed frankly to draw attention to radio's warm-weather superiority, will award \$250 and \$100 as first and second prizes to admen who most closely estimate the number of weeks radio will lead TV and radio's average lead—in millions of persons reached—during the weeks it is ahead.

## Red Bloc Economics Get 17-Wk. Chi Look

Chicago — "The Business of Communism," a 17-week educational series that will probe the sources of strength and weakness in the Communist Bloc, will be broadcast each weekday morning on WNBQ, beginning Monday, from 6:35-7 AM. The series will replace "Continental Classroom" during the Summer.

Conducted by Dr. James A. Hart, DePaul U. dean and economics professor, and Dr. William Hayes, chairman of the DePaul economics dept., the first four weeks of the program will be devoted to examining the Soviet Union, followed by a two-week look at Red China. Each getting a week's study will be Poland, East Germany, Czechoslovakia, Hungary, Yugoslavia and Cuba.

Concluding weeks of the series will examine some of the smaller Communist Bloc countries and focus on activities of the Communist parties in various non-Communist nations in Europe, Asia and Latin America.

## Peebles, Lee, Mendelsohn Now Capital Cities WPs

(Continued from Page 1)

last October as GM of WPRO-AM-FM Providence, and Mendelsohn was named GM of WKBW-AM, Buffalo, last March.

Peebles was formerly VP-GM of WKNY-AM-TV, Kingston, N. Y.; Lee came from WAKY, Louisville, where he was VP-GM, and Mendelsohn was sales manager at WABC-AM-FM, ABC flagship in N. Y., and an account exec for WINS here.

## HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Len Matthews, executive VP in charge of broadcast media for the Chicago-based Leo Burnett Co., has just returned to home base, after several days here to attend the Emmy Awards presentation and help manager Wendell Williams celebrate opening of the Hollywood office. Matthews disclosed that more than 60 per cent of the agency's billing is in TV to the tune of almost \$80 million. According to current plans, the Hollywood office will be concerned with more than \$30-million worth of programming alone, including "Empire," "The Hillbillies," "The Virginian," "Fair Exchange," "Alfred Hitchcock" and "Gunsmoke," in addition to nine shows already renewed for the new season. The agency will continue to participate in a number of other programs and in developing new spectacles and other programs for the coming season.

• • • Filming of "Empire" gets under way at Screen Gems Monday, with Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal in the top roles. William Sakchheim is executive producer, with Frank Pierson as producer and Abner Biberman directing.

• • • June Foray, Jo Stafford, Soupy Sales, Connie Stevens and Roger Wagner have been added to the growing list of presenters of Grammy Awards at the NARAS Awards Dinner next Tuesday at the Beverly Hills Hotel. Carl Reiner will emcee the event.

• • • Jerry Fielding has been signed as conductor and music coordinator of "The Lively Ones," which will be Summer replacement for "Hazel," and stars Vic Damone. . . . Julie Adams reported to Warner's yesterday to guest star in the "Go For Baroque" episode of "Hawaiian Eye" for producer Howie Horwitz. . . . Frank Van der Veer has joined B.H. Productions as head of optical and special effects. It was announced by president Bud Brady.

• • • Roger Perry, whose pilot "First Hundred Years" will be seen on "G. E. Theatre" Sunday, goes before the cameras at MGM this week in the new Wendell Corey series, "The Eleventh Hour." . . . Jack Kruschen will make a series of radio commercials for Carling's Red Cap Ale. The deal was set by Lloyd Kolmer of the William Morris commercial department in New York. . . . Danny Kaye returned yesterday after a three week run at Harrah's in Tahoe. He went back to work Monday night after a bout with virus pneumonia.

• • • The Lettermen, currently at the Crescendo, will make their first guest appearance on the "Ed Sullivan Show" June 10. . . . Bruce Dern checked in at Four Star yesterday for an appearance in "The Law and Mr. Jones." Dern will co-star with Jack Lord and Warren Bates next season in "Staney Burke" on ABC-TV. . . . Bernard MacKall has been appointed by president Karl Klein to represent Animation Inc., in eleven western states. . . . KJH-TV scored a beat on the earthquakes in Mexico when John Willis, news head, phoned in a report from Acapulco, where he was vacationing with his family.

## Time-Buying on Carpet

(Continued from Page 1)

posed the damage may already have been done.

Harris questioned Mahlon F. Perkins of a law firm which represents AAAA, on how advertisers would choose in a case of a station located in a small market but covering a larger market, as against a station in the larger market. Perkins said there are many criteria, and he was unable to say in the particular hypothetical case.

Harris then said, "Somebody had better start thinking about it because I am fixing to open it up in the not too far distance." It was later explained privately that

Harris was thinking about his committee's probe into TV ratings and the projected hearings on this matter, and was in effect saying that the criteria for placing advertising on stations would be involved.

Perkins told the committee that AAAA objects to vesting the FTC with power to take advertising off the air and out of print whenever it concludes without the formality of a hearing that the action would be taken in the public interest.

John J. Ryan, for AFA, said it would amount to a "moratorium on personal liberty."

## New Pix Eye Life in Cuba

An up-to-the-minute account of life in Communist Cuba, shot by CBS News American correspondent Curt Kurlatt during a three-week visit, will be broadcast tonight on TV's "Eyewitness."

Kurlatt traveled through from May 1 until his departure Wednesday for his report, represents his first effort as a photographer.

## Dolphin Expands To Docs, PR Films

Dolphin Productions, New York-based TV commercial production firm, has begun a major expansion with the establishment of new units—a Programming Division and a Public Relations Division. It was announced by president Allan Stanley. The expansion also involves the addition of Blumberg as sales director, Robert J. Kinney as a sales representative.

Stanley said the product TV commercials will continue to represent the major part of the firm's business, with the Programming Division to concentrate on production of documentary news-feature series and the Public Relations Division to create films for corporations and institutions.

## Sloane Backs Faulk

(Continued from Page 1)

in 1952 after the network agencies had mistaken him for a man with the same last name mentioned in "Red Char." After prolonged joblessness, Sloane was hired by UN Radio, he and given a complete clearance by the U. S. Civil Service Commission.

A friend, he testified, testified he got to Paul Milton, director of Aware, and get a clearance from him. Sloane told court Milton scoffed at the clearance, saying "this with a grain of salt."

"You mean," Sloane said, "you set you above the U. S. government, cordoning to Sloane's testimony Milton replied. "Yes, we do."

## Juilliard Quartet Debuts With Beethoven Concert

A live all-Beethoven concert by the Claremont String Quartet of the Juilliard School of Music will be aired on listener-subsidized WBAI-FM Sunday, the first in a series by the ensemble for the station. The program will include four quartets by the composer.

# W-VA 'Story' Builds New Syndie Interest

Two factors are currently at work to bring about a whole new and in advertiser interest in the founding syndication field, according to M. J. (Bud) Rifkin, W-VA executive VP for sales. The elements are the offering of quality programs with which advertisers are desirous of identifying their image on a wide-audience scale, and the increased availability of prime time returns to local affiliates by the network. Rifkin pointed to his company's leader, David L. Wolper's "The Story of..." as the best example of the kind of prestige which top advertisers are seeking to acquire in multiple-market spreads. Rifkin cited as an instance, Rifkin cited more than one national advertiser whose agencies have requested a copy of the program in over 40 cities each.

# Profile' Series Includes Sports, Mari, Paper

"Profile of a Bedroom," a new series to be aired on Allen's "At Your Service" show weekday afternoon, will attempt honest word pictures of urban living in and around New York area. The first show starting date to be announced examines life in Westport. The Westport interviews originate from the Food Fair Supermarket and the Westport Town Center. Gene King is producer of the series.

# KPHO Premieres Five Summer Features

"American Odyssey," an anthology series, is the first in the new Summer season shows premiering on KPHO next week. Included on the schedule are "Test for Adventure," "Community Activities," "Modern Science Theatre" and "Plays of Shakespeare." The latter is a minig production featuring Arthur Eastman as host and commentator. The five programs will be featured regularly during the Summer.

# Dennis the Menace to Menace Pet Parade

Chicago—Jay North, TV's "Dennis the Menace," is among the top Hollywood personalities participating in the 16th annual Chicago-La Grange Park Pet Parade here June 2. The show will be carried for the 10th consecutive year by WGN-TV. The theme of this year's parade is "Strip Pets and Pals."

# AGENCY NEWSCAST

By RALPH TYLER

A promotion man's best friend is not just any old dog—but a wealthy canine heiress named Tina Van Terrier. So says WABC Radio at the windup of its contest requiring listeners to figure out from clues aired each day, where "the doggnappers have stashed Tina." Nowhere but New York's Greenwich Village was the answer, solved by a Miss Rosemary Anne Hedlund, who ended up with a big reward, two baseball tickets, a case of dog food, a radio and an LP with the song "How Much is that Doggie in the Mailbox." Promo was worked up from scratch (a pun is the writer's best friend) for Cadillac Dog Food by Elkman Advertising of Philadelphia and WABC.

James H. Quello, VP and general manager of WJR, Detroit, has been elected to the board of directors of the Adcraft Club of Detroit. Quello, an Adcraft since 1916, has seen past service as the club's PR chairman and member of the program committee... Possibly the youngest twins ever on TV debut in a two-minute commercial demonstrating a Chevrolet station wagon. Mark and Mike Ballentine, of Columbia, S. C., went on camera at the age of nine months in closeups showing them on their back seat "bed." James R. Morrison of Campbell-Ewald, the producer, said the commercial is aimed at women drivers in the audience of Chevy's three net shows.

Investment Planning Group of New Jersey has purchased a four-week sked of daily 30-second spots on "The Elizabeth Morgan Show," heard on WJRZ, Newark, Monday thru Friday. The sponsorship, through Reast and Connolly, of South Orange, N.J., is a radio campaign first for the financial institution... the Association of Better Business Bureaus has presented a tile plaque to John P. Cunningham, chairman of the board of the Advertising Federation of America, in appreciation of the fact that AFA was the founding organization of the BBB movement a half-century ago.

Buster Crabbe, Olympic title

Reynolds Metals, Chicago, La Grange Federal Savings & Loan, La Grange, Ill., and Quaker Oats, Chicago, are this year's sponsors of the hour-and-a-half telecast.

# Peak Producer-Total On Six 4-Star Series

West Coast Bureau of RADIO-TV DAILY Los Angeles — A record number of producers are now working at Four Star on the company's six series for the 1962-'63 season. With the signing of Buck Houghton and Buzz Kulik, the total number of producers inked for the new season is 10, and associates producers, four, it was announced by Tom McDermott, executive VP for production. Other producers signed by McDermott are Hy Averbach, Everett Chambers, Marc Daniels, Stan Kalis, Tom McKnight, Sam Pekinipah, Richard Alan Simmons and Aaron Spelling. Associate producers are Robert Claver, William Harmon, Richard Newton and Norman Powell.

# Minneapolis' Grim Gets Accolade for ETV Show

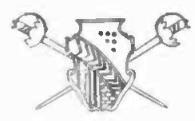
Minneapolis-St. Paul — George Grim, KMSP newscaster, has been given the Citizens Committee on Public Education's 1962 ETV award for outstanding moderator of the "World Affairs" series on KTCA-TV here. The awards were conceived five years ago to stimulate interest in and support of the area's educational television station.

# Thought for Today

"Congress was obviously willing to rust in the wisdom and taste of the people. And why not? If the people are incapable of selecting their own TV and radio programs, they are equally incapable of electing their own public officials. The logical corollaries to program control are universal thought control and the ultimate denial of free speech and the right to vote."

—Frank P. Fogarty, Exec. VP Meredith Broadcasting

holder and movie actor, has wound up narration for "Football in Sports," a public service TV film produced by the Keds dept. of U. S. Rubber for June release. The film's available in black-and-white or color. Crabbe appears in one sex, as do Andy Robustell of the Giants football team, Johnny Dieckman and Bob Hill.



Men judge us by the success of our efforts. God looks at the efforts themselves.

*Charlotte Elizabeth*

—A Thought For The Day—

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

## Disk Spinning

By H. WILLIAM FALK

Bel Canto, pre-recorded tape duplicating and distribution firm in Columbus, O., will market pre-recorded stereo tapes based on the Phillips Records catalogue, under a new agreement. Bel Canto's music will be taped both reel-to-reel and on cartridges. . . Command Records next month releasing five new albums, the diskery's largest output in a single month, bringing to 52 the number of titles in its catalogue. Each master-recorded on 35 mm film, they feature William Steinberg and the Pitt, Symphony Orch.; The Ray Charles Singers; Tony Mottola; Doc Severinsen, and Don Lamond.

Carnegie Hall is being taken over by three MGM and Verve artists this weekend, with Verve comic Phyllis Diller in a one-woman show tonight; Jackie Mason on tap tomorrow night, and MGM folk-singer Martha Schlamme in concert Sunday evening. In a publicity-prono tie-in, Sol Handwerker set up displays in the Carnegie Hall lobby, where the stars' albums will also be sold. Miss Schlamme will also appear in the taped Sunday morning "Story of Ruth" segment of CBS-TV's "Look Up and Live," singing 13 songs in Yiddish, Hebrew and English. . . Folk-opera singer Luis Rey is doing an album of Latino chants for the Verben label. . . George Mirros' Aris Records has released "Oudh Brant," master of the Oriental Oud, an album of Oriental and Turkish songs.

### Surgeon Takes Spotlight On 'Your Right to Say It'

Chicago — "Let Them Die" will be the subject on WGN-TV's "Your Right to Say It" series Sunday, with Dr. Vincent J. Collins, associate professor of surgery, Northwestern School of Medicine, as the guest. He will be interviewed by Wes Hartzell, special reporter for Chicago's American, and Arthur J. Snider, science, editor for the Chicago Daily News.

### WBZ Observes Shavuoth

Boston — WBZ here is airing a three-part special commemorating the Jewish Holiday of Shavuoth titled "Receiving the Torah." The 15-minute programs started May 20 and will also run on the following two Sundays. It is specially produced for the station by the Committee for the Furtherance of Jewish Education.

## 'Gallant Men' Series Cracks Fall Line-Up

"The Gallant Men" a dramatic War series focusing on the 36th Infantry Division during WW II, premieres on ABC-TV in September. Robert McQueeney and William Reynolds are featured.

"Gallant" will be sponsored by Block Drug Co., through Grey Advertising; Beecham Products through Kenyon & Eckhardt; Lincoln Mercury Division of Ford Motor Co., through Kenyon & Eckhardt; Sunbeam Corp., through Foote, Cone & Belding; and Warner-Lambert Products Division Warner-Lambert Pharmaceutical Co., through Ted Bates.

Ex-heavyweight title contender Roland La Starza will be seen in a supporting role.

## Documentary Film Ace Reads 'Chosen Child'

Frank De Felitta, award-winning documentary film maker, is currently filming "The Chosen Child" in New York for NBC-TV. "Child" an hour documentary will be aired in the Fall.

De Felitta has over 500 credits on radio and TV and included among his many awards is the coveted Peabody and a Venice Film Festival nomination.

## Lewis Leaves CBS-TV For Associated Design

Arne Lewis has been appointed creative director of Associated Design Studios, effective June 25. He has been an art director in the advertising and sales promotion department of CBS-TV stations division since June, 1958.

## Kennedy Names Huntley Wilson Memorial Selector

Chet Huntley of NBC News has been named to the Woodrow Wilson Memorial Commission by President Kennedy. Huntley and eight other committee appointees, which include several congressmen, newspapermen and public servants, are charged with recommending a memorial to our 28th President.

## Look 'Inside Laos' Begins New Series

Cleveland — WJW-TV news director Ken Armstrong, who visited strife-torn Laos last December, inaugurated a new series on conditions in Southeast Asia last night with a report on his "Assignment: Laos!"

Armstrong told of his visit to the administrative capitol, Vientiane, the religious and royal capitol, Luang Prabang and the Communist strong-hold, Nam Tha and Muong Sing. He also described a helicopter trip he took into isolated outposts to deliver food and ammunition to the Royal Laotian Army, which looks to the U. S. for advice and assistance.

## Kim Hunter Gets Role In Fall 'Dick Powell Show'

Kim Hunter will star in "Tomorrow the Man," on NBC-TV's "Dick Powell Show," to be shot in Hollywood later this month and released in the Fall. She will portray a young wife involved in the problems of a lower East Side family.

# Broadcasters Wind Up A-Okay on Orbit

(Continued from Page 1)

and tapes, interviews of the space shot and recovery.

A revolutionary, wireless TV camera was utilized by CBS during its coverage. The Japanese-made, 20-pound, transistorized unit, using a standard image orthicon tube, was first tried in an interview at the McDonnell Aircraft Corp. plant in St. Louis. The new camera operates without cables and can roam up to 1,500 feet from a relay receiving point and is effective under adverse lighting. It was presented to CBS-TV by Ikegami Electric Co., Ltd., Kawasaki, Japan, and was originally developed by the Chubu Broadcasting Co., Nagoya, and developed for CBS-TV.

### NBC Supervises Pool

NBC-TV made use of a BU-TV Scope camera which gave viewers an unprecedented view of the early stages of the shot. This included a dramatic picture of the separation of missile from its booster rockets,

The BU-TV Scope pictures were part of the three-network pool supervised by NBC.

NBC-TV also had on hand 35 different items of flight equipment and experiments in presenting the orbit flight. Nearly every major system in the spacecraft and booster was covered, with a special prop demonstrating how these instruments functioned during spaceflight.

### Aviation Experts Used

Adding to its coverage, ABC-TV used a panel of aviation experts that discussed both the technical and non-technical aspects of the man-in-space program.

When contact with the Navy test pilot was interrupted, though it was known the capsule landed in the sea, the newsmen faced the inevitable, but unhoped for, task of reporting a possible tragedy in the U. S. Space program.

The corps of correspondents

## 'Champion Bowler' Claims Lowest CP

Walter Schwimmer's "Champion Bowler," which soon enter its ninth year syndication, is the lowest market-buy of any show country, according to a survey of 32 major areas by an independent research service. The average per 1,000 homes per minute was found to be against the average network of \$450 for the same minute same audience, said Schwimmer.

It was further disclosed that all markets studied, each sponsored by either national or regional advertisers.

## All-Star Cast Illumines Westinghouse Special

Mildred Dunnock, Nancy Wirtz, Patrick O'Neal and McCarthy join Margaret Leary and special guest Ralph Bellamy in the cast of "The First in June 20" Westinghouse special on CBS-TV.

Gordon Duff is producer. Roger O. Hiron wrote the script which deals with the school-leaver problem of readjustment after being discharged from a mental hospital.

## Welk Offers War Songs In Memorial Day Salute

Lawrence Welk will commemorate Memorial Day on his TV show tomorrow with performances of the past three wars in keeping with the Holiday violinist Aladdin will recite poem "In Flanders Fields."

quickly began an analysis of the situation, maintaining the seriousness of the moment as well as perspective of the data available. The story that appeared to be developing had a happy ending: the astronaut was spotted near raft.

### Rescue Bulletin at 4:43 PM

At 4:43 PM CBS and ABC on the air with the bulletin. Carpenter had been picked up, also carried the bulletin.

Illustrative of the many dependent stations, WPIX in the space shoot from 6:30 to 7:00 most of the others began a program after 10 AM cut into its programming every 20 minutes reports from Cape Canaveral, including the N.Y. Yankee baseball game. WPIX—via a direct line to Y-14 Stadium—announced through public address system that Carpenter had completed his orbit flight.



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MONDAY, MAY 28, 1962

TEN CENTS

# U-V BILL SNARLING DEINTERMIX

## NAB Expands Board In TV Code Review; Pabst Is Chairman

Washington Bureau of RADIO-TV DAILY  
Washington — NAB has named nine broadcasters to its TV Code Review Board, which has been reconstituted as part of expanded Code operations and serves as the appellate body in administering the TV Code. Appointed chairman for two years was William D. Pabst, executive V.P.-general manager of KTVU, Oakland, Calif.



Renamed for a two-year term the board was Robert W. Ferguson, executive VP-general manager of WTRF-TV, Wheeling, W. Va. Mrs. A. Scott Bullitt, president of the board.

**KRZY Transfer Approved**  
Grand Prairie, Tex. — KRZY has received approval from the FCC for transfer of control of the station to G. E. Miller and G. E. Miller and G. E. Miller and G. E. Miller for \$440,000.

## Healthy Gains for Radio, TV Emerging in '62 Crystal Ball

Washington Bureau of RADIO-TV DAILY  
Washington—Radio and TV stations expect a healthy increase in total revenue this year, a NAB survey shows.

In radio, station revenue is expected to top '61 by 3.5 per cent, the largest boost since NAB began collecting figures six years ago. TV revenue is expected to climb 7.67 per cent, second highest increase in six years.

James H. Hulbert, manager of AB's department of broadcast personnel and economics, gave these highlights:

Radio—two-thirds of all stations expect a hike in revenue this year, while 10 per cent expect a decrease

### Station Economic Protection Theory

Washington—In rejecting a bid to reconsider its denial of additional microwave TV facilities to serve a community antenna system the FCC has also spelled out its theory on economic protection for broadcasting stations. The commission says its primary concern is possible ultimate loss by the viewing public.

## SOFT DRINK AD MONEY POURED INTO TV 'SELL'

The nation's top soft drink bottlers and canners upped their advertising expenditures in major consumer media by 10.3 per cent in 1961, during which TV's share jumped to 51.5 per cent from 39.7 per cent in 1960.

Total TV gross time billings in 1961, network and national spot advertising for all bottled and canned soft drinks, were \$21,529,427, an increase of 46.9 per cent over 1960's \$14,659,360. Spot billings (Source: TVB-Rorabaugh) (Continued on Page 5)

### BANZAI! VIDSETS ALL OVER JAPAN

1 of 2 Rising Sun Families  
Now Owns a Receiver

## ARTS Names Rawson Sales Development VP

Advertising Radio and Television Services has promoted Robert W. Rawson to sales and sales development VP, responsible for all sales activities for the various divisions of ARTS. He joined the firm earlier this year as a VP and general sales exec, after serving as radio-TV ad manager for U.S. Rubber Tire Co.

Japan's TV boom hit a new peak this year when registered set-owners topped the 10-million mark. This means that one of every two families now owns a TV set and places the Japanese third in the world behind the U.S. and Britain. West Germany and the Soviet Union are fourth and fifth.

