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NEW YORK, TUESDAY, JANUARY 1962

10 CENTS

NAB GUNNING DOWN SEXY FILMS

ABC-TV Warming Up K. Smith News Slot

Starting tomorrow, six ABC News-produced programs will be helping the Wednesday 7:30-8 PM slot warm for veteran radio-TV newsman Howard K. Smith who begins a weekly report and analysis of events on ABC-TV Feb. 14.

The program, still untitled and format flexible, will debut in Washington, then move to New York, until permanent facilities and its origination are set in the nation's capital.

James C. Hagerty, ABC News in charge of news, special events and public affairs, said that Smith, who ended a 20-year association with CBS Oct. 21, now is a

(Continued on Page 7)

Two Veeps at Friendly

Steuvenville, O. — The Friendly Group of Stations has appointed George Moore VP-sales manager WRGP-TV, Chattanooga, and T. Knight VP-general manager KODE-TV, Joplin, Mo. Moore the past three years has been RGP-TV sales manager. Knight, one of the founders of KODE-TV, has been its general manager since 1959.

CBS '62 Fellowships

Opening of competition for the eighth CBS Foundation News Fellowships at Columbia U. for 1962-63 has been announced by Ralph Colin, foundation president. Grants average \$8,000 each.

Baseball Mets Still Need R-TV Announcing Team

Wanted: A broadcasting team to handle coverage of New York's new National League baseball entry, the Mets. With radio accounts scheduled for all games and about 15 contests to be televised, jobs for at least three announcers are all wide open. Tapes were submitted by dozens of applicants.



local
delivery

Six Sylvania awards proclaim WPIX-11 does the best job of delivering News and Special Events to New Yorkers. Two Emmy awards and the Headliner award confirm it.



NEW YORK'S PRESTIGE INDEPENDENT

Advt.

TV Violence Waning; "Mature Smasheroos" Code's Next Target

By ARTHUR PERLES

The sockdolager school of video violence is very much on the wane . . . but sex is beginning to rear an ugly head on TV screens, largely through so-called "mature" movies . . . and the National Association of Broadcasters, in the role of St. George, is determined to slay this dragon before it really gets going.

"These problems come around in cycles," Robert D. Swezey, NAB code authority director,

(Continued on Page 8)

Gallimore Sells WRKH

Rockwood, Tenn. — WRKH has been sold by J. A. Gallimore to Richard Holloway for \$70,000, subject to FCC approval. The station is a 1 kw daytimer. The deal was handled by national media brokers Blackburn & Co. Other J. A. Gallimore Stations are WABV, Abbeville; WBAW, Barnwell, WHBC, Hampton; WSNW, Seneca, and WSSC Sumpter, all S. C.; WLFA, Lafayette, and WGHC, Clayton, both Ga., and WLOM, Chattanooga.

Apps on '13' Drop-Ins

Washington Bureau of RADIO-TV DAILY Washington — The FCC has formally designated for hearings all applicants for the new drop-in TV Channels 13 in Rochester N.Y., and Grand Rapids, Mich. Dates and sites of the two sets of proceedings will be announced later.

Sheldon Reynolds Signs For 1st U.S.-made Show

Sheldon Reynolds has signed a co-production deal with Four Star TV to direct and produce his first television program in the U.S. The new program will go into production when Reynolds returns from Europe after Mar. 1 where he is closing-out his affairs in Paris and Rome.

Broadcasting-Campus Co-ops Urged For Execs-to-Come

A campaign to train young executives for commercial broadcasting careers through close cooperation with student-run college campus stations is being urged on all Mutual affiliates by Robert F. Hurleigh, network president.

Hurleigh cited the "town-and-campus" cooperative venture of Mutual affiliate WORC, Worcester, Mass., and WHC, low-power, student-operated facility, conducted by 65 undergraduates, on Holy Cross College campus.