## Syndie 'Red Report' To Premiere in Ohio

Columbus, O. — "The Red Report," a new syndicated series of five-minute TV programs featuring former FBI counterespionage agent Herbert A. Philbrick, will have its world premiere June 4 on WT-VN-TV here, it was announced by H. C. Gockenbach, Jr., president of Dollar Federal Savings & Loan Ass'n, sponsor of the program.

"This new series of 65 filmed programs is designed to expose the workings of the international Communist conspiracy," Gockenbach said.

Philbrick will make personal appearances here June 3 and 4 on behalf of the sponsor. The series is a production of Dial A Program, Inc., Columbus.

## Congress Blocking All-Channels Action As VHF Protection

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has extended time for filings in the proposed deintermixture and drop-in cases in view of the Senate's all-channel TV legislation. Nevertheless, the FCC seems to be accelerating its moves for drop-in action on ABC's request, despite Commission promises to hold off on deintermixture if the all-channel bill is passed.

Original deadline for filing arguments on proposals to make all UHF markets out of Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N.Y.; Champaign, Ill.; Columbia, S.C. and Montgomery, Ala., was May 22.

## Disk Exec Randy Wood Voted RTRA President

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Randy Wood, head of Dot Records, is the new president of Radio, Television, Recording and Advertising Charities, succeeding J. Neil Reagan, VP of McCann-Erickson.

Other officials elected for the 1962-63 term are: John K. West, RCA, and John Reynolds, CBS, VPs; Sherwood Schwartz, writer-producer, secretary, and Cy Pearson, United California Bank, treasurer.

## Sale of AM-TV in Joplin OK'd for \$1,850,000

The FCC has approved sale of KODE AM-TV, Channel 12, Joplin, Mo., by WSTV, Inc., to James S. Gilmore, Jr., for \$1,850,000, with commissioner Bartley dissenting. Also approved was sale of KFBB AM-TV, Channel 5, Great Falls, Mont., by KFBB Broadcasting to Harriscope Broadcasting for \$610,000. The commission, by a 4-3 vote—Ford, Minow and Bartley dissenting—approved sale of KGMS, Sacramento, Cal., by KGMS, Inc., to Capitol Broadcasting for \$577,500.

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**MARVIN KIRSCH**: Assoc. Publ.-Gen. Mgr.  
**ARTHUR PERLES**: Editor

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 cion Espana. Grupo 4. Planta 14.

# 1ST QUARTER '62 INCOME JUMPS AT CAPITAL CITIES

First quarter net broadcasting income of Capital Cities Broadcasting Corp. reached \$3.4 million this year—a leap from the \$1.9 million first quarter figure reported last year.

## Green-Eye-Monster Moll Sole Doll in 'Man's World'

Mary Adams will be the sole "outsider" in the cast of "Molly Pitcher and The Green-eyed Monster," a color episode of "It's a Man's World" being shot at Revue for NBC-TV's Fall schedule. The teleplay was written by David Duncan from a story by James Menzies. Peter Tewksbury is directing.

Broadcasting expense also rose. The figure for first quarter, '62, was \$2.2 million, up from \$1.2 million for the same period last year, the company reported.

Capital Cities said net operating profit before depreciation was up 67 per cent. These increases reflect the addition of WKBW-AM-TV, Buffalo, and WPAT to the Capital Cities group and earnings of the company's radio-TV properties throughout the east.

## COMING AND GO

VOLTAIRE PERKINS, of KTVU "Court" series, has returned for month world tour.

ROBERT F. ADAMS, WBKB sales in L. A. for business meetings.

DANE CLARK and HARRY TO in town for rehearsals for an "DuPont Show of the Week."

ANDREW PRINE, star of "Wide Country," which begins is in N. Y. from Hollywood on

JOHN McCLANE, NBC special program coordinator, to Hunting- ton, Va., on vacation.

## NBC Cameras to Eye 62nd Open Golf Meet

NBC-TV will telecast the final four holes of the 62nd annual National Open Golf Championship at Oakmont (Pa.) Country Club June 16, sponsored by Wilson Sporting Goods Co., through Campbell-Mithun, and Humble Oil & Refining Co., via McCann-Erickson. The 90-minute special will feature Bud Palmer, Chick Hearn and Ed Kieley commenting on the action.

## 'Principal of the Year' Spirits Student Election

WABC is polling votes by its school-age listeners to elect a "Principal of the Year" in a promo being conducted through Friday. The youngsters, casting their ballots via mail, will determine the most popular principal in the New York area. The winner will receive a color TV set.

## 7 '20th Century' Segs Licensed to McGraw-Hill

CBS Films has licensed seven features of CBS News' "Twentieth Century" to the Text-Film Division of McGraw-Hill Book Co. for distribution in the non-theatrical 16mm film market. The films will be distributed to schools, churches, government agencies libraries and corporations.

## Much-Honored S Pul in Shop Wine

ABC Films is offering the winning "Expedition!" series U.S. syndication. The series half-hours won the Ohio State prize as tops in programs for children and youth, and also in the George Foster Peabody Thomas Alva Edison award.

Phillip Conway has joined Films as an account executive headquarters in New York. He is a member of the North Sales Division, headed by Division manager Albert G. Kan.

ing its two-year exposure on TV.

Henry G. Platt, ABC Film- dent, said the series was now sold station-by-station because it was seen in only more than 50 markets out of 228 in the U.S. The series was duced by Insight, Inc., Holl

## FMer in Musical Salu

WRFM has scheduled two- orial Day specials for Wed- featuring music from 11 countries where U. S. servi- have fought, and Igor Striv- "Story of a Soldier," narra- Melvin Douglas.

## Video Veteran Frey Joins New Merritt

George Frey — for five years VP in charge of network relations for Sullivan, Stauffer, Colwell & Bayles, has joined New Merritt Enterprises as sales consultant.

Before joining SSC&B, Frey was with NBC for 32 years serving as VP in charge of TV network sales and, previously, in a similar post for radio sales.

## St. Peter with Video Tape

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — Lionel F. St. Peter has been appointed audio supervisor at International Video Tape. He was formerly head of sound for Skefton Studios.

## IT'S SURPRISING—

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

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

Be PREPARED for the unexpected! Our SPECIAL and UNIQUE EXCESS Policy provides Protection Against Embarrassing Loss.

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

## IATSE Prexy Walsh Inter-American Head

Special To RADIO-TV DAILY  
**Lima, Peru** — The newly formed Inter-American Federation of Entertainment Workers, at its second Congress here this month, elected as its president Richard F. Walsh, prexy of the International Alliance of Theatrical Stage Employees. He was unable to attend the session and was represented by International rep Lester B. Isaacs.

To be headquartered in Mexico City, the group will seek to regulate use of video tape and other recordings to protect rights of workers involved in their production, and to foster greater interchange among entertainment workers of North, South and Central America, among other objectives.

## Suburban Mayors Praise Radio's Year 'Round Job

**St. Louis** — In observance of National Radio Month, KWK is airing statements by St. Louis suburban mayors commending the industry for a job well done throughout the year.

The station also is carrying on a "Be a KWK Good Guy" promo. Deejays are sent into the neighborhoods looking for "good guys," who are rewarded, when found, with \$13.80 and interviewed by the station's mobile unit.

## Tele-Radio & TV Sales To Rep Fresno Channel

West Coast Bureau of RADIO-TV DAILY  
**Fresno, Calif.**—KAIL-TV here has appointed Tele-Radio & TV Sales as its national rep, station owner B. L. Golden announced. The station, featuring Spanish programs, signed with the firm which specializes in Spanish stations in the U. S.

An estate liquidation on a full time station. Needs an owner-operator. Fine educational area. Small down payment and a liberal payout.

Profitable daytimer in a single station market. Per-annual circumstances makes this a bargain at \$65,000 on terms, with \$25,000 cash down.

**NORTHWEST \$70,000.00**

**TEXAS \$65,000.00**

## BLACKBURN & Company, Inc

**RADIO-TV-NEWSPAPER BROKERS**

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

Chicago: 333 N. Michigan  
 Beverly Hills: Calif. Bank B

## Who watches radio?

Sponsors do. Also, agency and media people. The alert ones keep their eyes on network radio these days—for reasons that Mr. Jack Doran, Director of Marketing for the Mennen Company, makes clear:

"We started using network radio about a year ago in a rather small way and with a 'watch carefully' attitude. The very favorable sales reaction we got within a short period of time prompted us to buy more and more network radio so that we now have sizable schedules on all four networks on a 52-week basis. Network radio is paying off for us."



And it must be paying off for other sponsors as well. At CBS Radio, where Mennen has just renewed its co-sponsorship of 10 weekly Jerry Coleman broadcasts, the SRO sign is up for the entire weekend sports schedule.

CBS Radio's weekend "Dimension"

features and news, and "House Party" with Art Linkletter on weekdays, are also near capacity sponsorship. Recent signers of long-term contracts include Philip Morris, Bristol-Myers, Amiana, Warner-Lambert, Standard Brands, Corn Products and, of course, Mennen.

These veteran radio watchers look carefully at costs as well as results. They know that compared to other mass media, network radio is a rare bargain today. Take a fresh look at it. You'll like what you see. In particular, you'll like the program, audience and sales-building values on

**THE CBS RADIO NETWORK**



By TED GREEN

• • • Anita Bryant's first TV commercials for Coca Cola—at her home in Miami Beach—begin on tomorrow's stanza of "for a Song" . . . Buzzi, a Carol Burnett type who scored heavy "Ward Three" at The Showplace in Greenwich Village, does sketches from that revue on Mike Wallace's "PM" June 12 . . . Wallace, repeating his Broadway "Gypsy" role in the flick, selects residuals for his "Kippy" role in "Father knows Best" . . . Marjorie Gateson, The Royalton Hotel's most stopped-on-the-tenant, and elder stateswoman (going on 8 years) of TV's "Storm," has signed to extend the Monday-through-Friday peep from a quarter to a half-hour . . . Margarita "Cha Cha" Sierra v into New York to renew her connections with night club boog an area of the business she's been yearning to return to.

• • • NBC-TV's veepee and exec-producer of Public Affairs Gittin, has assigned Fred Freed as producer and Jack Fuller to and direct the one-hour Du Pont Show on N.Y.C. Fire Dept's Res. The NBC crew will live with Rescue 1 on W 43rd St. night af for several weeks. They will also respond to every call the co makes. Reason is to get the complete authenticity of Resue action . . . Just between us the boys will get plenty of action runs a month.

• • • Meet: Sam Menacker, a native New Yorker and top heavyweight wrestling star, who does the ringside comm for one of TV's most popular wrestling shows, "Big Time Wrestling From Calgary," produced at the studios of CFCN-TV in that city. This videotape production is syndicated throughout Canada and in a number of cities in the United States. Menacker retired from active wrestling in 1952 and initiated live wrestling on KROD-TV, El Paso, then moved to TV shows in Boston, Indianapolis and Detroit. Sam is constantly on the move, doing live TV shows in the U.S. and producing "Dear Wrestlers," a panel show featuring wrestlers. He flies his own plane, a Comanche 250, and drives a Rolls-Royce. He is married to June Byers, world's champion woman wrestler.



MENACKER

• • • Producer Bill Leonard chose CBS director Martin Carr to direct his Wednesday special, "Fifty Faces of '62." Carr's first ing assignment was on "This is New York" for Leonard five ago . . . Pat Boone breaking records at Blinstrubs in Boston. He heads back to L.A. to begin his first movie for his own prod company, Cooga, Mooga Inc., entitled "Evil Come Evil Go" . . . ducer Bill Hobin's daughter Candy, 14, won blue ribbon honor recent performing at Basin Street East, will be a "regular guest on Art Ford's new NBC-TV show, "Coffee Time," when the p makes its debut this Fall.

• • • Goings on at ABC-Paramount: President Sam Clark t that in his entire history in the disk biz, he has never seen a moving record than the company's current smash—Ray Char Can't Stop Loving You" . . . Initial reaction to the new Brian single, "Sealed with a Kiss," indicates another chart-topper teenager. Hyland is currently on a tour of the Midwest . . . Garner, Octave label star currently touring Europe, was such sation in Germany that the audience actually threw flowers on . . . ABC-Paramount elated over Richard Rodgers' "Emmy" for his original scoring for the ABC-TV series, "Winston Chur The Valiant Years." Why? The label has recorded the theme in an album bearing the same title.

• • • Comedian Howard Morris, who scored his biggest o on the Sid Caesar TV show, has been signed by Curtis Enter Productions for a top featured role in the comedy, "40 Pour Trouble," which stars Tony Curtis, Phil Silvers and Suzanne Pl . . . The Smothers Brothers are set for a June 10-16 stand Seattle Century 21 Exposition.



ON THE WAY

We have dispatched to the MidWest and East three pilot films of what we believe is the most beautiful and the most commercial all-color film series now available in syndication. "ACROSS THE SEVEN SEAS." (Indeed, it may be the ONLY new color series available via syndication.)

Initial presentations will be made by our sales hero, Ken Hildebraunt, to specific interested buyers in ten key markets, with first preference being shown to color outlets.

We do not have three hundred episodes of a cancelled Western to offer at ten cents per dozen, but we do have a product which has been made with pride, and which we feel will interest those broadcasters who believe, as we do, that only class A product should fill class double "A" time slots.

Thank you.

— JACK DOUGLAS

Advt.

# Discount Stores Find Bargain Buy in Radio

## RAB Shows Air Use Is a Prime Factor in Growth of Field

Radio is a "big force behind the discount boom," according to a new RAB report issued by Administrative VP Miles David. Citing that the report cites 11 documented case histories, David said: "It's significant that discounters, who are sharply aggressive and anti-traditional, already regard radio as an absolutely basic advertising tool."

Typical is an account of the radio activity of Shopper's Fair, a chain of 34 stores in 27 cities from Connecticut to Oklahoma, which has employed radio steadily and extensively since it opened its first outlet seven years ago, and RAB. The discount firm buys 10 spots a week per station to promote new store openings, then scales into a steady 50 spots a week per station once the store is established. Announcements are heaviest on Thursdays and Fridays, to support week-end promotions.

### Still 2nd, 3rd, 4th Example

Another firm, Giant Tiger, with stores in and around the Cleveland area, recently cut back its advertising to increase radio. A third discounter covered in the report is Lloyd's, Middletown, N.Y., which began as a supermarket and used radio to help make the switch to mass merchandising. Activity of the Jobe Discount Stores, a three-tier Houston chain, which buys 10 spots a week on three stations, also analyzed.

David predicted that this "revolutionary approach—using a medium because it works and not because we've always done it that way"—will help influence many conventional retailers in wider and more fruitful use of the medium.

## Writers of Today'

Pittsburgh — Outstanding contemporary novelists will tell their tales, philosophies of literature and their reasons for writing on "Writers of Today," an 11-part series beginning June 7 on WQED.

## CBS Cameras Take Look At Georgia Sea Islands

Descendants of the earliest American Negro slaves, now living in relative isolation on the Georgia Sea Islands, will be featured June 7 in the first program of the "Accent on an American Summer" series on CBS-TV. In Ciardi will host the series, produced under the overall supervision of John W. Kiermaier, CBS News VP for public affairs.

## Promo, Info Directors Of Five CBS-TV O-Os In 2-Day N.Y. Meet

The fifth annual meeting of promotion and information services directors of the five CBS-owned TV stations will be held at New York's St. Regis Hotel June 7-8, it was announced by Craig Lawrence, CBS-TV veep.

The agenda will cover all phases of advertising, promotion and publicity, research, sales development. Plans for Fall promotion will also be formulated. Coordinating the session will be ad-sales promo director Thomas Means and info services director Howard Berk. CBS-TV stations division.

### From All Key Cities

Attending from the CBS-owned TV stations will be Aaron M. Cohen and Leonard Traube, WCBS-TV, New York; Austin Heywood and Robert Nelson, KNXT, Los Angeles; Virgil Mitchell, WBBM-TV, Chicago; Robert Pryor, WCAU-TV, Philadelphia, and Judd Choler and Fred Reywood, KMOX-TV, St. Louis.

From the CBS-TV Stations Division: Bruce Bryant, division VP and general manager, CBS-TV stations national sales; Hal Hough, Program Services VP; Harvey Struthers, station services VP; Robert F. Davis, Research Director, and Lawrence. Attending from CBS-TV stations national sales will be William Iohmann, sales promo research director; Daniel Kelly, sales promo-research manager and Miss Pearl Masser, assistant sales promotion manager.

Representing CBS-TV will be John Cowden, info services VP; George Bristol, administrative director, ad-sales Promo; Leonard

## Summer Day Audience Biggest of Year

Daytime Summer viewing in the past two years outpaced year-round growth in the daytime, TVB reports in its new "TVBasics." Number of homes viewing in the Summer months during the daytime jumped 16.4 per cent from 1959 to 1961, while year-round daytime viewing increased 13.5 per cent. Public investments in TV sets since the start of the medium are an estimated \$19.5 billion, while advertiser investments in the same period total \$12.1 billion, "TVBasics" also shows.

## AMA HUSH-HUSH IN JFK BLAST

Even Taping Crew Unaware Medicare Going Under Knife

In a manner reminiscent of traditional hush-hush medical consultations, the AMA employed unusual secrecy for many weeks prior to its taping of "Your Doctor Reports," a rebuttal of the Sunday night rally for President Kennedy's Medicare program. Madison Square Garden was rented and instructed to be left "as is" after the Kennedy rally.

A Video Tape Unlimited crew was told to meet outside the Garden and then proceed to New Jersey to tape a commercial. The secret was so well kept that none, including the employers of the Garden, had any idea of what was being taped until the taping actually started.

## Adds a 'Young' -'un

St. Louis — Hayden Young has joined WIL as an account exec. He was previously with Moloney, Regan & Schmitt, national newspaper rep in Chicago and St. Louis.

Broom, station promotion manager; Louis Dorfman, creative director, ad-sales promo. James Kane, affiliate press relations manager; and Alex Kennedy, audience promotion director.

## CATV Opposes Bill For FCC Regulation

Washington Bureau of RADIO-TV DAILY

Washington — The National Community Television Association board of directors has met with FCC Chairman Newton N. Minow, Commissioner Rosel H. Hyde and top FCC officials to pass along NCTA opposition to some elements of an FCC-backed bill which would bring community TV antenna systems under regulation.

NCTA noted four problems, reception of a local station on CATV systems, non-duplication of local station programs, picture quality of local station on CATV and disconnection of private antennas, and said these apply in very few cases. Industry self-regulation has been applied, it was added, and NCTA offered to provide liaison with the FCC on the problems so "we can effectively police them and prevent them from becoming problems of significance."

## Taft Broadcasting Pays \$700,000 for Bowl Lane

Cincinnati — Taft Broadcasting has purchased the King Pin Lanes Bowling Center in Mt. Washington here, paying \$700,000 for assets plus option to buy the land and building, it was announced by president Hubert Taft, Jr. He said the purchase price is being paid from company surplus and the center will be operated by King Pin, Inc., as a wholly owned subsidiary of Taft Broadcasting.

## 'Meet the Prof.' Greets Radar-Scrambling Expert

Dr. Everett Williams, who developed radar scrambling devices employed during WW II and who is currently trying to find the reason for Astronaut Glenn's radio failure on entering the ionosphere, appears Saturday on "Meet the Professor" on ABC-TV. Williams heads the electrical engineering department at Carnegie Institute of Technology.

## Soft Drinks Love That TV

(Continued from Page 1)

were \$16,431,000, up 40.5 per cent over 1960's \$11,696,000. Network billings last year were \$5,098,277, up 72 per cent from 1960's \$2,963,360.

The top 10 bottling advertisers in TV, newspapers, magazines and outdoor, which account for more than nine of ten dollars spent nationally or regionally in these media, increased their advertising time and space billings from \$35,317,436 in 1960 to \$38,968,714 in 1961. TV time billings for the top rose 49.2 per cent; \$20,080,687 in 1961 vs. \$13,459,730 in 1960.

The top 10 bottlers' newspaper 1.6 per cent—\$9,428,429 in 1961 vs. \$9,279,335 in 1960—while outdoor was down 14.3 per cent—\$5,159,002

002 as compared with \$6,017,804.

Eight of the top 10 leaders increased their advertising and seven of the top 10 increased their TV spending.

The Coca Cola Co., number one bottling advertiser, spent \$13,474,831 in the major measured consumer media in 1961, an increase of \$12.5 per cent. At the same time Coca Cola increased TV spending by 66.1 per cent from \$4,748,550 in 1960 to \$7,885,360 in 1961. TV's share of Coca Cola advertising in the four media was 58.5 per cent.

Pepsi Cola Co., second ad buyer, increased total spending by 2.3 per cent in 1961 to hit \$10,274,879 against \$10,041,984 in 1960.

A COSMONAUT MEETS AN ASTRONAUT/A PERSONAGE MEETS THE PRESS/THE THUNDER OF D-



THE COLOR NETWORK

THIS IS NBC

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

**LE MILTIE / THE MULTI-TALENTED MR. POWELL / AND IT HAPPENS EVERY SPRING**



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

## Conn. R-TV Donated \$10.5 Mil. in Pubserv.

New Haven—More than 10.5 million of radio and TV time was donated the past year by Connecticut Broadcasters for public service causes; it was disclosed during the General Spring Assembly of the Connecticut Broadcasters Association, as tabulated results of a survey of 1961 public service efforts of the stations were released by the national public accounting firm of Scovell, Wellington & Co.

Reports of 33 radio and TV stations showed that the air time (price tag, \$10,552,950) was distributed as follows: 453,555 "spot" announcements (dollar value \$6,199,580) and 68,731 individual public service programs (dollar value \$4,353,370).

## 'Operation Scholarship' Pays Off to Ithaca Grads

Ithaca, N. Y. — For the second consecutive year, six scholarships will be awarded to graduating area high school students by WT-KO here, owned by Radio Ithaca and associated with the radio and TV interests of Ivy Broadcasting Co. The awards total \$1,400.

The station founded the scholarships with the cooperation of area merchants participating in "Operation Scholarship," aired on WTKO July through September.

## Bill Reitz in Sales Post With Adam Young, L.A.

William C. Reitz has been named to the sales staff of the Adam Young Companies in Los Angeles, it was announced by James F. O'Grady, exec VP of the station rep firm. Reitz was formerly with KTTV, Los Angeles, in the capacity of special project sales, and prior to that with WJBK, Detroit as an account exec.

## OBITUARIES

### James W. Bradner, Jr.

Galveston — James W. Bradner, Jr., 61, builder and owner of KGBC, died in his home following a heart attack. He retired as manager of the station in 1957 but maintained financial interest in the outlet.

### J. Alan Savage

Montreal — J. Alan Savage, radio-TV manager of Crockfield, Brown & Co., Ltd. Advertising Agency, died at home. Savage joined CKCR, Kitchener, as announcer-engineer in 1932 and later moved to CKTB, St. Catharines; WGR, Buffalo, N. Y.; and back to Toronto where he joined Crockfield Brown in 1944.

# HOLLYWOOD TELEPARTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • The Frigidaire Sales Corp. of Los Angeles, and 462 dealers in Southern California, Arizona and Southern Nevada have set a saturation advertising campaign to promote National Frigidaire Week, June 1-11. More than 600 spots are scheduled on KTTV and KTLA, plus 10 radio stations, including KNX and KBIG. In addition to spots, Frigidaire will sponsor a one-hour Nat "King" Cole special on KTTV—and will co-sponsor nine other KTTV programs. Charles W. Collar estimates the campaign will create more than 48 million impressions in the 10-day period. Dancer-Fitzgerald-Sample is the agency.

• • • Ralph Camichael will arrange and conduct for the premiere recording date of Joel Jeffries, new Capitol artist... Producer Marc Danfels has purchased "The World of Danny Savanna," original teleplay by James Komack, for Four Star's "Saints and Sinners" series starring Nick Adams. Daniels hopes to land Bobby Darin for the guest star role.

• • • Harshe-Rotman is helping promote the "Beany and Cecil" ABC cartoon show for Mattel Toys by giving out samples of the Beany-Copter, new line of toys... Cynthia Pepper has flown to New York to tape her role in the "U.S. Steel Hour" drama, "Interpactic," which will be viewed this week... Cy Howard has appointed Arthur Julian script consultant of "Fair Exchange," Desilu's one-hour comedy series which is set on CBS-TV for the fall. Producer Ed Feldman starts production on June 18.

• • • Watch "DuPont Show of the Week" Sunday for "D-Day," Dave Wolper's chilling reminder of the invasion of 18 years ago. It includes many film segs never before seen on TV. Its German footage of American troops falling on the beaches is not for the squeamish, but it is well put together. Narration and music combine to set the stage for the stark drama that was D-Day.

• • • "The Judy Garland Show" copped the award as the "Best Variety and Musical Show" in the Montreux, Switzerland, first annual television festival... Producer Charles H. Stern taped a one-hour musical special with Percy Faith and his orchestra yesterday for the KTTV "Music of the 60s" series... Ruth Olay is set for three appearances on the "Tonight" show. The first one is being taped today, with Peter Lind Hayes as host.

• • • Ralph Nelson has signed with the Ziegler-Hellman and Ross Agency for exclusive representation and business management. Nelson won an Emmy in 1956 for directing "Requiem for a Heavyweight" and has just completed directing the motion picture version starring Anthony Quinn, Jackie Gleason, Mickey Rooney and Julie Harris.

• • • "The Big Payoff" will be a Monday-thru-Friday strip on KTLA in prime time starting Sept. 3, according to Stretch Adler, V.P. and G.M. of Paramount Television Productions Inc. It will originate from various cities, with a large number of the shows being originated by KTLA.

• • • RCA Victor has picked up its option for another year on Frank Jones and Dean Kay, the youngsters on the Tennessee Ernie Ford Show... Kay Stevens is cutting a series of radio promos for her picture, "The Interns," this week in Las Vegas, where she is appearing at the Riviera... KLAC's Bob Forward has been elected to the board of directors of the SCBA.

• • • The KRCA telecast of the 13th annual Wilshe-Macbeth Golf Tournament June 3 will be sponsored one third each by Farmers Insurance Company, Vogue Tires and Cadillac Dealers. Chick Hearn and Lee Giroux will handle the event... Piggy Smith, Keely's brother, is in town for a few days on Keely Enterprises business. Carl Burns, president of Crystalette Records, has returned from a tour of the Pacific Northwest and Canada.

Judy Garland Show will be repeated Sept. 19 on CBS-TV, sponsored by the Kitchens of Sara Lee and Chemstrand Corp., it was announced by producers Freddie Fields and David Begelman. A new show will have the same sponsors when it airs early next year, but a network deal has not yet been worked out.

## Republic Syndicates 800 Pix in Spanish

West Coast Bureau of RADIO-TV... Hollywood — Hollywood Television Service, Republic's syndication division, has released a list of over 800 Spanish language films now available world-wide distribution. Included are 240 features, 193 Western serials, 306 chapters and half-hour series with a total of 77 segments.

About 400 films are ready with release dates as recent as 1959. All films are English language with full-length Spanish titles except "The Frontiersman," a half-hour series starring Rex Allen, which is dubbed of 389 of these Spanish films recently made to WKAQ-TV. Juan David Bloom, manager of world-wide TV sales, said the continuation of HTS sales efforts since a number of films are available in other languages including French, German, Italian and Portuguese, in addition to 1,200 English dialogue films, make up the Republic library.

## Amplex Facilities Gain Poniatoff Research Lab

West Coast Bureau of RADIO-TV... Redwood City — Amplex has established a new research facility called the Alexander Poniatoff Laboratory, after its founder and board chairman. The new development will invest in advanced and experimental techniques in magnetic recording, as well as complement other company projects.

Harold Lindsay, assistant Poniatoff, has been named to staff. He was instrumental in developing the original Amplex recorder used in broadcast today.

## Rutgers' Summer Courses Skedded on N.Y. Outlets

Courses in literature and American politics will be presented on WCBS-TV and Rutgers University's "Summer Session" beginning July 4. "Second Telling: Great Themes in Literature Stated and Restated" will be aired Monday, Wednesday and Friday. "Changing Face of American Politics" on Tuesdays, Thursdays and Saturdays. The non-credit courses will run for 16 weeks.

## STORK NEWS

A daughter, Nancy Ann, born to Mr. & Mrs. John S. Hupp at Flower Fifth Avenue Hospital, N. Y. Scuppco is NBC-TV's motional services manager.

## Producers Guild Sales Vote Meeting

West Coast Bureau of RADIO-TV DAILY  
**Beverly Hills** — Television Producers Guild meets June 6 to elect officers from a slate prepared Thursday by the Guild's nominating committee.

Chairman Frank Telford announced the committee's candidates as: for treasurer, Winona O'Keefe incumbent, John D'Addio and Michael Mesheko; for secretary, Irving Pincus, incumbent, Frank Pierson and Matthew

Seven additional directorships to be filled from among 17 candidates. Nominated were: Cebarke, Jules Bricken, Bob Fin-

Richard Goldstone, Ralph Ivy, Nat Perrin and Ben Brady. Except for Brady, all are incumbents. Additional nominees include Larry Berns, Richard Berg, Mike Edwards, Felix Feist, Norman Felton, Leonard Freeman, Michael Kraike, Norman Macchell, Paul Monash and E. J. Rosenberg.

## Williams, Miss Nugent Select Rep Firm

Select Stations Reps has appointed Dick Williams a sales account exec in its New York office and named Kathleen Nugent administrative assistant and secretary to executive VP Al Shepley. The firm also announces its appointment by Reeves Broadcasting and Development Corp. as exclusive national rep for WH-TV, Huntington, W. Va., effective June 12.

## UPI Names Wm. Neville to Ottawa Bureau Mgr.

Special To RADIO-TV DAILY  
**Montreal** — William H. Neville has been appointed Ottawa bureau manager of UPI, it was announced by Frank Eyrl, general manager for Canada and managing director of British United Press. Neville joined British United Press in 1956 and has served in both the Ottawa and Toronto bureaus.

**SALES DEVELOPMENT  
 SALES PROMOTION  
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 RESEARCH  
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long-time pro in rep. film and print fields as catalyst to increase your sales.

Box 178, RADIO-TV DAILY  
 1501 Broadway, N. Y. C.

# AGENCY NEWSCAST

By RALPH TYLER

Connecticut broadcasters—as all others, interested in getting more department store ad dollars—have been offered a word of caution. "Don't try to make a quick sale for today, but rather, pace yourself and present the best possible thought-out package, which will be given consideration in future plans if it has merit." The speaker was Ralph Daddio, advertising manager of Hartford's large G. Fox & Co. department store, who said all media "should be aware of the prospective client's policies, needs and objectives and help him do a better selling job by submitting constructive, soul-searching recommendations."

He told a general membership meeting of the Connecticut Broadcasting Association that "two or three alternate plans with a dollar sign will help the advertising director make your sales pitch to top management." He also recommended that media representatives "review your rate structure and maintain a one-price policy for all advertisers." Daddio said competition has become tougher and tougher in the retail field, citing the rise of discount house chains and merchandise redemption premiums from stamps as threats to the long-established department stores.

The biggest all-British merger in advertising history was announced over the week-end. The two agencies are: Armstrong-Warden, whose clients include Turner & Newall, Total Petrol, Richard Hudnut, Eversharp-Schiek, Burroughes Wellcome and Ferodo; and Smiths, whose clients are LCC

## Zeke Manners Returns With 3-Hr. Coast Show

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — A new, three-hour Saturday night program has debuted on KNX. "Sing With Leo Z," marking the return to the local airwaves of Leo Z. Manners, known to southland listeners as Zeke.

Leo, under the guidance of Harfield Weedon, KNX program director, has put together a program with a new format, utilizing his talents at the organ and the piano. He also spins sirable records of all varieties, with vocals and without.

## Heimer Discusses Novel On 'Liz Morgan Show'

Newark, N. J. — Mel Heimer, columnist for King Features Syndicate's New York Mirror, will guest today on WJRZ's "Elizabeth Morgan Show." He'll discuss his recently published novel, "The commissioner Bartley.

## Thought for Today

*"For some reason, certain areas of programming got tagged with artificial labels by the FCC. The public service pigeonhole is a good example. This category contains more ingredients than Mrs. Murphy's chowder. Any program which can't find a sponsor, usually religion, agriculture, education, and talk, are thrown in with news and called public service. I have some difficulty in understanding why a program becomes public service simply because it won't sell."*

—Rep. Walter B. Rogers (D. Tex.)

and COI (Home Office), Knorr, Chivers, Scholl, Tuburg Lager, among others. To effect the merger, Armstrong-Warden bought all of Smiths' shares. The new agency will be called Smith-Warden, Ltd. Annual turnover during the first full year of joint operation is expected to be more than \$8.5 million.

## Palthe Taps Becker As Exec Producer

Pathe News named Vernon P. Becker as executive producer to supervise four new TV series which he developed. Three of these, "Wonderful Planet Earth," "Yankee Doodle Tales," and "Science Scouts" are children's shows. The other is an adult documentary which is titled "Our Changing World."

The appointment was announced by Pathe president Joseph P. Smith.

## Nine Broadcasters Join TV Code Review Board

(Continued from Page 1)  
 dent of KING-TV, Seattle, and Lawrence H. Rogers II, executive VP of Taft Broadcasting, Cincinnati, were continued on the board for the remaining year of their terms.

Newly named to the board for two years each were George B. Storer, Sr., chairman of Storer Broadcasting, Miami Beach; Roger W. Clipp, VP-general manager of the Triangle Stations, Philadelphia; Ernest Lee Jahncke, Jr., NBC VP for standards and practices; Joseph H. Ream, CBS VP for program practices, and Alfred R. Schneider, ABC-TV administrative VP.

**Mazola** CORN OIL & CORN OIL MARGARINE

through Lennen & Newell buys

# KGBS

LOS ANGELES

and so does Midas Muffler Shops through Gerth, Brown, Clark & Elkus

THE STATION: KGBS AM 1020  
 THE PERSONALITY: GOOD MUSIC  
 THE POWER: 50,000 WATTS  
 THE MARKET: SOUTHERN CALIFORNIA

The magnificent sound of music over the City of Angels



ANOTHER IMPORTANT STORER STATION  
 NATIONAL REPRESENTATIVES:  
 PETERS, GRIFFIN, WOODWARD, INC.

## Four Staffers of FCC Appointed to Decide On 'Routine' Affairs

Washington, Bureau of RADIO-TV DAILY

Washington—The FCC has named four staff members to make up the review board, authorized by the reorganization act, to deal with routine adjudicatory matters and to review initial decisions not accepted for review by the commissioners. The four members will rotate, three serving at a time.

Those selected were Donald J. Berkemeyer, chief of the office of opinions and review, chairman; Dee W. Pincock, assistant general counsel in charge of regulatory matters; Joseph N. Nelson, chief of the Broadcast Bureau's renewal and transfer division, and Horace E. Stone, engineering assistant to commissioner Bartley.

First chore for the new board will be to review contemplated rules for itself which, when adopted by the commission, will establish the board procedure for the future.

## Coventry Dedication Tape For 'Lamp Unto My Feet'

Highlights of the dedication of England's new Coventry Cathedral will be presented Sunday on CBS-TV's "Lamp Unto My Feet." Queen Elizabeth and members of Great Britain's diplomatic corps will attend the ceremonies for the new cathedral, replacing the 14-century edifice destroyed by Nazi bombs in World War II air raids. The broadcast will be the first of several special programs taped in the British Isles for the series during the coming months.

## Pat Fitzgerald Named McDermott's Talent Chief

Patricia Fitzgerald will head the Talent Division of the Pat McDermott Co., effective June 1, according to Pat McDermott. Miss Fitzgerald is a former newspaper-woman and free-lance publicity agent.

Miss Fitzgerald will supervise repping of talent in both Hollywood and New York offices of the PR firm.

## Paul Kaufman Is Named NET Program Associate

Paul R. Kaufman has been named associate for program utilization of NET. Robert Hudson, VP for programming, has announced. He is the first to be named an associate to the department which works with the 60 affiliated stations in providing study-discussion and educational programs for adults.



By HAL TATE

• Chicago winner in the WBKB "Award Movie" Timebuyer's Talent Test, open to the nation's media purchasers, was Larry Claypool of J. Walter Thompson.

Other winners, as announced by ABV vice president in charge of WBKB Sterling C. (Red) Quinlan and WBKB sales director, Robert F. Adams, were: Catherine Noble, McCann Marschalk, New York; Len Stevens, Weightman, Inc., Philadelphia; and Jane Dahlgren, Honig, Cooper & Harrington, San Francisco.

Winners were on the basis of guessing closest to the actual Trendex rating for the first six weeks of "Award Movie," new film feature which bowed March 25. Each of the four winners will receive two weeks for two in Aruba, Netherlands West Indies, at the Hotel and Casino Aruba, including round-trip air transportation, lodging, food and a \$100.00 bar allowance.

• WLS president Ralph W. Beaudin has announced the appointment of Peitscher, Janda/Associates as public relations counsel for the local American Broadcasting-Paramount Theatres, Inc. owned and operated station. . . Anthony Easley, who portrays the role of Tracy Steele in "Hawaiian Eye," will come to Chicago to take the starring role in "Champagne Complex" initial '62 offering starting June 11 at the Salt Creek Summer stock Playhouse in suburban Hinsdale. . . WBBM chieftain Ernie Shomo took to the airlines this week to editorialize on behalf of new safety laws for both autos and drivers in Illinois.

## TV Home Sets in Japan Pass Ten-Million Mark

(Continued from Page 1)

5th respectively.

The Japanese record is all the more remarkable considering that regular TV programming is slightly over nine years old and in 1960 there were less than 5 million sets in operation.

One official of the Japan Broadcasting Corp. (NHK) estimates the number of set owners should reach 20 million within four or five years. Others feel this is too conservative an estimate.

The latest model TV sets currently sell for \$150 with the encouragement of "pay-as-you-see" terms. In 1954, when the first home-made sets came off the assembly line, the going price was \$400.

## Border TV Pact Adds 29 Mexico Stations, 15 for United States

Special To RADIO-TV DAILY

Mexico City—An outcome of the recent Mexican-American accord on functioning of TV stations in the border area, permits Mexico to set up 29 new stations as compared to 15 by the United States.

Stations already functioning in the zone total 63 for Mexico and 83 American, with all in the 54 to 216 megacycles band, using channels 2 to 13, with a maximum potency of 100 kilowatts.

The Mexican Department of Communications considers the new pact highly beneficial to Mexico, leading to TV expansion along the border. Prior to the present agreement, replacing the 1951 pact, regulations covered a 125-mile-wide strip on both sides of border. Current legislation covers a 250-mile-deep zone on both sides of the Rio Grande.

## FCC Extends Deadline For 'Deintermix' Filing

(Continued from Page 1)

June 22. This has now been extended until July 23 to give the Senate time to act on the all-channel bill.

There was the same deadline for proposals to drop new VHF channels into Oklahoma City, Okla., Johnston, Pa.; Baton Rouge, La.; Dayton, O.; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C. The extension was also to the same date.

## Commission Favored Delay

ABC had contended that the drop-ins were necessary to equalize competition now and should not be effected by the all-channel bill. Both the House Commerce Committee and Senate Commerce Committee made it clear that action on the all-channel bill would not be forthcoming if the FCC persisted in taking VHF stations out of markets which now have them. The FCC said it would wait to see if all-channel legislation would cure the woes of UHF, which the deintermixture actions were designed to aid.

Continued with June 22 filing deadlines are related proposals to expand use of UHF channels and adding educational assignments in Florida, Kentucky and Georgia.

## 'German Complex' Aired

An hour documentary, the "German Complex: A Break with the Past?" dealing with the attitudes of today's Germans towards the Nazi period, will be aired on WBAL-FM today. The program, produced by Colin Edwards for CBC, features interviews taped in Germany.

new exciting wonder

**RAHALL RADIO 13**

1st...in Community  
1st...in Overall Rating  
1st...in Sell  
1st...in Adult Listener

**WKA**

**RADIO 13**

Allentown - Bethlehem

5000 WATTS. No. 1 Interest No. 1 Pulse. Lowest cost per household in east Lehigh Valley market. First with Blue Chip ad.

**WLC**

**RADIO 13**

Tampa - St. Petersburg

5000 WATTS. No. 1 January 1962 Hooper... double of other stations. Lowest cost per audience... in fast growing St. Petersburg market.

**WWN**

**RADIO 6**

Beckley - W. Virginia

1000 WATTS. No. 1 Hooper on surveys, serving 9 big counties of West Virginia. Lowest cost per audience... featuring personalities.

**WNAF**

**RADIO 11**

Philadelphia - Allentown

500 WATTS. No. 1 latest Hooper report, covering Long Philadelphia and Norristown market... who of consumers live and buy... cost per thousand audience.

**WQT**

**RADIO 12**

Jacksonville - Florida

1000 WATTS. Rahall Radio's top baby, with new eye-catching format. Climbing daily in ratings. The facts on low-cost coverage. Greater Jacksonville market.

**RAHALL RADIO GROUP**

N. Joe Rahall, President  
Represented nationally by  
ADAM YOUNG, New York  
Philadelphia Representative  
Paul O'Brien,  
1713 Spruce St., Phila., Pa.

Established February 9, 1937

90, NO. 103

TUESDAY, MAY 29, 1962

TEN CENTS

## STANTON ENLISTS IN PRESS FIGHT

### Dublin ... a busy day

By CHAS. A. ALICOATE

DUBLIN doesn't have to be crazy about this tight little isle, but certainly is bound to respect To walk down Dublin's Connell Street is to realize that the Irish, since their independence, are definitely on their way back. Broadcasting, both in the south and north of Ireland, is growing bigger and bigger every year.

After the crowded activities of Variety Club's international convention, which I attended as chief Barker of the New York contingent, there were many invitations and interviews. List of which brought us to the Radio Eireann, Irish TV, only broadcasting station, owned and operated by the government control. There also are private enterprises, BIC serves northern Ireland, while the southern half of Ireland Eireann is served by the newly-established Teleis Eire, created jointly by state interests and private companies.

UNDER the supervision of Edward J. Roth, director general of Teleis Eireann, a fellow-American, we saw this newly-expected broadcasting workshop, covering two city blocks built on a 30-acre plot and located 15 minutes from the heart of Dublin. In its studios are the most modern equipment from top to bottom, with Ampex taping facilities. A portable studio now is being completed and will be ready for use next week. With a little over 109,000 TV sets in operation, the 200,000 mark is expected to be reached before the year is out for an area with a population of 1,210,000 and 310,000 homes. The station casts a symphony orchestra at

(Continued on Page 14)



Toss-up

Both sides of the coin are the same when comparing the audiences of New York's top Network station and WPIX-11. Nielson has proved that qualitatively the "audience content" of a rating point on both stations is the same.

Where are your 60-second commercials tonight?



AOV

**HARD WORK MOLDS EMMYS** ... What makes one program rate an Emmy Award over another? Primarily it's the people involved. To find out how several of this year's winners garnered the honors, read the special stories on pages 4, 6 and 8 of this issue.

### QXR Delivers 'Ammo' For FM Sales Pitch

QXR's 36-station network of FM stations launched an expansion program yesterday to speed establishment of FM broadcasting as a major advertising medium.

Instituted by the \$23-million Novo Industrial Corp. which recently acquired QXR, Novo plans to bring the network up to 50 stations by the end of this year and add another 50 next year, according to Chester M. Ross, its board chair-



ROSS

(Continued on Page 1)

### New Owners Ready For Beaumont Takeover

Houston — The PCC has approved the purchase KRIC and KRIC-FM, Beaumont, by Texas Coast Broadcasters, formed earlier this year to make expansion into other Texas cities possible for the five owners of KNUZ and KQUE-FM here and Musi-King, a background music service. Owner of the Beaumont stations was the Enterprise Co., publisher of the Beaumont Enterprise and Journal.

Texas Coast Broadcasters president David H. Morris said that plans for operating the Beaumont stations will be announced as soon as the takeover is accomplished sometime this week. KRIC, a full-time, non-directional station, went on the air in 1938 and operates at

(Continued on Page 2)

### CBS Chief Pledges Net's Aid in Struggle Vs. Postal Rate Rise

Newspaper and magazine publications found an unexpected and welcome ally yesterday in its fight against postal rate hikes as CBS president Frank Stanton extended a helping hand to the press. Speaking before the N. Y. Sigma Delta Chi chapter at the Overseas Press Club, he pledged that his network would both air the issues and take an editorial stand against the proposed increase.



STANTON

Ignoring heavy criticism of the broadcast industry by newspapers in the competitive struggle for the ad dollar, Stanton declared the rate hike issue "is a battle for all of us" because "if a single publication in this country goes under — due to its being unable to afford distribution or solicitation

(Continued on Page 2)

### 'Hank' Jordan West VP For Format Films Sales

West Coast Branch of RADIO-TV DAILY Hollywood — Henrietta (Hank) Jordan has been elected Format Films VP for Western sales. Other officers of the animated film company are Herbert Klynn, president; Melvin Getzler, executive VP; Jules Engel, Leo Salkin and Jerry Abbott, VPs, and Julie Boyer, secretary.

### Florida's Silver Springs Next AB-PT Purchase

AB-PT, has contracted to buy (subject to a tax ruling) Florida's Silver Springs near Ocala. The 3,900 acre resort is visited by more than 1.7 million tourists a year. The company also owns Weekl-Wackee Springs, near Tampa.



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MARVIN KIRSCH: Assoc. Publ.-Gen. Mgr.

ARTHUR PERLES: Editor

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46-4324. MADRID OFFICE: Bosty Duzdane, Edifice  
Esparm, Grupo 4, Piedad 14.

## Fla. Station Raises 1049-Ft. TV Tower

Miami — Construction has started on WLBW-TV's new 1049-foot tower at the station's present transmitter site near Hallandale. When completed it will be the tallest tower in Dade County with a maximum power of 316 kw and will serve an area from the Palm Beaches to the Florida Keys.

The project includes a new type of antenna known as a traveling-wave antenna. Designed by RCA, it is the first of its type used in South Florida.

The tower is designed to take several antennas and can carry an emergency antenna.

## A DOMINANT VIEW ON WDAU

Prestige TV In Northeastern Pennsylvania... constant and complete coverage of local political, religious, social and sports events... reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



## COMING AND GOING

ART MICHELSON, news editor, and BILL KNOLL, photo supervisor of WTCN, Minneapolis, return today from Duluth.

SAM MENACKER, "Big Time Wrestling from Calgary" commentator, in Vancouver, B.C., on business.

SELMER CHALIF, general assistant to William Dozier of Screen Gems, has left for Europe on a combined business-vacation trip.

SYLVIA SCOTT, hostess of WMAR-TV's "The Woman's Angle," in Hong Kong. She will return on Thursday.

## Video Set Mfrs. See Good Sales Volume, Sparked by Color

Chicago — Despite the fact that 94 per cent of all U. S. households have TV sets, TV manufacturers foresee good sales volume in 1962-'63, according to a survey by Mercantile Discount Corp. Largest concentration of sets is in the urban areas today. Mercantile finds, and the smallest concentration is in the farm areas.

Three big markets keep the TV manufacturers optimistic as to 1962-'63 sales: The replacement market—replacing old sets with new ones, either color or b-&-w; the luxury market—in 1955 only 2 per cent of all homes had two or more sets, but in 1962 the figure had increased to 13 per cent, and the educational market—selling TV receiver sets to schools for educational closed-circuit telecasts. In 1950, only 60 schools had TV. In 1955, the number had risen to 420, and in 1962, to 1,290.

### Only 7,400 Sets in '46

TV really didn't get started until after World War II, says the survey. In 1946, only 7,000 sets were produced and there were only six broadcasting stations. By 1950, almost 7.5 million sets were made and the number of stations had increased to 107. During the next five years, until 1955, production remained near the 7.5 million mark, but the number of TV stations climbed to 437. Today there are over 500 stations.

## Stanton to Back Press

(Continued from Page 1)

tion of subscribers under revised postal rates — we have lost far more than we can possibly gain."

He said "the very multiplicity" of the press is one of the most effective guarantees against any tendency on its part toward complacency or doing a halfway job.

"A pluralistic society has much to be said for it," said Stanton, "but few things are more important than the varied sources of its information and its opinions about itself, of its culture, too, and of its diversions and entertainment. In no area is there more truth to the theory of safety in numbers."

## No Paper Tomorrow Tomorrow is Memorial Day, a legal holiday. In observance, RADIO-TV DAILY will not be published.

## Sal Iannucci Business VP

Appointment of Salvatore J. Iannucci, Jr. as VP, Business Affairs, CBS-TV, effective immediately was announced yesterday by James T. Aubrey, Jr., president. Iannucci joined the Business Affairs Department in 1954. For the past two years he has been director of business affairs and prior to that was director of contracts — talents and rights for one year. Before joining CBS, Iannucci was with the legal departments of ABC and RCA.

## Procter & Gamble Two New Series in Fall

Procter & Gamble has purchased alternate-week sponsorship in "It's a Man's World" and "Wide Country," two new NBC-TV hour programs to begin in the Fall.

The order was placed through Benton & Bowles.

"It's a Man's World," a comedy adventure series about four boys who live in a houseboat, will be presented Mondays. "Wide Country," based on the adventures of a champion rodeo cowboy, starring Earl Holliman, will be aired Thursdays, and was produced by Ralph Edwards' Gemini Productions.

## KRIK Sale Okayed

(Continued from Page 1)

1 kw. KRIK-FM went on the air in 1948.

Max H. Jacobs is chairman of the company, with Douglas B. Hicks and Leon Green as VPs and Bailey A. Swenson, secretary. All are directors.

## Resigns H-R Post

New York — Mary Ann Richardson, for the past year radio research manager of H-R Repts and, prior to that, assistant research director, has resigned. Sheldon J. Bitkower will assume that post on Friday.

## FINANCIAL

(May 28)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	13 1/2	13	13 1/4
ABPT	31 1/4	29 1/2	29 1/2
A. T. & T.	109 3/4	100 1/4	100 1/2
AVCO	21 1/4	18	18 1/2
CBS	36 1/2	31 1/2	32 1/4
Columbia Pic.	18 1/4	16 1/4	16 1/4
Crow-Call	27	25	25
Decca	42 1/2	34 1/2	34 1/2
Disney	32	31	31
East. Kodak	97 1/2	92	93 1/4
Gen. Elec.	35 1/2	32 1/2	32 1/2
General Tel.	20 1/4	19 1/4	19 1/4
Hazeltine Inc.	19 1/2	17 1/2	17 1/2
Magnavox	34 1/2	30	30 1/2
MCA	48 1/2	38	38 1/4
M-G-M	37 1/2	35	35
Not. General.	6 1/4	6 1/4	6 1/4
Paramount	41	39 1/2	40
Plough	57	54 1/2	54 1/2
RCA	52 1/2	47	47 1/2
Storer	29	28	28
20th-Fox	24 1/2	23 1/2	23 1/2
United Artists	29	27	27
Warner Bros.	19 1/2	18 1/2	18 1/2
Westinghouse	30 1/2	29	29
Zenith Radio	57 1/2	50	50 1/2

### AMERICAN STOCK EXCHANGE

Capital Cities	15 1/2	12 1/2	12 1/2
DeSilo	8	7 1/2	7 1/2
Esquire, Inc.	10	9 1/4	9 1/4
Filmways	6	5 1/2	5 1/2
MIPCO	7 1/4	6	6 1/2
NTA	1 1/4	1 1/4	1 1/4
Reeves Sound	3 1/4	3	3
Rollins	11 1/4	10 1/4	10 1/4
Screen Gems	15 1/2	14 1/4	14 1/4
Technicolor	12 1/4	11	11
TransPromTer	9 1/2	8 1/2	8 1/2
Trans-Lux	13 1/2	12	12
TV Industries	1 1/2	1 1/2	1 1/2

### OVER THE COUNTER

Jerrold	5	5	5
Meredith	26	26	26
Melromedia	13 1/2	13 1/2	13 1/2
Official Films	7 1/2	7 1/2	7 1/2
Stranton	18 1/2	18 1/2	18 1/2
Sterling	19 1/2	19 1/2	19 1/2
Transcontinental	8 1/4	8 1/4	8 1/4
Wometco	20	20	20

\* Courtesy of National Association of Broadcasters

## 'Lone Ranger' Rides In Miami, Indianapolis

"The Lone Ranger" series being bought from Televison WLBW, Miami, and WTTW, Indianapolis. The series will be on WLBW in September as a five-a-week program, and on WTTW on Saturday and Sunday beginning sometime in the Fall.

## 'Made-in-Miami' Show To Boost Local Talent

Miami, Fla.—WLBW-TV will show June 7 produced show that local talent need not be back seat to anyone and that native people exist everywhere, particularly in Miami. The 15-minute program, "Music U.S.A.," will feature such Miami talent as John La Salle, the Freddy & Singers, the Jerry Newby Trio and the Don Vincent-John Ivan Band.



*To the New York members of the Academy of Television Arts and Sciences:*  
Our appreciation and thanks for the 1961-1962 New York Area Station Award  
—for “The Eichmann Trial” series—“for coverage of an event of world-wide  
significance in a concise and complete reportorial fashion.”



**WABC-TV NEW YORK**

OWNED AND OPERATED BY THE AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

# What Makes A Video Award-Winner Click?

## Can't Sell Routines? Become a Headliner Like Bob Newhart

Bob Newhart, whose first series on TV resulted in an Emmy Award this year for his NBC show for Program Achievement in the Field of Humor, became a performer because he couldn't find anyone to buy the comedy material he wrote!

With his pockets bulging with monologues, he had an undisturbed record of failures in his efforts to interest known performers in using his material. Finally, he was forced to do it himself. Newhart first tested it on his friends and relatives, then entertained at banquets and club dates.

The son of a heating engineer, the showbusiness bug started to nibble at him in St. Ignatius High School in his native Chicago, where he appeared as "Banjo" in a version of "The Man Who Came to Dinner." He also won school-wide fame for his imitations of such headliners as Jimmy Durante, Humphrey Bogart, John Barrymore. Cary Grant and James Cagney.

### Did 2 Years in Army

After obtaining a Bachelor of Science in Commerce degree at Chicago's Loyola U. in 1952, he entered the Army for two years then returned to Loyola for law instruction—but dropped it after 18 months. Next came a succession of short-term jobs as an accountant.

To break the monotony, Newhart started writing comedy material based on personal experiences and observations. Unable to sell this humor, he recorded some of the monologues for five-minute radio segments and wound up selling them to three small stations. This resulted in a loss to him of \$200, but indirectly led to a temporary staff job on a Chicago TV station.

### Aided by Dan Sorkin

Dan Sorkin, a deejay at the station (now also serving as announcer-actor on Newhart's show), brought Bob's material to the attention of visiting execs from Warner Bros. Records, which resulted in the release in April, 1960, of his first album—"The Button-Down Mind of Bob Newhart." By the end of 1960 the album and its sequel, "The Button-Down Mind Strikes Back," reached best-seller sales brackets.

## EMMY'S A VALUABLE GAL

By ARTHUR PERLES

The 14th annual presentation of Emmys is already a part of video history but their blessings will continue to shower down through the years on the winners in 26 different categories. New contracts are going to be signed, with the "golden gal" prizes certain to be a consideration; others will be renewed with equal recognition of their value in the World of Magic Box viewing.

In the light of their importance, we thought our readers would like an opportunity to review the 1962 role of honor under the aegis of the burgeoning National Association of Television Arts and Sciences.

It should be noted that there has been some criticism of last week's

(Continued on Page 8)

## Started to Croon, Wound Up a Tycoon Story of Dick Powell

Dick Powell's remarkable showbusiness can be summed up in one brief sentence: started to croon and wound up a tycoon!

parttime with col bands to dent and founder huge Fox TV Corp. a 30-year od for l that int stardom p tion p



POWELL

radio and TV.

Born in Mountain View, Richard Ewing Powell was singing with a church choir as well as with local dance orchestras while attending nearby Rock College. When asked to play a banjo in Indianapolis, he used \$50 of advance money to buy a banjo — then learned to play while hitch-hiking to his new job.

A Warner Bros. talent scout spotted Powell while he was singing at the Stanley Theatre in Pittsburgh, and he moved to Hollywood in 1932 to star in a number of musicals, including "The Second Street," the "Goldwyners" series, "Flirtation Walk" and "Shipmates Forever."

### From Singer to 'Private Eye'

After more than 40 boy-genie type movies he found himself famous as a singing hero, but unable to break through the casting barrier to meatier dramatic roles. Determined to prove he could hold his own in the mad business in a non-singing way, his persistence finally won him the part of a tough private investigator in the mystery thriller, "My Darling My Sweet."

Critics and the public were thuslastic about the discovery of the "new" Dick Powell, an acting career zoomed with such movies as "Johnny O'Clock," "Solutions West," "Pitfall," "Mike," "The Reformer and the Redhead," "Cry Danger" and "San Sleep Here." On radio he appeared on dramatic shows such as "Richard Rouge" and "Richard Diamond, Private Detective."

### In 1952 Powell joined Chrysler

With Boyer, Niven in "Four Star Playhouse," in which the zep stars and a guest star rotate in a variety of roles.

"Four Star Playhouse" was the beginning of Four Star TV, which today is one of the major producing companies.

## THE WINNERS—1962

PROGRAM ACHIEVEMENT IN FIELD OF HUMOR  
**THE BOB NEWHART SHOW, NBC**

PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA  
**THE DEFENDERS, CBS**

PROGRAM ACHIEVEMENT IN FIELD OF VARIETY  
**THE GARRY MOORE SHOW, CBS**

PROGRAM ACHIEVEMENT IN FIELD OF MUSIC  
**LEONARD BERNSTEIN AND THE PHILHARMONIC  
IN JAPAN, CBS**

PROGRAM ACHIEVEMENT IN THE FIELD OF NEWS  
**HUNTLEY-BRINKLEY REPORT, NBC**

ACHIEVEMENT IN FIELDS OF EDUCATIONAL  
AND PUBLIC AFFAIRS PROGRAMMING  
**DAVID BRINKLEY'S JOURNAL, NBC**

ACHIEVEMENT IN CHILDREN'S PROGRAMMING  
**NEW YORK PHILHARMONIC YOUNG PEOPLE'S  
CONCERT WITH LEONARD BERNSTEIN, CBS**

SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE  
**PETER FALK—PRICE OF TOMATOES,  
THE DICK POWELL SHOW, NBC**

SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE  
**JULIE HARRIS—VICTORIA REGINA,  
HALLMARK HALL OF FAME, NBC**

CONTINUED PERFORMANCE BY AN ACTOR LEAD IN A SERIES  
**E. G. MARSHALL—THE DEFENDERS, CBS**

CONTINUED PERFORMANCE BY AN ACTRESS LEAD IN A SERIES  
**SHIRLEY BOOTH—HAZEL, NBC**

PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR  
**DON KNOTTS—ANDY GRIFFITH SHOW, CBS**

(Continued on Page 8)

*Our Deepest Appreciation*



**BOB NEWHART**

**OUTSTANDING PROGRAM ACHIEVEMENT  
IN THE FIELD OF HUMOR**

**"THE BOB NEWHART SHOW" — An Armanco Production**

**1961**

**ACADEMY OF TELEVISION ARTS AND SCIENCES**

# ONE-TIME HOBBY TAKES 'NAKED CITY' PRODUCER REINER OFF THE SCREEN COVERED WITH PRAISE

With the enthusiasm of a person half his years Carl Reiner, winner of an Emmy this year for Writing Achievement in Comedy, sits at his typewriter, fashioning laughs for audiences

Herbert Leonard, executive producer and creator of TV's "Naked City," which was honored with two Emmys Awards this year, announced yesterday that his company



REINER

of CBS-TV's "Dick Van Dyke Show," which is winding up its first season on the air. He is also creator - producer of the series.

Reiner didn't always sit in order to create laughter. He is still well known

to people who laugh as one of the wild group who quickened the old Sid Caesar "Your Show of Shows" and "Sid Caesar's Hour." In those days he was an actor who wrote as a hobby. Now - several TV shows, a screen play and a novel later - he is a writer who acts for a hobby.

After military service, during which he toured in Army revues with Howard Morris, his first sergeant and later another Caesar buffoon, he won the lead role in the road-company production of "Call Me Mister" in 1946 - at the age of 23 - and later took the same role on Broadway, following up with two more roles.

### Nine Seasons with Caesar

This brought him to the attention of Max Liebman, producer of "Your Show of Shows," who placed him in the show cast with Morris. He spent nine seasons with Caesar and later went to Hollywood and made three movies. Reiner wrote his first novel in 1958 and a little more than a year ago completed his first screenplay.

### 'Program PM' Promises Latin Alliance Lectures

Boston - Fourteen lectures on "The Alliance for Progress," given under the auspices of the Johns Hopkins School of Advanced Studies, will be aired on WBZ's "Program PM" beginning June 12.

The 15-minute lectures will feature Dr. Milton Eisenhower, president of Johns Hopkins; Jose Figueres, former president of Costa Rica; Teodoro Moscoso, of the Alliance for Progress, and Secretary of State Dean Rusk.

### Allied Corners 22 Markets For 'Cavalcade of 60s'

Robert B. Morin, VP and general sales manager of Allied Artists TV Corp., has announced sales in 22 markets for "Cavalcade of the 60s" post '48 features, all sold in a 3-month period.

## THE WINNERS - 1962

(Continued from Page 4)

### PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS

**PAMELA BROWN—VICTORIA REGINA, HALLMARK HALL OF FAME, NBC**

### PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR SERIES

**CAROL BURNETT—THE GARRY MOORE SHOW, CBS**

**PROGRAM CREATED SPECIFICALLY FOR DAYTIME TV  
PUREX SPECIALS FOR WOMEN, NBC**

### PROGRAM OF THE YEAR

**VICTORIA REGINA, HALLMARK OF FAME, NBC**

### ACHIEVEMENT IN ORIGINAL MUSIC COMPOSED FOR TV

**RICHARD RODGERS—VALIANT YEARS, WINSTON CHURCHILL, ABC**

### WRITING ACHIEVEMENT IN DRAMA

**REGINALD ROSE—THE DEFENDERS, CBS**

### WRITING ACHIEVEMENT IN COMEDY

**CARL REINER—THE DICK VAN DYKE SHOW, CBS**

### WRITING ACHIEVEMENT IN DOCUMENTARY FIELD

**LOU HAZAM—VINCENT VAN GOGH: A SELF-PORTRAIT, NBC**

### DIRECTORIAL ACHIEVEMENT IN DRAMA

**FRANKLIN SCHAFFNER—THE DEFENDERS, (Various Episodes) CBS**

### DIRECTORIAL ACHIEVEMENT IN COMEDY

**NAT HIKEN—CAR 54, WHERE ARE YOU?, NBC**

### ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN

**GARY SMITH—PERRY COMO'S KRAFT MUSIC HALL, NBC**

### ACHIEVEMENT IN TV CINEMATOGRAPHY

**JOHN S. PRIESTLY—NAKED CITY, ABC**

### ACHIEVEMENT IN ELECTRONIC CAMERA WORK

**THE ERNIE KOVACS SHOW, ABC**

### ACHIEVEMENT IN TV FILM EDITING

**AARON NIBLEY AND HUGH CHALONPKA—NAKED CITY, ABC**

### ENGINEERING OR TECHNICAL ACHIEVEMENT

**ABC VIDEO TAPE EXPANDER OR VTX—SLOW MOTION TAPE DEVELOPED BY ABC**

terminating its eight-year association with Screen Gems. Although all of his future operations will be divorced from Screen Gems, he will continue on a non-exclusive basis as executive producer of "City," as well as CBS-TV's "Route 66," he also created.



LEONARD

Considered one of the most successful producers in the industry, he started in motion picture business with Sam Katzman Productions, later becoming production manager. In 1959 Leonard went into business himself and his program was "Tin Tin," coming back on TV this fall after eight years.

### Credits Impressive

In addition to "City" and "Route 66," his credits with Screen Gems include "77 Sunset Strip," "Rescue 8," "Circus," "Bengal Lancers."

The Emmy Awards went to "City" for Achievement in Cinematography (John S. Ribley) and for Achievement in Film Editing (Aaron Nibley and Hugh Chalompka).

A Navy pilot in World War II, he is 36 years old and lives with his wife, the former Wey Smith, and their child in Miami, Fla.

### Texas U. Offers 10 Radio-TV Internships

Austin - University of Texas Radio-TV has established 10 graduate internships in TV production for the year beginning Sept. 1. Admission to the Graduate School is a prerequisite to appointment. Internships carry a stipend of \$2,000 each.

Interns work 25 hours per week in TV production while following a program of study at the grad school. Duties include cameraman, floor manager, assistant director, production assistant, set design and staging, and several other related activities.

### Rickey Joins KTLA

West Coast Bureau of RADIO-TV Daily - Los Angeles - Ed Rickey has been named assistant producer and advertising director of KTLA, replacing Bob Tolliver who is signed to become promotion director for KBTU, Denver.

# FOUR STAR TELEVISION

*Congratulates*

**PETER FALK**

for his

Award Winning Performance

in

"The Price of Tomatoes"

on

**THE DICK POWELL SHOW**

**DICK POWELL**  
*President*

**THOMAS J. McDERMOTT**  
*Executive Vice President*  
*Chief Executive Officer*

**GEORGE A. ELBER**  
*First Vice President*

# 1961

**ACADEMY OF TELEVISION ARTS AND SCIENCES**

## Prophet... Pioneer



GEN. SARNOFF "Prophet and Pioneer... has laid many of TV's cornerstones... and has been the leading architect in the development of Color TV" —Emmy citation.

## Via Films Gets Option On 'Magnificent 3' Skein

Burt Greenberg, Via Films prexy, has taken an option on Lee Beinstoc's projected hour TV series, the "Magnificent Three," and is negotiating with George C. Scott, Ben Gazzara and Christopher Plummer for the starring triangle. He plans a pilot here in October with Beinstoc directing.

## Sarnoff Envisions A 'Cosmic Society'

Brig. Gen. David Sarnoff, chairman of the board of Radio Corp. of America, is a man of vision. When he was awarded a Special Trustees' award by the National Academy of Television Arts and Sciences, the citation included the phrase "pioneer and prophet."

Today, Sarnoff told the graduating class at Oklahoma City University that he expected this year's graduates would live to be citizens of a communicating interplanetary system and conceivably of a cosmic society by the year 2,000.

Sarnoff's Emmy was presented him by Robert Lewine, president of the academy.

## Wolper Hits Mid-Point In Official's 'Bio' Skein

West Coast Bureau of RADIO-TV DAILY Hollywood — With last week's start of four "Biography" telefilms, Wolper Productions marks mid-way production point on its documentary series of 39 segments for Official Films.

Activity on "Josef Stalin," "Clarence Darrow," "Gen. George S. Patton" and "Benito Mussolini" is announced by series producer Jack Haley, Jr., who has just completed 17 segments.

## Lefferts' NATAS 'Hardware' Advance Birthday Present

George Lefferts' Emmy award, as producer of the "P Specials for Women," was something of an advance birthday present for the talented writer-director-producer. His birthdate is June 18.



MISS FREDERICK

The "Purex Specials" were honored as the best program created especially for daytime TV and dealt with the relation of women to the world in which they live.

In undertaking the "Purex" effort, Lefferts assumed what he felt was a "tremendous responsibility," as the show tried to examine the broad social problems faced by women rather than just personal ones.

Pauline Frederick, NBC's UN correspondent, hosted many of the presentations, interviewing guest experts at the conclusion of the program. Lela Swift was associate producer and directed the series' first show of the season.



GEORGE LEFFERTS fits the major roles in good entertainment — as a writer, director and producer.

"What's Wrong With American Men?" Miss Frederick was recently named one of the ten most admired women in America.

## PLAN FINER EMMY SHOW

(Continued from Page 4)

Emmy broadcast which, as in years past, deserved a bit of censure — these are, in the main, carping points which we are confident NATAS will eliminate next year.

In fact, it is now reliably reported that a committee has already started work in that direction for 1963. The Emmy air show already infinitely better than the Oscar's. Let's hope the industry makes it a smashing hit in the year ahead.

## Ross Sees QXR-Net Growth

(Continued from Page 1)

man and president of Novo's Bonded Services division.

James Sondheim, QXR president, explained that station WQXR will continue to operate under ownership of the New York Times and serve as flagship station for the network.

### Four-Point Plan Set

This expanded operation will be supported by a four-point research, sales, programming and engineering effort that, according to Sondheim, can develop FM as a major marketing service. The points are:

Creation of a new national research program and establishment of a "research bank" on FM and the QXR network. Findings of both will be available to advertisers.

Establishment of the first nationwide spots sales organization, FM Spot Sales, Inc., to represent only FM stations.

Development of new network programming and talent on a ma-

major scale.

Development of new engineering and technical standards for stereo and monaural transmission.

According to Ross, full resources of Novo are committed to the venture. The Times, he said, is fully engaged in forthcoming launches of its new West Coast edition, and other publication matters.

The research bank, compiled by MPI (a media research organization) will offer findings based on more than 250,000 interviews programmed by an IBM machine.

### Standards to Stay

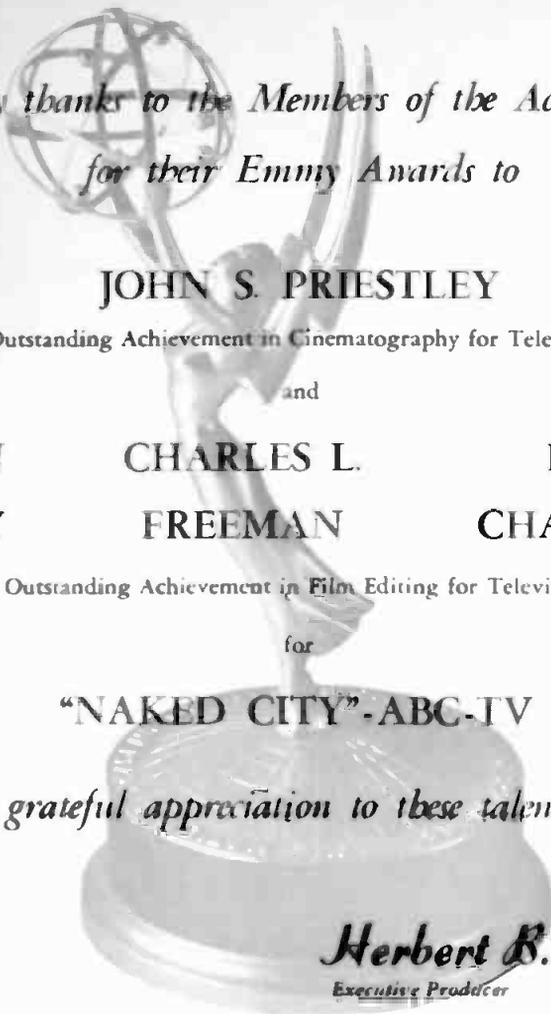
Discussing programming additions, Sondheim emphasized that present policies governing content and advertising standards will be maintained, including a ban on "singling jingles."

Many of the networks affiliates have already installed stereo equipment and network programming will be available stereophonically soon as advertiser and affiliate demand warrants it.

Thank you,  
Academy of  
Television Arts  
and Sciences.

Carl Reiner





*My thanks to the Members of the Academy  
for their Emmy Awards to*

**JOHN S. PRIESTLEY**

Outstanding Achievement in Cinematography for Television

and

**AARON  
NIBLEY**

**CHARLES L.  
FREEMAN**

**HUGH  
CHALOUPKA**

Outstanding Achievement in Film Editing for Television

for

**“NAKED CITY”-ABC-TV**

*...and my grateful appreciation to these talented gentlemen.*

*Herbert B. Leonard*  
Executive Producer

**1961**

**ACADEMY OF TELEVISION ARTS AND SCIENCES**

## Wind's So Big in Texas It Blows Steel Around

Sau Marcos, Tex. — Engineers for educational station KLRN-TV are waiting for the wind to stop blowing so they can hoist the 90-foot-high steel antenna, weighing 12,800 pounds, atop the completed 930-foot KLRN tower. The station plans to be on the air for the next term with in-school instructional programs.

## Full-Time Outlet Due For Oroville July 1

West Coast Bureau of RADIO-TV DAILY

Oroville, Calif.—KAOR will go on the air about July 1 as a 250-watt full-time station on 1340 kc. with its schedule to feature information programs and a basic "middle-of-the-road" music policy, it was announced by owner-manager James E. Walley. Monday-Saturday broadcast hours will be 5:15 AM-11:15 PM, while Sunday programs will be heard from 6:30 AM-11:15 PM.

Walley, most recently general manager of KAGR, Yuba City, has appointed Al Sumbler as station manager and Len Steinberg, news director.

Sumbler, engaged in radio since 1929, has most recently been associated with KXRZ, San Jose.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy in Detroit



WJBK-TV  
detroit

A STORER STATION



By TED GREEN

• • • Gotham Recording Corp. announces that "The World of Folk Music," one of its government-sponsored radio productions, is now being aired locally by WNBC-AM-FM every Sunday night at 11:45. Folk artist Oscar Brand hosts the 15-minute program, produced by Gotham for the Social Security Administration. Over 1,300 stations carry the show around the country, and Armed Forces Radio beams it abroad. . . . Halfway between Mother's Day and Father's Day, Win Elliot, commentator for "The Schaefer Circle of Sports," became a father for the ninth time. The new arrival is the fifth boy for the Elliots.

★ ★ ★ ★

• • • Donald Woods, who recently contributed excellent acting jobs on TV's "Hawaiian Eye," "77 Sunset Strip" and "Ben Casey," doing a co-starring stint in the off-Broadway hit, "Rosmerholm." Critics were unanimous in their praise of Don's work. . . . Harry Morton, an actor's agent, proved his skill as a comedian in two successive nights guesting for Jan Murray on "Tonight." Morton, a boyhood chum of Jan's, was so hilarious with his true stories that he is being flooded with offers. George Jessel labbed him "a wonderful wit" . . . James (Dapper Jimmy) Appell, who guided the radio and TV destinies of so many including the late Edwin C. Hill, John B. Kennedy and others, is residing in Ft. Lauderdale. But he's still active and has a wondrous TV idea titled "Spell It, Please" that can't miss. PA George Schreier is his New York colleague.

★ ★ ★ ★

• • • News from mile-high Denver is that Ruth Patrick (former Pat Sullivan protegee) has returned to KTVR in the sales department. Ruth was previously executive and national sales secretary for the station. Jim Brennan, KTVR manager, is making sure the station lives up to its title as Colorado's Lively Independent with this "lively" addition to the sales staff. . . . En garde, account execs!

★ ★ ★ ★

• • • Meet: Merv Griffin, emcee of one of the top-rated daytime TV shows, "Play Your Hunch," who recently received national acclaim for his takeover of the "Tonight" show. Born in San Mateo, Calif., he attended Stanford and San Francisco U., where he studied music, and now makes his home in New York City. His rise to fame began in San Francisco where he auditioned as a pianist for a radio show and landed a job as a singer. Merv soon had his own local program serenading early rising listeners and recorded his first million-record seller—"I've Got A Lovely Bunch of Coconuts." His movie career began opposite Kathryn Grayson in "So This is Love." After two years in Hollywood, Merv came to New York where he replaced Jane Froman and Jo Stafford on their TV shows during their vacations. He later starred on his own network radio show and has been seen on many TV series.



GRIFFIN

★ ★ ★ ★

• • • My Stetson's off to Fallace Productions, for its presentation film of a new TV musical show, "Let's All Sing." We caught this film and in the opinion of this pillar, TV needs this refreshing relief from the Westerns and who-done-its on the air. Good luck fellows, and your new offices are great too. . . . The Four Ayalons, sensational new Israeli vocal-comedy group, will tell about their early years as fighters in the Israel War of Independence when they guest with Ruth Jacobs on WEVD tomorrow at noon. . . . Eartha Kitt (the sensational singing star) guesting yesterday on the Elizabeth Morgan show via WJRZ, was great. Eartha is currently receiving bravos at the Persian Room. . . . Jules and Abe Wilsker of the Westchester Dinner Theatre report that William Bendix is really packing 'em in for "Take Me Along," which will run at the Yonkers spot until June 10. . . . Actress Eva Gabor is busy studying scripts for a suitable vehicle for a Broadway show or TV series.

## '20th Century' Focus On Enterprise, Espionage

Walter Cronkite is already preparing footage for a son's "Twentieth Century," Norfolk, Va., he has interviewed Capt. Vincent DePoix of Enterprise for a program nuclear carrier and its WW predecessor. Av Westin, CBS producer-director in Europe, currently shooting a report on West Berlin on Communism activities.

## FCC Planning To Usual August Hearings

Washington Bureau of RADIO-TV

Washington — The FCC announced that it will follow usual practice and receive the heat of August. It will hold the one monthly meeting legally required to hold and will schedule no hearings or arguments during the month. Different commissioners present during the month will die emergency matters and expedite the FCC's routine business.

The commission says it will announce that it will follow usual practice and receive the heat of August. It will hold the one monthly meeting legally required to hold and will schedule no hearings or arguments during the month. Different commissioners present during the month will die emergency matters and expedite the FCC's routine business.

## New Md. Station Gains Initial OK on Power

Washington Bureau of RADIO-TV

Washington — FCC examiner Thomas H. D. has issued an initial decision favoring toward grant of application of Interurban Broadcasting Co. for a new AM radio station on 1 kw, directional antenna, time, in Laurel, Md., and broadcasting to increase power of WJWL, Georgetown, 11,900 kc, from 1 kw daytime to 1 kw daytime, using directional antenna.

## Adults Learn To 'R-E- On Alabama ETV Series

Birmingham, Ala.—The Alabama ETV Network will air "R-E-Adults" an adult reading course Monday, designed to improve speed and retention of the reader. The seven-week course being offered by Alverson, Johnson College's "Powe Reading" division, and will be repeated beginning July 23.

HOWARD E. STARK

Brokers and Financial  
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Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. PL 6-0200

# Consider Blacklisting Only, Faulk Jury Told

## Judge Advises Panel Ignore Red Label; Defense Begins Case

The \$1-million libel suit brought by John Henry Faulk against West Awar, Inc., went into its sixth week yesterday, with Judge Abraham N. Geller reading a 17-page summary to the jury. He told them to distinguish facts from evidence from the mass of money in the case.

The judge told the jury, as the case was to begin its case, that he would not decide on the Communist affiliations attributed to Faulk, but only on the evidence of alleged blacklisting.

### Paul Milton Testifies

During the proceedings, Paul L. Milton, radio-TV script writer and one of the original incorporators of West Awar, was called as a defense witness. When asked if Awar engaged in blacklisting, he answered "Yes." He told the court on the premise of Awar was to combat Communist infiltration in show business.

Officers of Awar were not paid, Milton said, and members paid \$10 a year. The money was for the anti-Communist activities, distributing publications and arranging debates, he added.

## Tewksbury Inks 5 More For 'Houseboat' Series

Producer Peter Tewksbury has inked five players for regular sporting roles in "It's a Man's World," new series about four men who live on a houseboat, filming for release on NBC next fall.

The five are Jan Norris, Kate Braugh, Jeanine Cashell, Scott Wite and Ann Schuyler. They round out a cast headed by co-stars Glenn Corbett, Ted Bessell, Rudy Boone and Michael Burns. The series featured player Harry Harvey, Sr.

## Two Britons Envision First TV University

London — A revolutionary plan for a University of Television would be the world's first—being urged on the government by Sir Robert Fraser, director general of the ITA, and Lord Lyd, chairman of the newly formed National Broadcasting Development Committee. It would be run by the Ministry of Education and financed by ratepayers. Idea for instruction beyond the usual TV programs now transmit-

## Colleges Seek Tapes Of First Live Airing By Mich. Legislature

Detroit — The Political Science Dept. of Michigan State U. Michigan U. have requested tapes of WXYZ's live broadcast of the State Senate's 15-hour marathon session on a state income tax. The session was the first time a live broadcast was ever permitted direct from the State Senate chamber during a legislative session.

WXYZ obtained permission for the historic broadcast from Lt. Gov. John Linsink. At the close of the session, one of the most bitterly contested in the state's history, a motion commending WXYZ for its service to the public in presenting the entire session was entered in the Senate Journal. A similar resolution has since been entered in the Journal of the House.

Michigan U. will keep the tape on permanent file in its Audio-Visual Education Center on the Ann Arbor campus. WXYZ has also provided tapes of the broadcast to the Michigan attorney general's office.

## Traviesas Is Renamed IRTS Member Chairman

The re-appointment of Herminio Traviesas, vice president, BBDO, as chairman of the International Radio and Television Society's membership committee was announced recently by William K. McDaniel, the group's president.

McDaniel added that the new president Matthew J. Culligan would be the board's liaison to the membership committee and that Edward J. DeGray would assist in coordinating the membership activities.

## Warners Readies Skoin On L.A. Airport for '63

West Coast Bureau of RADIO-TV DAILY Burbank — Warner Bros. has begun intensive preparations on a new TV series titled "Jetport," an anthology-type skoin slated for the 1963-'64 season. Boris Ingster will handle the production reins. Stories will deal with the operations of the Los Angeles International Airport and those who use its facilities.

## JUST THE FACTS, LAWYER WARNS

Tex. UPI Broadcasters Told How to Avoid Slander

Dallas — Attorney Morris Jaffe has advised Texas broadcasters that a good way to avoid slander over the air is "stay away from malice and stick to facts." Jaffe and Gordon Baxter of KTRM, Beaumont, were afternoon speakers at the annual convention of the Texas UPI Broadcasters at the Baker Hotel here.

Jaffe said TV is having a much greater impact on society today and that, consequently, courts are taking a closer look at what constitutes slander over the air. He said one source of potential slander lies in ad lib remarks by disk jockeys. Guests who stray from prepared scripts may commit slander, but radio and TV stations are protected from prosecution in such a case by laws in 30 states.

## 'Jetport' TV Series Taxis for Takeoff

Warner Bros. has begun preparations for "Jetports," a new TV series being readied for the 1963-'64 season. Boris Ingster is producer.

The anthology offering deals with the drama inherent in the complex operations of the Los Angeles International Airport and the thousands who use its facilities daily.

## Cole, Jacobson Upped In Chicago ABC Posts

Chicago — ABC Radio Midwest program director William MacCallum has announced the promotion of David Cole to producer and Michael Jacobson to associate producer. They will be responsible for the Chicago originations to the network of "Paul Harvey News" and the Alex Dreier news shows.

Cole has been with the network's outlet here, WBKB, since 1955 as TV stage manager and more recently as associate producer. Jacobson joined the station in March, 1960, and was in the continuity acceptance department.

## Hamm Signs for Bears

Denver — The Theodore Hamm Brewing Co. again will sponsor Denver Bears baseball games over KBTU.

Bill Reed will handle the play-by-play.

## Banner to Finance Studio Fellowships For 8 Weeks in N.Y.

A plan to give students a thorough in-studio look at TV production in all its phases was announced yesterday by producer Bob Banner.

A series of eight-week fellowships have been set up by the Banner Foundation to offer college students, either at senior or post-grad level, a chance to be on the scene and ask questions when TV programs are put together. Bob Banner Associates are currently responsible for the Emmy Award-winning "Garry Moore Show," "Candid Camera" and others.

### Start Set for Autumn

The grants will cover the student's transportation costs to New York as well as living expenses for the eight weeks. The first recipients will come to New York this fall.

Banner said applicants "must demonstrate a sincere interest in a TV career and provide a recommendation from the head of the department, division or school of study in which he is registered."

### Would End 'Barrier'

The producer said he wanted to provide some means for young people who receive college-level training for TV to overcome the barrier of "no jobs except for those with experience."

He also said TV must provide some means of supplying new people and new ideas in order to survive.

Further information may be obtained from the TV Fellowship Committee, the Banner Foundation, P.O. Box 2220, Grand Central Station, New York 17, N. Y.

## Neighbor State Bestows A Laurel on Hub Station

Boston — WHDH-TV has been cited by the state of New Hampshire for "extraordinary efforts in the field of International understanding through TV," the first award of its kind ever given a broadcaster.

Presented by N. H. House speaker Stewart Lamprey, the award was in recognition of 10 half-hour documentaries portraying the work of UNICEF with the children of the world. The programs were prepared during an extensive seven-week tour of Asia by Mrs. Virginia K. Bartlett, producer of "Dateline Boston," and Frank Avruch, the station's Bozo the Clown.

**BOOKCASTING**

**COMMUNICATIONS IN SPACE** by Orrin E. Dunlap, Jr. Harper, \$4.95.

The future begins with yesterday. The whole world is ripping along so fast in space communications. I'm afraid most of us are utterly bedazzled and perhaps more than a bit confused by developments in this area over the past five years.

AM, FM, stereo and hi-fi are all within the average layman's understanding by now. But expanding space science and its enveloping technology, admittedly, has us non-engineers groggy—exhausted in the effort to keep abreast.

If you don't quite believe me, try explaining (to yourself) some of these new terms: optical maser, laser, coherent light, plasma physics, astro-electronics, sequential collation of range (SECOR), the Van Allen belts, random access and correlation of extended performance (RACEP)—there are dozens of others. Okay. Give up?

But, don't quit now just because you can't spell it out clearly. Remember John Ruskin's comment long ago: "There is no law, no principle based on past practise which may not be overthrown in a moment by the arising of a new condition or the invention of a new material."

Your best bet, instead, is to get a copy or Orrin E. Dunlap Jr.'s latest work (he's written an even dozen others). "Communications in Space" takes one painlessly and with clarity from turn-of-the-century wireless to today's satellite relays and then pushes back the horizon to give us an insight into more to come. There's a fascination to grasping this knowledge; it's akin to the man in the ad who said: "They all laughed when I sat down to play the piano but..."

We're especially in Dunlap's debt (he was the New York Times' first radio-TV editor for 18 years, before becoming an RCA VP, a post he held until 1961) for relating the story of radio and TV broadcasting in terms of natural evolution of art and industry born of science.

It is helpful to recall the contribution, in Dunlap's straightforward literary style, of men such as Fessenden, deForest and Sarnoff.

In a brief preface, Dunlap says: "No wonder the Jules Vernes of the sixties wouldn't be surprised if strange scenes and people of another civilization some day flicker phantom-like through space to override the Westerns of TV screen."

—Aypce

**ABC Aims Sat. Slots At Kiddie Audience**

ABC-TV will schedule four children's programs in a two-hour block from 11 AM-1 PM on Saturdays beginning this Fall. They are "Make a Face," "Top Cat," "Bugs Bunny" and "The Magic Land of Allakazam."

"Make a Face," formerly seen weekdays on ABC-TV from 12:30-1 PM, will be sponsored by the Milton Bradley Co., via Noyes & Co.

**Transogram Sponsor**

"Top Cat," now seen on ABC-TV Wednesdays at 8:30 PM, will be sponsored by Transogram, Inc., through Mogul, Williams & Saylor. "Bugs Bunny" will continue in the Fall from noon-12:30, with General Foods renewing with Benton & Bowles. "Allakazam" will be sponsored by Louis Marx, Inc., via Ted Bates, and Lakeside Toys via Kerker-Peterson.

Aside from this new schedule, ABC-TV also will provide the only weekday afternoon network program service to school-age children. This Fall, the new "Discovery" series will join Dick Clark's "American Bandstand" and "American Newsstand" to provide a full hour (4-5 PM) of programs designed for young people, scheduled from Monday through Friday.

**'Oscar'-Winner Harris Working on TV 'Docs'**

Film-maker Hilary Harris, who won an Academy Award for his documentary, "Seawards the Great Ships," is planning a study of the population explosion for TV, theatre and non-theatre distribution, employing both live-action and animation techniques. He is also working on a pilot show for a series to be aired in the 1963-'64 season by one of the major networks.

Another Harris project is two 30-minute documentaries being produced by Elektra Film Productions — one dealing with the background and functions of the telephone industry, using the Western Electric Co. as the focal point.

**Hacketts Aid A 'Daughter'**

Comedian Buddy Hackett and his wife had an addition to their family last February—but saw the child for the first time this Spring. Not so strange, really. The child, Miu Ling, lives in Hong Kong, and the Hacketts adopted her financially through cooperation with the Foster Parents Plan, Inc.

Under the plan, the Hacketts paid \$180 for a year's care, assuring Miu Ling of food, clothing and medical care. Part of the \$180 went to school fees, and \$8 a

**Political Hopfuls Gird For Election Issue Debate**  
Omaha — Via TV's electronic glove, Republican Rep. Glenn Gunningham challenged his Democratic opponent Dr. Thomas Bonner to debate the issues in the coming election. Two minutes after the challenge was read over KMTV, Dr. Bonner walked into the studio and accepted.

**'Crazy Legs' Hears Welcome to New Job**

West Coast Boys of RADIO-TV DAILY  
Los Angeles — Elroy "Crazy Legs" Hirsch, Los Angeles Rams general manager, has been given a sendoff for his new duties which began yesterday as KNX Radio sportscaster.

The local Big Ten Club sent a scroll of congratulation signed by members. Yesterday, Hirsch was honored guest at a Brown Derby luncheon welcoming him to the radio sports staff. His new program is aired five nights a week.

**Poland After 17 Years Spurs Documentary Film**

Chicago — Bob Lewandowski's "A Walk Through the Curtain," a filmed visit to his native Warsaw, Poland, will be aired on WBKB here soon. Returning to his birthplace after a 17-year absence, he has captured on film the new life as it is lived, not merely as the tourist sees it.

The special was produced and directed by Lewandowski and written by himself and Jeff Smith. Dan Schuffman was special advisor.

**WINS' Safety Signals Cop N.Y. Traffic Award**

New York traffic safety commissioner Henry A. Barnes has named WINS as the Traffic Safety Achievement Award winner for "effective cooperation in the traffic safety education program." Barnes attributes the 1961 reductions in pedestrian casualties to the invaluable assistance of the station's staff.

**Mexico Cracks Down With Radio Monitors**

Special to RADIO-TV DAILY  
Mexico City—The Communications Department has intensified its control measures over broadcasting, with a series of radio monitors installed that no station in the republic be outside official control.

A Communications spokesman said this latest measure has been initiated because many radio stations functioning within the public flout the most elementary communications regulations in force. He added that the taping checks are to be exact and precise.

Initially, warnings will be issued to offending stations, then a series of rising fines. Persistent violation of regulations may also result in revoking of licenses.

**'Eternal Light' Features Human Equality Discourse**

"The Sanctity of the Individual" will be featured on NBC's "Eternal Light" Sunday dialogue, between author and critic Mark Van Doren and Dr. Maurice Samuel, will concern human equality as related to the Declaration of Independence as expressed in the Bible.

The program is a Jewish theological Seminary presentation added as a public service by Rabbi Ben Zion Bokser, is a program editor for the series. Milton E. Krents as producer. Daniel Sutter is the director.

**Jack Hewett Is Tapped As Ithaca Program Manager**

Ithaca, N. Y. — Jack Hewett has been named program manager for WTKO here, it was announced by station manager Robert B. man. Hewett came to the Ithaca outlet from WHAM, Rochester, N. Y., where he announced by-by-play descriptions of Rochester U. sports. Prior to that he was sports director for WENY, Elmira, N. Y., and before that other sports staff of KRPL, Moscow, Idaho.

**Canadian Radio, TV Sales Best 1961 Figures**

Montreal — March sales of Canadian-made radios increased 20.8 per cent to 55,535 units, valued at 45,988 a year earlier. TV sets were up 16.9 per cent at 32,011 units compared to 25,845 a year ago. For the year-to-date, radio sales are up 12.7 per cent and set sales rose 20.1 per cent.

Behind the Scenes Crew  
reverses for Como Finale  
erry Como will conclude his  
season on NBC-TV's  
Musie Hall colorcasts June  
what has become his tradi-  
closing show. Instead of  
stars, Perry will feature his  
re rank, both those in front  
the cameras and those who  
behind them.

# AGENCY NEWSCAST

By RALPH TYLER

A heavy TV schedule beginning June 11 is in the ovens at General Mills to introduce a 23-ounce "Family Size Brownie Mix." Needham, Louis and Broby in the agency. The cam-

## Thought for Today

"Today's broadcaster must establish a human relationship with the community. He must participate in defining the community problems and in solving community problems. His talent and skills are able to provide a special service to community agencies. Constant concern in serving the community is the signature of today's broadcaster."

—Arthur O'Neill  
Gen. Mgr., WSBT,  
South Bend, Ind.

## Stanford U. Creates Radio-TV Film Div.

Chief Bureau of RADIO-TV DAILY  
Stanford, Calif. — Stanford U.  
add a broadcasting and film divi-  
to its Department of Com-  
munication and Journalism effective  
Sept. 1.

Prof. Stanley Donner has been  
named head of the department  
in charge of the broadcasting and  
film unit. Prof. Clifford Weigle will  
continue as executive head of the  
department, and Prof. Wilbur  
Graham as director of the Insti-  
tute for Communication Research,  
broadcasting and film activities  
are moved to the new spot from  
Speech and Drama Department.  
A series of new faculty  
members to be appointed is Edwin  
Parker, assistant professor of  
communication, who is now on the  
faculty at the U. of Illinois.

## Canadian Video Special Pegged to Satellites

Toronto — A special 30-minute  
program on the state of broad-  
casting in Canada will be presented  
by CBC president Alphonse  
Domet over Canadian networks  
today.

entitled "The TV Satellite and  
the Cypress Hills," the program  
shows some of the possibilities of  
wide-wide TV transmission from  
orbiting satellites to ground re-  
ceiving stations as well as a report  
on what has been accomplished  
in Canadian television. Host for  
English broadcast is J. Frank  
Pilis with Rene Lecavalier hand-  
ling the French.

## Jack Wrather Takes Seat A.C. Gilbert Board

New Haven, Conn. — Jack  
Wrather, proxy of Wrather Corp.,  
has been elected a director and  
chairman of the executive com-  
mittee of A. C. Gilbert Co. The  
Gibert toy firm is a new ad-  
dition to the Wrather owner-  
ship management organization, which,  
along with others, produces and mar-  
kets the "Lassie" and "Lone Ran-  
ger" series. Three other Wrather  
firms were also added to the Gil-  
bert board of directors, increas-  
ing it from the former nine to

Betty Williams has been named  
TV commercial producer for the  
Fuller & Smith & Ross corporate  
TV department. She will work  
on the Lohn & Fink, Coats &  
Clark and National Cotton Council  
accounts. Before joining FSR, she  
was commercial producer for  
seven years for N. W. Ayer.

Allen Swift, who has spoken  
over 10,000 commercials, will be  
the voice of Gen. Dwight D. Eisen-  
hower in Zanuck's "The Longest  
Day." Swift was called in when  
it was discovered that the actor  
who plays Eisenhower looks but  
doesn't talk like him. . . . During  
the first 10 days of operation in  
programming in the Los Angeles  
Negro market, KDAY signed R.C.  
Tablets and Powder, L&M Cigar-  
ettes (two 10-minute programs a  
day), Norweth Pharmaceutical Co. and  
Gordon's Bread.

Procter & Gamble has pur-  
chased alternate-week sponsor-  
ship in "It's a Man's World" and  
"Wide Country," two new hour  
NBC-TV programs slated for  
Fall. The order was placed  
through Benton & Bowles. . . . Sam  
Vitt, VP and media director of  
Doherty, Clifford, Steers & Shen-  
field, has been named this year's  
recipient of WRAP media award  
for promoting the growth and  
understanding of the Negro mar-  
ket. The award was made at the  
annual Homemakers Holiday  
Show sponsored by the Norfolk  
Va., station by Alan B. Cow-  
ley, advertising director of Phar-  
maco, last year's recipient.

Texas Roundup: Robert N.  
Aylin, president of Aylin Adver-  
tising, Houston, has been elected  
chairman of the Southwest Coun-  
cil of the AAAA for 1962-63. He  
succeeds Ray Ackerman, president  
of Ackerman Associates, Oklaho-  
ma City, who continues on the  
council board as governor for one  
year. . . . John Van Cronkrite, has

become chairman of the board of  
Wild Sales Development, Inc., a  
Fort Worth based agency, and a  
Dallas WRI office has been opened.  
The Dallas office will deal primar-  
ily with business management, ad-  
vertising and PR accounts. . . .  
Tracy-Locke Co., 19-year-old Dal-  
las agency, will move into a new  
three-story home office by mid-  
summer. The structure will be  
the first major building in Dallas  
designed from the ground up to  
meet the needs of an advertising  
and marketing firm. The building  
has been designed for expansion  
to five stories, and to include a  
connecting three-level parking  
garage later. One of two kitchens  
will be used for testing food and  
research. . . . Charles M. White,  
former service manager for Leo  
Barnell, Chicago, has been named  
production manager of Clay Ste-  
phenson Associates, Houston.

Myron J. Helfgott has joined  
Smith/Greenland in the newly  
created position of executive VP.  
He formerly was VP of Lippincott  
& Margulies, before which served  
as director of research at Ogilvy,  
Benson & Mather. He has also  
been a member of the research  
dept at Young & Rubicam.

## Seeking A Pretty Girl! WWDC Radio Is, Too

Washington Bureau of RADIO-TV DAILY  
Washington—WWDC, now con-  
cluding its 21st annual search for  
Miss Washington, D.C., as part  
of the Miss America contest, has  
announced the schedule for this  
year's events:

First preliminary judging will  
be held July 6 at the National  
Press Club. Semi-finals are set  
for July 16, 23 and 30 at Carter  
Barron Amphitheater. Grand fi-  
nals will be held at Loew's Cap-  
itol Theater Aug. 6, followed by  
a reception at the National Press  
Club.

## Staff's Secrets Whispered On Garry's Decade Show

Secrets of the backstage staff  
will be featured when Garry  
Moore and his panelists celebrate  
the tenth anniversary and 450th  
broadcast of "I've Got a Secret"  
June 18 on GMM-TV. The program  
premiered in June, 1952. Regulars  
Bill Cullen, Betty Palmer, Henry  
Morgan and Gene Myerson will  
be on hand.

## 'Pursuit' Launches 16-Seg Drama Skein

Jan Sterling, Beverly Garland  
and William Windom will star  
June 13 in "In Close Pursuit," ini-  
tial drama on NBC-TV's "Kraft  
Mystery Theater." Summer re-  
placement of "Perry Como's Kraft  
Music Hall."

Eight new programs, with such  
stars as Louis Hayward, Robert  
Vaughn, Signe Hasso, Leo G. Car-  
roll, Diane Foster and John Eric-  
son, will be seen on the series  
along with eight reruns.

## UPI Elevates Gordon As Audio Spot Head

Appointment of Herbert Gordon  
as editor of United Press Interna-  
tional Audio Services was an-  
nounced Friday by UPI president  
Mims Thomason.

Thomason said Gordon's ap-  
pointment is part of a program to  
expand UPI audio services to ra-  
dio stations in the U. S. He added  
that the first leg of a 24-hour  
leased audio newswire operated  
by UPI is now servicing broad-  
cast outlets in New England.

## Boisvert Named Director For CBC French Section

Special to RADIO-TV DAILY  
Montreal — Antonin Boisvert  
has been named director of CBC's  
French section, corporate affairs,  
to be the liaison between the net-  
work and various government  
agencies. He has been with CBC  
since 1957 as manager of informa-  
tion for French networks.

## 'Freddie Freeloader' Skit Aided by Rooney, Coogan

Mickey Rooney and Jackie  
Coogan join Red Skelton in a Freddie  
the Freeloader sketch on the co-  
median's CBS-TV show June 12.  
Freddie (Red Skelton) appears as  
a crusading newspaper editor  
fighting graft and corruption.

## STORK NEWS

WPBS personality Harry Prime  
and his wife, Marie, welcomed a  
boy, Kevin Edward, at Roxbor-  
ough Memorial Hospital, Phil-  
adelphia.



## RCA SAYS 'BIG EYE' TUBE GIVES BETTER COLOR PIX

4 1/4-inch diameter RCA camera tube is the "big eye" of an experimental camera which the company says produces TV pictures with richer hues and finer detail than ever attained in studio cameras. The new camera, the tube up the black-and-white, while three one-inch diameter tubes are used for red, blue and green wave-

Company Cites Improvement  
RCA says the placing of a precise black-and-white signal on the three colors, a technique similar to that used in four-color printing, enriches hues and gives sharper definition. It also gives better black-and-white contrast on non-color TV sets. The types of tubes in this camera were designed by engineers at RCA Electron Tube Division at Lancaster, Pa.

## WVTV's WTAR Names New Production Post

Roanoke, Va. — Jeff Dane, sports personality and former TV producer-director, has been named commercial production manager of WTAR. Dane is also a songwriter and entertainer who appeared with such TV personalities as Ed Sullivan, Milton Berle and Mike Allen. His appointments to the TV production staff included Earl Houston, Jerry Horstmann and Charles Sheriff, production trainee, and John Loizides, camera-

## Story Of — Treatment Studied For Sammy Kahn

Coast Bureau of RADIO-TV DAILY in Angeles — Sammy Kahn, Academy Award-winning lyricist, will be the subject of a dramatic documentary for "The Story Of" series, which Wolper Productions will produce for Ziv-UA under the title, "Story of a Songwriter." Mel Bart will produce the telefilm in Hollywood, Las Vegas, New York and Miami Beach for executive producer David L. Wolper. Kahn will appear as himself in the documentary.

## Top of Dial Marks 7 Years' Work of Bayou Outlet

Monroe, La. — Raymond Boyd, N Enterprises Inc. chief engineer, recently flipped the switch to turn on the newly re-tuned transmitter changing the frequency of KNOE from 1390 to 510 kcs, marking the end of seven years' work. Boyd also owns KNOE-TV and KNOE, New Orleans.

## 'CBS Reports' to Air Lippmann on World

Walter Lippmann will comment on the forces and personalities that dominate the world scene today in a free-wheeling colloquy with CBS News chief Washington correspondent David Schonbrun on "CBS Reports: Walter Lippmann, 1962" June 7 on CBS-TV. The program will be filmed in Washington with Gene De Paris as producer. Lippmann's hour interview will be his fourth exclusive appearance as a feature of "CBS Reports."

## 43 American Stations Teaching Kids French

The nationally-televised "Parlons Français" course in conversational French is being distributed by Heath de Rochemont Corp., an affiliate of D. C. Heath and Co., publishers, and Louis de Rochemont Associates, producers of documentary and educational films.

Created by the Modern Language Project of Boston, it is currently on 43 stations throughout the U. S. The course won this year's Ohio State Award "Oscar" for the top program of elementary school instruction.

## Crosby Pix to Launch Hartford Outlet Fests

Hartford, Conn. — WHCT here will air 14 best Bing Crosby movies, June 2-15, as the "Bing Crosby Festival." Charles Wood, station manager, said there will be many such film groupings, built around a single idea, performer or category.

## Audiences Meet Mathis Via Intro by JFK

Singer Johnny Mathis is in an enviable position—that of being introduced to radio and TV audiences by President Kennedy. Mathis and the President made special recording and video tapes for use in the current "Freedom Bond Drive," with JFK introducing the singer, who performs the official drive song, "Fifty Stars." The spots are going to stations throughout the U. S.

## Roman Tales Unfold On NBC 'Guidebook'

A tour of Rome that guidebooks never show and tourists never see will be conducted by NBC News correspondent Irving K. Levine on the TV premiere of "This is NBC News" Sunday.

Ray Scherer is anchorman in Washington.

The show is designed primarily as a showcase for NBC News foreign correspondents.

As the camera roams from the Colosseum to Trevi Fountain, Levine will discuss some of the Roman legends that through the centuries have become confused with facts.

## Sahl Navigates 'Tonight' With Filmed Middle Act

Mort Sahl will film his "concert" at the U. S. Naval Academy Sunday for airing on NBC-TV's "Tonight" when he hosts the program June 11-15. His Annapolis appearance is part of the Academy's commencement week activities.

# News Flashes From Coast-to-Coast

### Their Cameras Un-Shy!

Charlotte — For the second consecutive year, WSOC-TV photographers captured most of the honors at the Southern Short Course in News Photography annuals competition, winning four out of the five first place awards and 25 out of 35 available competition points. Seven news staff photographers submitted entries, and each scored a first, second or third placement.

### WWVA Awards Scholarship

Wheeling — Edward Stevenson was the winner of a \$1,200 scholarship to Bethany College given annually by WWVA to the student whose participation in "Junior Town Meeting of the Air" is judged the best according to

content, originality, poise and delivery.

### WJAR-TV Explores Festival

Providence — WJAR-TV will tape a program about the Providence Arts Festival for telecast on Saturday. Jay Kroll and various spokesmen, festival winners and Barnett Fain, general chairman of the Rhode Island Arts Festival, will explore the different aspects of the show.

### VFW Honors WFFY

Garden City, N. Y. — The U. S. Veterans of the Foreign Wars presented its annual award to WFFY for its cooperation and assistance in inspiring outstanding student participation in the

annual broadcast script-writing in Nassau County.

### March's Man

St. Louis—Fred Des Peres, WIL Action Central evening news editor, was the first place winner of the AP "Man of the Month" awards for March, for outstanding coverage of the gangland-style killing of two East St. Louis underworld hoodlums.

### Sportscaster 'Merits' Award

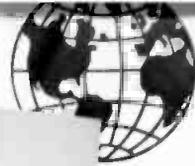
San Francisco—For the second consecutive year, KNBC sportscaster Bud Foster has been awarded a "Certificate of Merit" for his "76 Sports Special" program, in a statewide competition sponsored by the California AP Radio-TV Ass'n.

Purex Corporation, Ltd. thanks  
the membership of  
the National Academy of Television  
Arts and Sciences  
for their award to the  
Purex Special for Women series.  
Purex also expresses its grateful  
appreciation to producer-writer  
George Lefferts, executive producer  
Irving Gitlin and the National  
Broadcasting Company.

The Purex Special for Women programs for  
1961-62 will be repeated for nighttime viewers  
each Friday at 9:30 to 10:30 p.m. (EDT) start-  
ing August 3 on NBC-TV.



**ACADEMY OF TELEVISION ARTS AND SCIENCES**



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NO. 90, NO. 104

THURSDAY, MARCH 19, 1964

TEN CENTS

## ALSIFIED LOGS ERIL LICENSES

Owner Contends Employee  
Set Trap to Buy Outlets

Washington Bureau of RADIO-TV DAILY  
Washington — Denial of a license renewal for WMOZ, Mobile, Ala., and cancellation of the license of WPFA, Pensacola, Fla., have been recommended in an initial decision by FCC hearing examiner Herbert Sharfman.

Edwin H. Estes, owner of both stations, was found to have submitted falsified program logs to the FCC in the WMOZ renewal

(Continued on Page 2)

## KOB Favored by FCC Clash with WABC

Washington Bureau of RADIO-TV DAILY  
Washington — ABC's protest of FCC permission for KOB, Albuquerque, N. M., to operate on 50 kw. power on the 770 kc. frequency of WABC, New York City, would be turned down under terms of an initial decision handed down on Tuesday by FCC hearing examiner Asher H. Ende.

The case is a long and complicated one.

(Continued on Page 8)

## PG in 2 Series Buys

Procter & Gamble, via Benton & Bowles, has purchased sponsorship in two new hour series which debut on NBC-TV in the fall. It purchased alternate-week sponsorship in "Eleventh Hour," a Wednesday prime-timer, and began weekly sponsorship of "Sam Benedict" Saturday evening Jan. 5.

## Aware Aide Admits Bulletin Was Intended to Harm Faulk

Paul L. Milton, a radio-TV writer and one of the defendants in the \$1-million libel suit brought by John Henry Faulk against Aware; Vincent W. Hartman, Aware director and consultant on Communist infiltration in broadcasting, and Laurence A. Hanson, former Syracuse superintendent before the trial recessed in U.S. Supreme Court late Tues-

# WALL STREET CONSENSUS } R-TV STOCKS 'SOLID'

## Truman, Eisenhower Back '64 Suspension of 315

Washington—Suspension again in 1964 of Sec. 315 for candidates for President and Vice President, one of the recommendations of the current President's Commission on Campaign Costs, has been approved by the two Presidents before JFK and all recent presidential candidates. Voicing their approval in direct quotes were former Presidents Truman and Eisenhower, Govs. Stevenson and Dewey and Vice President Nixon.

## Sec. 315 Suspension During '64 Elections Is Urged by Kennedy

Washington Bureau of RADIO-TV DAILY  
Washington — President Kennedy on Tuesday asked Congress for another temporary suspension of Sec. 315 with respect to presidential and vice presidential candidates in the elections of 1964.

The President submitted the recommendation in a draft bill offered to Congress, and as one of

(Continued on Page 8)

## WCAU's Schneider Aids Philly Mayor's Committee

Philadelphia — John A. Schneider, VP-general manager of WCAU-TV, CBS-owned station here, has been appointed by Mayor James H. J. Tate to a 14-member committee of community leaders who will map plans for a projected \$10-million expansion of facilities at Philadelphia's Trade and Convention Center.

## Ted Bergmann Creates Firm

Ted Bergmann, broadcast veteran who recently resigned as Revlon's advertising VP, has formed Charter Producers Corp., which he claims is an innovation in television programming.



BERGMANN

Plans call for a revolving fund available to a selected group of producers to prepare TV series and specials. The producers will concentrate on highly creative projects.

(Continued on Page 4)

## Cecil Barker in New Pact For Skelton, Other Shows

Cecil Barker has been signed to a new two-year contract by CBS-TV, with the initial assignment of producing "The Red Skelton Hour." The expanded format of the Skelton show will launch the comedian's 10th season with the network, starting Sept. 25. Producer of the Skelton show since 1956, Barker first joined CBS in 1953.

## Burrud, Crew Take Off On New 'True Adventure'

West Coast Bureau of RADIO-TV DAILY  
Hollywood—"True Adventure" producer-star Bill Burrud and his crew head for the Caribbean Monday to start cameras rolling on the first of 39 segments of the half-hour syndicated color series for 1962-'63. The Series currently is syndicated in 23 major markets.

## Gov't Agency Probes Help Depress Prices, Market Analysts Say

There are no adverse situations within the broadcasting field that can account for the fall-off in its stock prices.

Their recovery performance should be out in front when the market executes a turn-around from the wholesale sharp tumble early this week.

The radio and TV securities are less cyclical than related others such as motion pictures and electronics manufacturing, and present a growth pattern that should encourage buying, once confidence is restored in the Wall Street offerings.

This is the essence of a survey among the largest brokerage firms in the Exchange conducted before the Memorial Day holiday by RADIO-TV DAILY.

All security analysts questioned were convinced that, although re-

(Continued on Page 2)

## Shell Backs Color Skein Of Hour Golf Matches

"Shell's Wonderful World of Golf," a series of 11 golf matches pitting outstanding Americans against leading foreign pros on some of the world's most famous courses, will be aired Sundays in color on NBC-TV, starting Jan. 20. Agency for Shell Oil is Kenyon & Eckhardt. Produced by Filmways, the hour filmed series will have Gene Sarazen as host-commentator.

## Rachmil Quits VP Post As Ziv-UA Shifts Ops

Hollywood—Lewis J. Rachmil has resigned as Ziv-UA production operations VP, following the company's recent announcement that it has now adopted completely a policy of independent production operations, parallel to that of United Artists Corp., its parent company. Prior to entering TV with Ziv-UA in 1960, he was with Columbia Pictures.

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Kamlyama, Chit, Shibuya-Ku, Tokyo; Telephone:

46-5224. MADRID OFFICE: Betty Deslaine, Edifi-

cio Espasa Grupo 4, Plenta 14.

# It's Chrislaw, Ziv-UA For Patty's Series

Peter Lawford's Chrislaw Productions will co-produce "The Patty Duke Show" with Ziv-UA.

The two companies have previously been associated in various other ventures, as Chrislaw also is associated with the parent United Artists Corp. for feature film production.

William Asher, head of TV operations for Chrislaw, will be producer-director of the series. As soon as the writing assignment is confirmed on "The Patty Duke Show," the specific starting date and place will be set for the pilot.

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Long-time pro in rep. film and print fields as catalyst to increase your sales.

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1501 Broadway, N. Y. C.

# Los Angeles Outlet Airs Forum Series

West Coast Bureau of RADIO-TV DAILY Los Angeles — KHOF-FM, commercial station of the non-profit Maple Chapel Corp., has launched a new series of community affairs broadcasts, called "Saturday Forum." Moderators are Robert F. Stiles, station public relations director, and V. Dale Smith, general manager.

A recent forum program was a 5 1/2-hour marathon "Radio Psychology Clinic" with Dr. Clyde M. Narramore and his staff from the Christian Counseling Center, Pasadena. The clinic featured telephoned questions from the audience. The questions were rephrased on the air to avoid embarrassing anyone.

# Maxson Sales Manager At Sponsors Pix Service

Sponsors Film Service, a division of Advertising Radio and TV Services, has promoted John Maxson to sales manager and added Ernst Lutz as an account exec. The division distributes film for TV and industry.

Maxson had been an account exec with Sponsors for the past year. Lutz, who joins the division after a nine-year affiliation with Modern Talking Pictures Service, has also been with Kenyon & Eckhardt and McCann-Erickson.

# Margulies Signs Storch For Role in '40 Pounds'

TV and night club comic Larry Storch has been inked by producer Stan Margulies for feature role in "40 Pounds of Trouble." Curtis Enterprises production for Universal release.

# New Broadcasting Atop NYC Class B FM Bids

The FCC has tentatively voted to grant a new Class B FM station on 107.5 mc in New York City to New Broadcasting, while denying the competing bids of Herbert Muschell and Independent Broadcasting. A final vote must still be taken.

# '500' Gets In-Depth Review

The running of the "Indianapolis 500" will be reviewed June 8 on CBS Radio's "Sports-A-Rama" series in order "to extract meanings" of the event that may not be apparent at the time it is held May 30, according to the network's sports director, James M. Dolan. Sponsor is the Gabriel Co., auto shock absorber manufacturer, via Gray & Rogers, Philadelphia.

Dolan, who supervises the series, added that "we think (this) event has more than momentary significance and we are aiming to achieve a document that will have

# COMING AND GOING

**LENORE KINGSTON, KFWB, Hollywood,** personality, in N. Y. on vacation.

**ROBERT GIST** has returned to Hollywood from N. Y. following a "Naked City" directorial chore.

**HARRY GOLDSTONE, Atlantic TV sales manager,** has left on a business tour of the East.

**FABIAN** is down to begin rehearsals on the "Dick Powell Show."

**DON FEDDERSON,** head of Don Fedderson TV Productions, to N. Y. and Detroit for meetings with ABC-TV and agency executives.

**AL HIRT** to Denver for a personal appearance.

# KBS DREAMS UP 'RADIOMATION'

Keystone Broadcasting System has coined a new word, "Radiomation," for its trade mark. Sidney J. Wolf, president, said the automation era word was invented to "describe the ease with which an advertising agency can use all or any number of our 1,134 affiliated radio stations."

# Falsified Logs Eyed

(Continued from Page 1)  
application, and Sharfman said this disqualified him as operator of any station. Estes has 30 days in which to appeal.

Estes conceded the logs sent to the FCC to cover the composite week were indeed false. He blamed a disgruntled employee. The hearing examiner admitted the employee's actions in showing interest in buying WMOZ and in retaining a lawyer to send the FCC the correct logs pointed toward intent to harm Estes. But found that the similarities to so-called "practice logs," which Estes admittedly dictated and the logs submitted to the FCC apparently exploded this explanation. He noted that the logs submitted to the FCC hid "overcommercialization" of the station.

# 'Bio' Success Spurs 2nd Production

A second year of production on the "Biography" program will be undertaken by Columbia Pictures, Seymour Reed, reported this morning.

The new half-hour quality films about notable figures of this century again will be produced in conjunction with David L. Wolper. "The tedious response from sports viewers," Reed said, led to the decision to produce a series.

# Haley Again Produces

Jack Haley, Jr., will continue to produce and direct, with Wallace narrating. Two films in the current series have been completed, and more are in various stages of production.

The first 39 half-hour films sold in 78 markets. Latest sales are in Buffalo; WFAA-TV, Dallas; WFTV-TV, Des Moines; WISN-TV, Milwaukee; KPRC-TV, Houston; KOGO-TV, San Diego; KXII-TV, Spokane; KOTV, Tulsa; and MJ-TV, Youngstown.

# Southern Deal Expanding

A recent southern regional agreement with Strietmann Biscuit Division of United Biscuits of America, has been enlarged to include 15-market spots. 24 markets, Reed added, minute promotional film "Biography" is being prepared for showing by Strietmann and other sponsors on TV and radio outlets.

# R-TV Stocks Hold Firm

(Continued from Page 1)  
cent price levels were above par values, the broadcasting industry are reporting peak income. Advertising time sales that will be reflected in better net earnings.

Despite these opinions, search specialists in business stocks said they are still alert clients to exercise restraint in buying side until the market shows more durable strength.

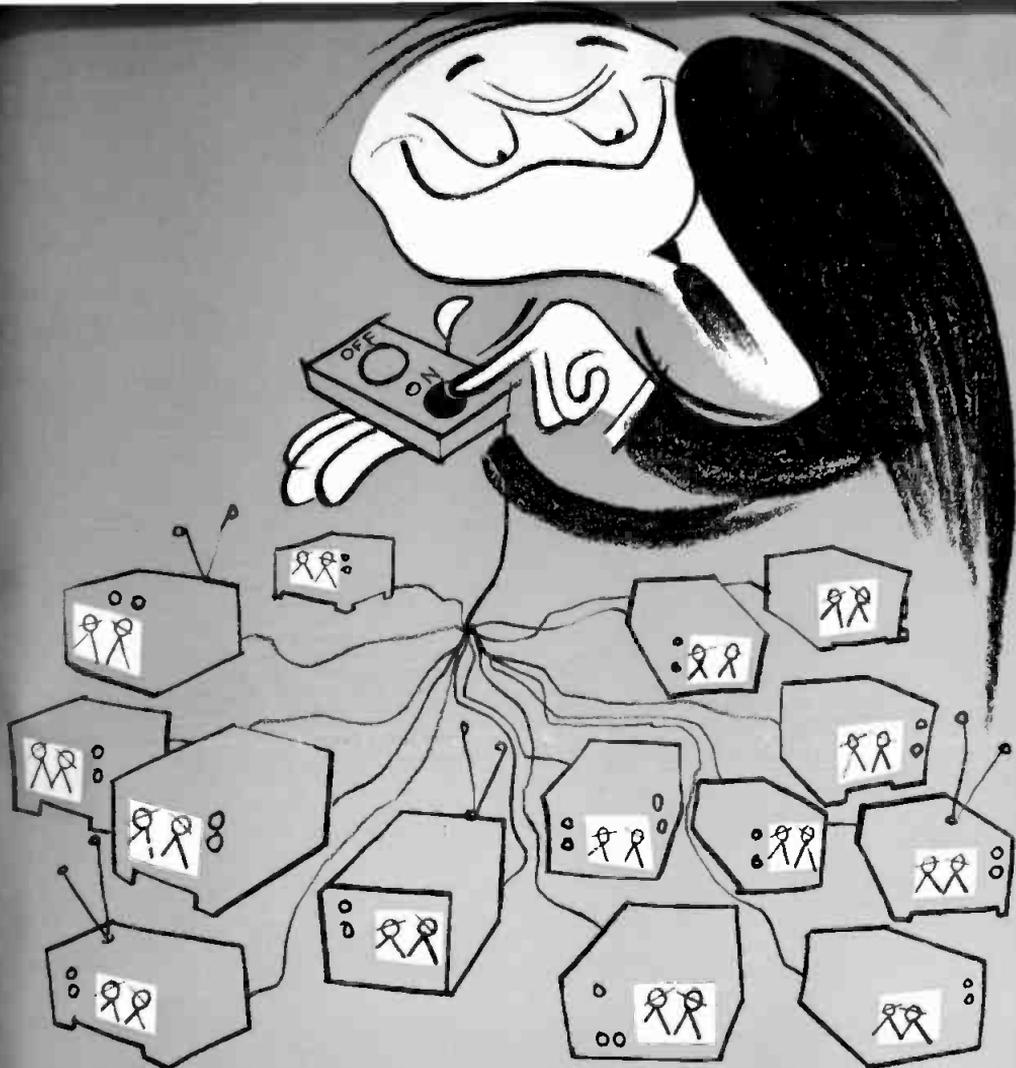
# Federal Hearings Held

On one point they were in unanimous agreement: The hearing of Government hearings led to a harmful effect on radio stock purchases by the public which reacts swiftly and unhappily to consumer protection agencies concerning FCC program probes and FTC slams at advertising.

**Immediate Opening  
For Assistant Sales Manager**

5125 guaranteed weekly sales commission bonus, at \$5000 per station. Might pay some moving expenses.

Apply Radio Station WCHT  
Box 427 Uptown P.O., Kingston



## TURNED A SET ON LATELY?

And if you have, is it tuned in on you? Only by top consistent programming can you get your audience...and if you don't keep them you don't keep sponsors either. In Cincinnati recently, Seven Arts' "Films of the 50's" demonstrated their strength again as Friday night (11:30 PM-1:00 AM) sets-in-use figures

jumped 40%! Further, the stations' share of audience increased from 17% in March 1961 to 59% in March 1962. Would you like to turn more sets on in your market? You can with "Films of the 50's—Money Makers of the 60's."

\*For the complete story of WKRC-TV increase of sets-in-use contact your nearest Seven Arts sales office.



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 270 Park Avenue      ELSON 6-1717  
 CHICAGO: 8922 Dtv. La Crosse, Skokie, Ill.      O'Rourke 4-5105  
 DALLAS: 5641 Charlestown Drive      ADAMS 9-2855  
 L.A.: 232 So. Reeves Drive      GRANTE 6-1564—State 8-8276

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

## 7 Arts Post-'50 Pix Boost Ratings in Chi.

The Sunday evening scheduling of 7 Arts' post-'50 Warner Bros. features, which premiered Mar. 25 on WHKB, ABC 6-0 in Chicago, has quadrupled the station's ratings over similar time slots in 1961 according to the latest ARB report, it was announced by Donald Klauber, 7 Arts' VP-national sales manager. They resulted in an April ARB average rating of 21.1, with a 51 per cent share-of-audience, against an ARB average rating of 5.1 with an 18 per cent share-of-audience in the same slot last year.

## Variety Show Greats Hail Ed as Greatest

Jack Benny, Red Buttons, Jerry Lewis, Phil Silvers and Kate Smith are among the galaxy of show business greats who perform in a special hour tribute to Ed Sullivan June 24 on CBS-TV on the 14th anniversary of TV's longest running skein, "The Ed Sullivan Show."

Since its debut as "The Toast of the Town" the program has been presented every Sunday, 52 weeks a year, except for seven pre-emptions.

Normally live from New York, the show has also originated in scores of other American cities and 18 foreign countries. Jerry Lewis appeared in the original 1948 show.

## 'Directions '62' Tributes 50 Yrs of Maryknoll Order

The National Council of Catholic Men will present a 50-year panorama of the mission work of the Maryknoll Sisters on ABC-TV's "Direction '62: A Catholic Perspective" Sunday. The program, "Maryknoll: A Gift of Freedom," goes back to the pioneer days of the Missionary Order, and brings its work up to the present in various parts of the world. A special feature will be a report on Sister Joan Marie who was kept prisoner by the Chinese Communists for two years.

13th Annual  
WHITE MOUNTAINS  
FESTIVAL of the 7 ARTS  
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SKY HIGH IN the  
WHITE MOUNTAINS

5 LAKES • 5,300 ACRES

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By TED GREEN

• • • Jules and Abe Wilsker of the Westchester Dinner Theatre report that William Bendix is really packing 'em in for "Take Me Along," which will run at the Yonkers spot until June 10. . . . Actress Eva Gabor is busy studying scripts for a suitable vehicle for a Broadway show or TV series. . . . Paul Peffer has joined Sullivan, Stauffer, Colwell & Bayles as personnel manager. . . . Tune Titan Tony Bennett, warming up for his Carnegie Hall concert on June 9, headlined the NARAS annual award dinner at the Waldorf-Astoria's Grand Ballroom Tuesday night. . . . Disk star Adam Wade has signed to a Columbia Record contract. . . . TV starlet Jeanne Martell and investment broker Adai Leser are forming their own TV production firm. . . . Video actor Rod McKuen ("Mr. Oliver Twist") currently starring at Trude Heller's Versailles. . . . The Four Ayalons, Israeli folk singers riding high with their new hit album on the Ate label, "Sing Along with Israel," guest tomorrow on WABC-TV's "Joe Franklin Show." . . . Don't be surprised if Walt Framer signs actor Bob Paige as host-ecoree for the triumphant return of "The Big Payoff." Bob's been scoring big on the West Coast since entering broadcasting.

★ ★ ★ ★ ★

• • • Attention Twins: Wanna fly high over New York as glamorous stewardesses aboard one of the new fleet of 155-mile-per-hour copters, which serves all the airports via New York Airways? Then call chief stewardess Fern Roberts at DE 5-6600 for an appointment. Special requirements stipulate twin beauties 5'1"-5'6", minimum age 19, 100-125 pounds and bi-lingual preferred, to start work July 1 when the first hostess-manned fleet debuts, and to make personal appearances as well, on behalf of the twin turbine engine 'copter line. . . . Epic Records had an unusually successful sales volume during the month of April, with national sales manager Leonard S. Levy reporting that "April's sales volume was the highest for any one month in the history of the label." . . . Epic will re-release a single originally introduced in July, 1958, titled "Summertime, Summertime" by The Jamies. Numerous distributors and deejays requested the re-issue in the belief that it first appeared too late in the Summer to obtain the air play and concentration which it merited.

★ ★ ★ ★ ★

• • • Meet: Phil Bennett, New York City, one of the foremost society orchestra leaders in this country, who decided on his career a year after graduation from the Oberlin Conservatory of Music, Oberlin, O. Not only is he proficient in 10 different instruments, including the saxophone on which he is featured, but he can also burst into song in one of five different languages. His usual outfit while performing is white tie and tails. Phil likes to call his orchestration "custom-made music." Even when called upon to perform before a Scottish organization, a bagpipe is added and heather airs are included in the evening's repertoire. The same holds true when he plays before the United Nations, which he does each year at its annual ball.



BENNETT

★ ★ ★ ★ ★

• • • That TV columnist who, while admitting that NBC's Gabe Pressman deserved his news Emmy award, rapped him for being "irritating," apparently doesn't know Gabe. If the scribe would check with New York's working press for the seven daily papers, including his own, he would find a contrary opinion. Their consensus: Proud to call Gabe one of their own. . . . Todd Gaulocher, formerly with WCBS-TV, prior to that with Crosley Broadcasting Corp., has joined E. S. Sumner Corp. as sales VP. Incidentally, Sumner Corp. has been appointed the U. S. rep for CJAY-TV, Winnipeg. The company now represents three out of the top four ranking markets in Canada. . . . Jackie the "K," considered by many to be one of the world's most beautiful muselasters will be the "Anchor Girl" tomorrow on WINS' "Wives' Day" when she replaces her husband, Murray the "K," as hostess of the "Swinging Soiree" (7-11 PM). This should prove to be the perfect way to conclude the "Wives Day" activities on WINS.

**WJBK's 'City Ditt Has Town Singin' Pr**  
Detroit—A new song, "I My Home Town," has been located to the Motor City by Radio. The lyrics were penned Program manager John M. and put to music by Pam ductions of Dallas. Listeners liked the air on air, are sent a record of the song quest.

## Bill Would Give T To 'Slurred' Aspirin

Washington Bureau of RADIO-TV

Washington — A bill to equal time for a reply to mentioned unfavorably over tion's facilities by any qualified candidate has been duced by Rep. F. Bradford (R., Mass.).

The bill would amend S A of the communications addition of the following:

"Whenever any legally ed candidate, in the use broadcasting station unde section, refers unfavorably holds up to ridicule, any by name, or in such a fashion such person is readily ident then such person shall be af an opportunity to use such cating station for not less five minutes, or, if longer time consumed by the l qualified candidate in refera such person."

## Bergmann Forms Co.

(Continued from Page 1)

gramming and individual pro In addition, while each ducer will be working on he project, Bergmann plans the thinking of the entire in planning programs to specific needs of network advertisers, some of whom already requested this activ

## Jones on Board

Houston — B. Calvin KHOU-TV program manag been elected to the Greater Ass'n of Churches' board directors.

## OBITUARY

### Ethel McKeon Lewis

Funeral services were held today for Ethel McKeon Lewis, wife of William W. Lewis, president of Maxon Inc. Lewis, who was 42, died at the Ferry, N. Y. In addition to her husband, she is survived by daughter Penelope and son M. Her home was 15 Grand Ave., Dobbs Ferry.



"There's nothing like putting your best foot forward. To kick off its second 'International Hour' exchange with eight foreign TV broadcasters, the CBS Owned television stations called upon Eugene Ormandy and The Philadelphia Orchestra. The choice, which will be the United States' contribution to the series, could not have been better. [It was] one of the most brilliant [concerts] ever recorded on TV. Not just from the artistic point of view, but on technical grounds as well."

Newsday

"A magnificent show. I simply won't believe there is a music lover in this world who wouldn't have melted under the spell of Eugene Ormandy and his beloved Philadelphia in this splendid program."

New York Herald Tribune

"A rare treat for music lovers ... a beautiful hour of music by American composers."

The Newark Star-Ledger

"A concert that held both the eye and the ear ... excellent visual presentation."

The (Philadelphia) Evening Bulletin

"Gives a symphony orchestra new dimensions never before dreamed of. The excellent blending of musicianship and camerawork made it possible to enjoy the playing of every instrument in the orchestra. Two outstanding guest artists provided the dessert for the feast."

(New York) Daily News

# Bravo!

"A source of pleasurable pride."

New York Post

"Two Philadelphia institutions—the Orchestra and the Academy of Music—were displayed most advantageously during the hour."

The Philadelphia Inquirer



# Encore!

Salvos of applause, from critics and audiences alike, greeted WCAU-TV's recent full-hour program, "Eugene Ormandy's Sound of America," featuring The Philadelphia Orchestra and distinguished soloists, performed by Philadelphia's Academy of Music. One of the most ambitious "specials" ever produced by local television, the broadcast was enjoyed by millions of Americans on the CBS Owned television stations in five major U.S. cities and is now being distributed world-wide by CBS Films Inc., for the enjoyment of additional millions overseas.

They did it: for Channel 10's local staff, the occasion was one of special triumph. To capture on video all the tonal splendor and visual excitement of the actual concert represented a major production feat.



technicians and truckloads of equipment (including seven cameras, ten microphones, 7,000 feet of cable, 10,000 watts in special lighting and a complete remote control unit) were "on duty" at the historic Academy. All, more than 500 man-hours of painstaking preparation were lavished on the sixty-minute broadcast.

And they can do it again...for you! The same staff, the same equipment, the same expertise are at your command to help your advertising hit the right note in Philadelphia. A ten-second commercial or a full-hour "special"—whatever your needs, you get all of WCAU-TV's proven know-how and showmanship. (And at economical cost!) Sweet sales music in the nation's fourth market? Call us. We know the score.

**WCAU-TV**

## 2 'Close-Up' Honors By Church Council

ABC-TV and the Bell & Howell Co. sponsor of the "Close-Up!" documentary series, have been awarded an unprecedented double citation of merit for public service programming by the National Council of Churches. The awards were presented at the Denver Municipal Auditorium during the radio and TV report to the General Assembly of the United Presbyterian Church in the U. S. A.

Special emphasis was paid to the "Close-Up!" Jan. 30 documentary, "The Great Conversation," devoted to describing the ecumenical movement and showed the growing rapprochement between the various Christian faiths.

The award to Bell & Howell marked the first time that a commercial sponsor of a TV program was singled out for a citation by the National Council of Churches.

## JFK Would Suspend '315'

(Continued from Page 1)

five draft bills dealing with costs of election campaigns, reporting of contributions and expenditures, and other such matters, including a proposal for tax deductibility of political contributions.

As to equal time, the President told Congress "Radio and Television broadcasts are an essential but expensive means of reaching a vast electorate. To help reduce costs for presidential candidates, I propose the temporary suspension in 1964 of the 'equal time' provision in Section 315 of the Communications Act with respect to presidential and vice presidential candidates.

### 'Worked Well'

"A similar suspension in 1960 worked well, and the broadcasting industry is eager to provide free time and facilities for such political uses."

The Chief Executive made it clear that he would oppose permanent repeal, however. He told Congress that "I believe temporary suspension, rather than permanent repeal, desirable, so that Congress can periodically review broadcasting and campaigning practices that occur under ever-changing conditions."

## 'Detectives' Get Booked As Paperback Release

"Robert Taylor's Detectives" has been published as a new paperback book by Lancer Books, New York. The novel, by Norman Daniels, is based on the characters of Capt. Matt Holbrook and his detectives, of the NBC-TV police action series.

# HOLLYWOOD

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • The Bing Crosby ABC special May 14 piled up a 58 share in the 24 city Nielsen, with an average quarter hour rating of 31.3 over competition from "Hennessey," "Thriller" and "I've Got a Secret."

• • • Don Feddersen Productions has set production crew assignments for filming next season's "My Three Sons" series starring Fred MacMurray. Filming starts Monday, June 11, at Desilu Gower. Betty White has been set to co-star with Dan Duryea on the "U. S. Steel Hour" June 27. Jim Hardiman, Screen Gems publicity head, and his wife had no problem naming their son who was born May 24. What else but Scott Carpenter?

• • • Lever Brothers West Coast drummer Frances Scully has two good properties to publicize next season—Red Skelton and Lucille Ball. There must be an angle somewhere in having the two redheads but this is not our day for being clever. Harry Koplan will produce the pilot of a new panel-comedy show for KHJ-TV starring Dave Barry, a very funny guy.

• • • Steve Allen has returned after a hectic one-week tour of six cities to promote his new WBC TV starrer. Ella Fitzgerald opens at the Crescendo June 6 for a four-week run, and then will appear at the Seattle World's Fair starting August 3 after a series of club dates.

• • • At the Brown Derby luncheon held by KNX to launch Elroy Hirsch's daily sports show, Hirsch, who continues as the Rams' general manager announced where the team would train, whereupon the sports director assured him that the station would have a line there. Quipped the Rams' manager, "I hope WE do!"

• • • International Video Tape Productions has completed three one-minute commercials for Miles Laboratories through Wade Advertising, using IVT's new Amtec unit. The Amtec enabled IVT to shoot scenes out of sequence on location and in the studio and then edit them into sequence electronically without loss of quality.

• • • Abbe Lane and Xavier Cugat are all set to take part in the TV spectacular celebrating Italy's fifth video anniversary. The show will be telecast from Rome June 13 and will feature top talent from Italy's entertainment industries. The Cugats leave for Rome on June 11.

• • • The Frank Coopers celebrated their 25th anniversary last week and introduced their future daughter-in-law, Carol Baron, to their guests. She is the daughter of Mr. and Mrs. Amos T. Baron and is engaged to the Coopers' son Jeff. Her father is a long-time Los Angeles TV exec.

• • • Screen Gems VP William Dozier has announced that the Andrew Fenady Associates "Airport" series will roll in about 30 days. A tie-up has been made between L. A. International Airport general manager Francis Fox whereby Screen Gems will be able to shoot location footage at the airport one and a half days a week. Star for the series has not yet been set.

• • • The KTLA Ross-Danzik production, "Yoga for Health," has been sold in four more west coast markets. It will start at different times next month on KTNT-TV, Tacoma, KHQ-TV, Spokane, KNDO, Yakima and KLAS-TV, Las Vegas. The program airs on KTLA Monday through Friday at 8:30 AM.

• • • Paul Henreid has signed with Producer Joan Harrison to direct "Sweet Sickness" for the new hour-long Alfred Hitchcock CBS series. Production starts at Revue July 5. Warner Brothers has set 13 writers for segments of "The Gallant Men," which airs in the Fall on ABC-TV. An invitation will be extended to Russia's top jazz instrumentalists to participate in the upcoming Las Vegas Jazz Festival. Cheryl Holdridge has a role in the "Leave It To Beaver" episode that starts shooting at Revue tomorrow Norman Abbott directing.

## 'Mickey Mouse' T A Million in Selling

Buena Vista Distribution has racked up over \$1 million sales for Walt Disney's "Mickey Mouse Club," which stationer debut as a syndie feature on 10. The program is being on a five-a-week, half-hour basis comprising 130 segs from the show's original 1955 work season, when it was as an hour program.

Purchasers include KTTV, Angeles; KTVU, San Francisco; WIIC, Pittsburgh; WRC Washington; KTVI, St. Louis; KPRC-TV, Houston; WG Buffalo; WISN-TV, Milwaukee; JTW-TV, Cleveland; WNE Bay City; KOOL-TV, Phoenix; KBTU-TV, Denver; WNE New York; KGMB-TV, Honolulu; KVOO-TV, Tulsa; KMTV, O WDSU-TV, New Orleans; TV, Salt Lake City; WSJV, Bend, and WVEC-TV, Norfolk.

## KOB Favored by FCC

(Continued from Page 1)

ated one which began over years ago with displacement of KOB from its then-frequency when a NARBA agreement resulted in re-allocation. KOB put on 770 kc, the WABQ frequency. Finally, after protest hearings, decisions and litigation, the FCC is 1958 decided that both stations operate on 770 kc, with 500kc but protecting each other's night-time directional antennas. ABC appealed, and the directed rehearing on special grounds.

### 'White Areas' at Issue

The major issue before was whether forcing WABQ directional operation would cover white areas in which ABC work programs would be received, thus handicapping in competition with the radio networks. Ende said is simply not the case. He said WABQ would lose coverage primary and secondary coverage areas as alleged, but that the work would still have local affiliates covering most of the people and hence the network would not itself lose significant coverage.

## 'Dig' Goes Overboard For Star of 'Kildare'

"Dig" magazine for teenagers is devoting a special 18-page to Richard Chamberlain, star of NBC-TV's "Dr. Kildare." The magazine had used Chamberlain's picture on its cover last month, and sold out the issue in only four days.

# Chicago

By HAL TATE

WAAF's Vince Garrity on Monday (May 28) scored a local press coup with his announcement that Schoenwald would be the promoter of the Patterson-Lawton heavyweight championship fight. Previously, he revealed the actual fight would come here and that Frank Lane would sign with the Chicago Packers basketball team. The commentator's sponsor, Max Steiner, appeared on the show Monday to congratulate Garrity.

Ward L. Quaal, executive vice president and general manager of WGN, Inc., will deliver the commencement address before the 1952 graduation class of Muntele College on June 5. Sister Mary Ann Ista, B.V.M., president of the college, announcing that WGN head will be given an honorary doctor of laws degree. "In honoring Ward Quaal, we are once again recognizing the services and accomplishments of the man who is using his talents for the betterment of the city of Chicago particular."

Jack Karey, formerly with WJXD and WCFL, after a series of open auditions, has been selected as commentator of the famous Grant Park (a la Central Park) concerts featuring world famous musicians this summer. Ozzie and Harriet Nelson will be in town next week to star in "The Marriage Go-Round" at the Tent City Theatre in suburban Highland Park. Nominee for the best film editor for the local Emmy awards is Ed Sullivan. It's the New York emcee, but a coincidence with the same name who works at WGN-TV. Johnnie Gunn is now emceeing an hourly comedy show called "Comedy Corner" over WSBC-FM.

Sterling C. (Red) Quinlan, WGN's VP for WBKB, has been selected to a second term on the board of directors of the Chicago chapter, American Red Cross.

## KGO Creates Bureau To Get Public's Ear

West Coast Bureau of RADIO-TV DAILY San Francisco — KGO-TV has formed a speakers' bureau to inform people in the Bay Area about the TV industry in general, and itself in particular. The bureau is made up of the station's executives and on-the-air personalities who will be available for speaking appearances.

David M. Sacks, general manager, said: "TV has received more criticism in its short life than any other communication medium. We don't intend to defend or explain away what faults and limitations it might have—we only hope to inform and answer questions the public may have."

### Available to Clubs

The speakers will be available to such clubs as the PTA, women's professional and church groups; fraternal and service organizations; and government bodies for luncheons, dinners or evening meetings.

## Milton Faulk Witness

(Continued from Page 1)

with a supplement bulletin going to an additional 2,000, including networks, ad agencies and newspapers. Milton admitted he edited the bulletin, portions of which charged Faulk with pro-Communist sympathies by alleging he had attended meetings of organizations listed by the House Un-American Activities Committee as left-wing.

Milton told the court he had personal knowledge regarding Faulk's alleged connections with such organizations, but Judge Abraham Geller prevented him from stating whether he had any information concerning the organizations, apart from that supplied by Hartnett.

### Hartnett Furnished Data

He had previously testified that most of the information was furnished by Hartnett and added that the other defendant, Johnson, didn't participate in preparation of the bulletin in question.

Milton also denied that actor Everett Sloan told him to "Go fly a kite" during a 1954 luncheon when he suggested the actor go to Hartnett to resolve his troubles in getting employment.

## Spann Gets 91-Wk. Pact, More Frisco Air Time

West Coast Bureau of RADIO-TV DAILY San Francisco — Owen Spann, who took over KNBC's afternoon commute-hour show on Jan. 29 under a 13-week assignment, has been assigned to a long-term contract, running 91 weeks, general manager William B. Decker announced. The five-a-week show will be increased to three hours.

## Baton, CTV Tie Up Grey Cup TV Rights

Special to RADIO-TV DAILY

Toronto — Exclusive rights to televise the Grey Cup football game here Dec. 1 have been purchased for \$175,000 by CTV and Baton Broadcasting Ltd.

The companies said they are prepared to make the cup telecast available to any TV station in Canada which is outside the net's coverage. The signing of the cup rights means that CTV will now carry all Canadian professional football games in Canada.

## Bid for ETV Ch. 55

Washington Bureau of RADIO-TV DAILY Washington, D. C. — The Green-wood, Conn., Board of Education has applied for a new ETV station on Channel 55.

## Info Radio Programs Biggest Trend Today

St. Louis — Arthur Hull Hayes, CBS Radio president, has termed the "At Your Service" format of KMOX, its o-o here, "a pioneer in the biggest trend in radio today, toward information programming."

Appearing by two-way line on KMOX's afternoon program, Hayes answered queries about radio from both a management and listener standpoint.

One "At Your Service" listener asked if there are any network plans for a revival of soap operas. Hayes answered that this would be bucking the trend. "I think too many listeners would complain. They want to be informed about the world they live in."

## Scully Is Now Manager For TV Guide Circulation

Radior, Pa. — Joseph M. Scully has been promoted to circulation manager of TV Guide magazine, succeeding David Lichtenberg, who was named circulation director. Scully, who has been in circulation posts with the magazine since 1956, was serving as manager of the circulation field staff. Before transferring to the staff here, Scully was regional circulation manager in Davenport, Iowa.

## Brave New Venture for Huxleys

Portland, Ore. — Making their first American TV appearance together, Sir Julian and Aldous Huxley discuss "The Future of Mankind" on KGW-TV Friday. Tom Lawson McCall, news analyst, moderates the hour discussion. Special prologue and dialogue were produced by Thomas Dargan. The Huxleys, grandsons of

English essayist Thomas Huxley, discuss the problem of population pressures. Sir Julian is an author, biologist and teacher, and Aldous is one of the world's foremost writers of prose and social comment.

The special was recorded during the Huxleys' appearance at the 50th anniversary of Reed College.

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## Golden Gate

... and its environs

By BILL SHEA

San Francisco — Up at Ukiah the other day a brave new approach to TV censorship collapsed before it got off the ground. The agile minds of the Junior Chamber of Commerce announced plans to issue a weekly expurgated TV log for the benefit of the town-folk. Only programs suited for family viewing would be listed, they said. All the "crime, brutality and sex" was to be eliminated. One hundred per cent pure television, that's us.

No sale! The Jaycees' plan was to distribute the log through local stores, with merchants helping to carry the freight by buying ads in the bulletin. Then the Jaycee project was cancelled shortly after it had been announced.

The merchants refused to buy any ads.

Period. End of report.

Representatives of 22 Golden Gate communities pledged all-out local support of an extensive campaign to increase the number of summer jobs available to high school and college students. Meeting at a luncheon hosted by David M. Sacks, the ABC veep and general manager of KGO-TV, the civic brass unanimously passed a resolution endorsing the area-wide effort and pledged use of all civic sources in promoting the creation of summer jobs. The project, "Summer Jobs for Students," is jointly spearheaded by the California State Department of Employment and KGO. In 1961, its first year, the project produced a record high in student summer employment. More than 10,000 young persons found jobs in the Golden Gate area during the period of June to September, an increase of 63 per cent of the number of jobs filled in the best previous year.

Amplex Corporation purchased full sponsorship of Channel 7's telecast of the ABC-TV coverage of the Scott Carpenter orbital space shot. The 16 Amplex spots, 60-seconders, ran every half hour during the marathon coverage. Some of the spots advertised consumer products.

## WEDDING BELLS

### Brower-Culver

Anne C. Brower, daughter of Mr. & Mrs. Charles H. Brower of Westfield, N. J., was married yesterday at St. Paul's Church, to James E. Culver, Jr., son of Mr. & Mrs. James E. Culver of Bridgeville, Del. The bride's father is BBDO president. Culver, Sr. is executive VP of Cannon Foods.

## 8 Industry Leaders Discuss Pubserv TV

Eight TV industry leaders will participate in a special course on "Television in the Public Interest" to be offered this summer at Yeshiva University, according to Dr. Joshua A. Fishman, dean.

The lecturers will include: Louis Hausman, Samuel Gould, James F. MacAndrew, Edward Stanley, Jules Power, Warren Bush, Hyman Goldin and Mary Mannes.

The course, July 2-30, will be conducted by Dr. Solomon S. Simonson, chairman, Language, Speech and Communications Department.

## Harpo Goes Long Hair In Philly Orchestra Finale

The season's final concert in the series by the Philadelphia Orchestra on WQXR will be aired tonight, featuring four greats in the music world: Birgit Nilsson, George London, Leopold Stokowski and Harpo Marx. Opening the concert will be Wagner's 'Rienzi Overture,' then a selection of arias, by soprano Nilsson and baritone London.

Midway in the program, Stokowski will relinquish the podium to Harpo Marx to direct the orchestra in a rendition of the finale to Mozart's 'Toy Symphony.

## Adds Two

Los Angeles — Dayle C. Stephens has been named office services supervisor for KNX. Also added to the office services staff was Al Sankey.

## News Flashes From Coast-to-Coast

### 'Breakthrough In English'

Providence — Beginning this week, through July 6, the Friday morning edition of "The World Around Us," will feature Dr. Paul F. Fletcher, Rhode Island Council of Teachers of English president and chairman of the English Department of Bristol, R. I., in a series entitled "Breakthrough in English."

### Why Medicine?

Portland, Ore.—"The Seekers," a medical program which will offer the lay audience a dramatic and comprehensive view of modern medicine in its fight against disease and its effort to destroy its own "reason for being," makes its debut on KATU.

### WWJ-TV Studies Traffic

Detroit — On Sunday, WWJ-TV will present a special public

## Ohio ETV Group Asks Money To Make TV Study A Honey

Cleveland—The first duty of the newly formed Educational Television Assoc. of Cleveland is to raise money for a complete study of the educational TV needs of Greater Cleveland, the group's board chairman Louis S. Pierce, said yesterday.

The announcement came shortly after the group met to elect officers and executive committee members. D. James Pritchard, vice president of Society National Bank, was named president of the association.

Regarding fund-raising, Pierce added that "contacts have already been made with several foundations interested in the concept of educational TV and we plan to be in operation soon."

## Garroway's on Rostrum, Oh Daddy, Poor Daddy

St. Louis — Dave Garroway, who has forsaken commercial TV for science on ETV, will speak here June 5 at the Whitfield School commencement exercises. A former St. Louisan, Garroway has more than a passing interest in the speaking date. His daughter, Paris, is a member of the graduating class.

## CBS Alone in Last Lap Of Racing 'Triple Crown'

CBS presents exclusive coverage of the 94th Belmont Stakes Saturday with Jack Drees calling the "Triple Crown" wind-up. General Cigars is sponsoring the broadcast. James J. Dolan, director of sports for CBS, is producer.

affairs program, "The Complex Community," which compares the traffic of Detroit and Boston.

### 'Lady' Good to KPHO-TV

Phoenix—"The Wallace Sunday Show," a special monthly series, has won a local Emmy for "Achievement in the Field of Local Entertainment." The award for "Achievement in the Field of Public Affairs" programming went to "Arizona Roundtable."

### KING Sec'y Re-elected

Seattle — Marion Heaton, secretary to Otto Brandt, King Broadcasting Co. VP, has been re-elected to the national board of directors of Executive Secretaries, Inc., for the second consecutive year.

### WRIT in 1st Place

Milwaukee — WRIT has won the "First Place for Entertainment"

## Boston U. Caps Huntley With Humanities Degree

Chet Huntley of NBC News was awarded an honorary Doctor of Humanities degree by Boston U. for his work as a TV and newspaperman whose reporting lightened a vast public on the important events and questions of our time."

## Lingerie Marl Buys Guided by Hotel TV

As a service to lingerie corset buyers who will be in New York for the intimate apparel market, the Du Pont Co. will advise daily fashion reports on a closed-circuit hotel hookup June 3-8 and June 10-15. Designers tell the inside-out story of the fashions, the series will feature editors of Vogue, Harper's Bazaar, Glamour, Mademoiselle and Seventeen.

The telecast will be carried on Channel 6—the new speciality channel for New York visitors operated by Teleguide, a division of Sterling Movies, over a network of 30 midtown hotels. The time will be 6:30 PM, Sunday through Thursday, and 7:30 AM Mondays through Fridays—hours when buyers are likely to bend their rooms.

ment" Award of the Milwaukee County Radio and TV Council, the station which most interested and benefits the community.

### KMAC Becomes CBS Affiliate

San Antonio — According to owner and manager Howard Davis, KMAC will become a local CBS Network affiliate Friday. KENS will drop the network affiliation on that date and go full time into country and western music.

## STORK NEWS

It's a girl, Deborah, for Gary and Mary Gentilin. Dad is AB TV program commercial coordinator.

Deejay Map Arnold and his wife became the parents of a girl, Angela Denise.

# Shorts, Films Added By Prods. Unlimited

Productions Unlimited has effected a pact with National Television Associates for exclusive 16mm and 8 mm non-theatrical distribution of 1,800 short subjects in the NTA film library, and purchased exclusive 16mm standard rights to 19 pictures from David O. Selznick of the Selznick

Among the NTA product to be made available to the 16mm and 8mm home market are over 500 cartoons in b-&-w and color; 264 shorts featuring outstanding bands and singers; hundreds of comedies showcasing top comics over the years, plus the following series of shorts — "Hedda Hopper's Hollywood"; "Pacemakers"; "Varieties and Novelties"; "Pictorials"; "Grantland Rice Spotlights"; "Speaking of Animals"; "Color Reissues"; "Unusual Occupations;" and "Screen Souvenirs."

### Top Films Included

The Selznick feature films included are "Duel in the Sun," "The Wild Heart," "Adventures of Tom Sawyer," "Portrait of a Girl," "Made for Each Other," "Rebecca," "Spellbound," "Notorious," "The Paradine Case," "The Little Lord Fauntleroy," "Intermezzo," "I'll Be Seeing You," "Since You Went Away," "The Garden of Allah," "Farmer's Daughter," "The Spiral Staircase," "Bill of Divorcement" and "Topaze."

# WPIX Switches Time In Softball Title Game

WPIX will telecast the North-west major league softball championship the evening of June 2 instead of during the afternoon as had been planned. The change was made so more softball fans could see the game sponsored by United Metal Workers Local No. 55.

# Sponsors Promotes Maxon as Sales Manager's Job

John Maxon has been appointed sales manager of Sponsors Film Service, a division of Advertising Radio and TV Services, Inc. He has been an account exec for the past year with Sponsors, distributors of film for TV and industry.

# AGENCY NEWSCAST

By RALPH TYLER

John Wayne, Mickey Rooney, Giselle McKenzie, Bruce Cabot, Judy Canova, Bill Bendix, Nick Adams, Lorne Greene, Fifi D'Orsay, Virginia Grey and other Hollywood stars will be

on hand Monday when KTLA telecasts the opening of Piggy Wiggly's "Continental Market," Encino, Calif. Marvin Miller, TV's "Millionaire," and Stan Chambers will emcee. To give an old time atmosphere, dignitaries and personalities will arrive in classic automobiles, including a 1903 Oldsmobile and a 1905 Maxwell.

A KTLA series "Yoga for Health" has been sold in four additional western markets. The series will begin June 11 on KTNB, Seattle, and KHQ, Spokane, and June 25 on KNDO, Yakima, and KLAS, Las Vegas. The segs, featuring Richard Hittleman, are a Ross-Danzig production produced by James Winslow.

William V. Weston, Gardner Advertising, has been chosen "Copywriter of the Year" at the first annual award banquet of the Advertising Writers Club of St. Louis. He won all three awards in the national magazine category and second place in newspaper. Other first place winners included: collateral, Stephen Sandler, Ralston Purina; outdoor, Homer J. Tsakis, D'Arcy Advertising Co.; display, Stephen Sandler; TV, Miss Peg Jostedt, Gardner Advertising; radio, Bette Elder, D'Arcy; trade publication, William Haynes, Ralston Purina, and newspaper, George Gale, Rutledge Advertising. Golden 30 awards went to Gene Hahnel, Gardner; Sandler; Claude Sides, Gardner, and Alan J. Zuch, Stix, Baer & Fuller. Zuch, a copywriter at Stix, recently was appointed advertising director.

Robert G. Black, former PR director for the National Council on the Aging, has set up his own company to service non-profit health and welfare and other institutional accounts. He says the non-profit organization "depends too often on the enthusiastic volunteer to do a job, which be-

cause of competition and space requirements has become increasingly difficult in this fast-growing field." Black Associates, with offices in New York, will also be working in employee relations and communication, as well as the production of documentary, fashion, industrial and training films — for both internal and TV use.

Herbert Resnick has been appointed director of sales and programming at Promotional Services, Inc., New York. Resnick, a member of Broadcast Pioneers, has a long history of affiliations with stations and agencies. "Shell's Wonderful World of Golf," renewed for the second season, will switch from CBS to NBC. Hosted by Gene Sarazen, the series will take Filmways crews to five continents for the new segs. Filming begins next month with Fred Raphael, executive producer, and Dick Darley, producer-director.

# Fetzer Shifts Channel Of Station in Cadillac

Cadillac, Mich. — Station officials have termed "most successful" the completion of the shift of WWTV from Channel 13 to 9. The changeover was complete in one night with virtually no interruption in service to viewers. The channel shift was made at the request of the FCC, which is reallocating Channel 13 to Grand Rapids for a station there.

Gene Ellerman, VP — general manager of Fetzer Television licensee of WWTV, said the channel 9 signal was penetrating into areas previously reporting difficult reception of Channel 13 due to terrain problems.

Fetzer TV is now constructing a new satellite station, WWUP-TV, at Sault Ste. Marie. Due to the air by July 1, WWUP-TV will relay the programs of WWTV to eastern Upper Michigan, the northern counties of Lower Michigan, and a portion of Ontario. I will be eastern Upper Michigan's first local TV station.

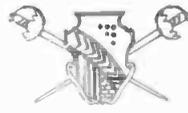
# Named Sports Director

Seranton — According to Cecil Woodland, WEJI general manager, Jack Griswold has been appointed news and sports director for the station.

# Ga. TV Claims Tallest Tower

Columbus, Ga.—WRBL-TV signed on Friday with a signal named from what it calls "the tallest man-made structure in a world." The new tower, actually an extension of 489 feet to the original tower constructed in 1940, is now 1,749 feet high. This is a joint project of WRBL-TV and WTVM, with both stations transmitting from the same tower. Among the world's tallest structures prior to completion of the

WRBL-TV-WTVM tower were towers at Cape Girardeau, Mo., 1,676 feet; Moscow, 1,667 feet; Tokyo, 1,100 feet, and Shreveport, 1,553 feet. WRBL-TV will now put a Grade B signal into Macon and Albany, Ga., and Dothan, Ala. The Columbus area will be served with a Grade A signal.



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