"The problem of obtaining trained, professional personnel to

(Continued on Page 6)

SPOT SLO-MOTION FOR GRIDIRON TV

CBS-TV Sports coverage of football bowl games during the next three weeks will use a special slow-motion technique to replay highlights of first half play. Here's how it works:

Play during the first half will

(Continued on Page 6)

SPI Sales Meeting Held

A half-hour series of Communism is being planned by Storer Programs, Inc., sales manager Jacques Liebguth disclosed during a two-day, year-end sales meeting in New York. It was his first general SPI sales session since assuming the post in early November.

Crawford Station VP

Hartford — William Crawford has been appointed VP of the Buckley-Jaeger Broadcasting Corp. of Conn., owner of WDRC-AM-FM here. General manager of WDRC for over a year, he was previously sales manager of WOR, and sales director at TV Channels 5 and 13 in New York.



No. 1 Tues., Jan. 2, 1962 10 Cts.

A. ALICOATE : President & Publ.
 N KIRSCH : Assoc. Publ-Gen Mgr.
 JR PERLES : : : : Editor

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Co. Sponsors Tour of U.S. 1

#1: American Profile," a documentary about historic #1, will be sponsored on March 29 by The Savoyan Foundation, via Mickson. The program will narrate the production and appear in two parts of the first appearance in a TV variety. The show is written and produced by Lou Hazam, and narrated by Ray Garner and John Priestly.

Newsmen Guests in Philadelphia Program

Ten CBS World News correspondents will guest star on WCAU's "Talk of Philadelphia." The 10 newsmen are members of a Fellowship Commission set up at the Bellevue-Stratford Hotel.

Composer-arranger, conductor, well established in jingle business partner well acquainted with commercial field for advertising and general management.

Box 136, RADIO-TV DAILY
 New York 36, N. Y.

Science Show Bought By 5 Public Utilities

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Hollywood — "Science in Action," recently placed in syndication by the newly-formed RSS Corp. based here, has been sold to five major U.S. public utility companies in less than three months, Boyd Richardson, RSS president revealed this morning. The program, produced in San Francisco by the California Academy of Science, is one of the longest-running local TV programs, having started in San Francisco in 1950, where it has had the same sponsor, Wells Fargo Bank, since it started.

Utility companies which have bought "Science in Action" include Southern California Edison in Los Angeles, over KRCO; Arizona Power and Light, over KTVK, Phoenix; Portland General Electric, over KGW-TV in Portland, Ore.; Public Service of Colorado over KRMA, Denver, and Florida Power and Light in Miami, where it will start in February.

In addition, Hawaiian Bell Telephone Co. sponsors the series over KHVH in Honolulu and station sales have been made to WDSU-TV, New Orleans and WJAC-TV, Johnston, Pa.

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Indianapolis — Army Reserve Maj. Chuck Breece, who in civilian life is WFBM's program manager, leaves Jan. 19 for an extended tour of active duty. Until May 20, he will be at Fort Gordon, Ga., home of the Army's Military Police Corps.

Met's Joan Sutherland In Special WQXR Show

Metropolitan Opera singer Joan Sutherland will discuss her career and roles in a special broadcast today with Martin Bookspan on WQXR. She will also sing several arias.

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Mary McDonnell Named Sound Fair PR Director

Appointment of Mary E. McDonnell as Public Relations Director of the International Sound Fair is announced by Coleman Finkel, president of International Sound Industry Fair, Inc.

Formerly Public Relations Director of WNYC, New York, and Martin Steel Corp., Miss McDonnell has been in the public relations and newspaper field for several years.

Richard Boone Narrates TV 'John Brown's Body'

Richard Boone will play the leading role of the narrator of "John Brown's Body," Stephen Vincent Benet's prize-winning poem, which will have its TV premiere on CBS Jan. 14. The special hour program will be produced by the CBS News Public Affairs Department in cooperation with the Anti-Defamation League of B'nai B'rith.

Viewer Total Doubled With 7 Arts Post-'50s

A special Arbitron study of the performance of Seven Arts "Films of the '50s" during the first weeks on WNBC-TV's Saturday night "Movie Four" has revealed that these Warner Bros. post-'50s have more than doubled the station's Share-of-Audience over the same 13 time periods in 1960, according to Robert Rich, VP.

In 1960, on 13 Saturdays from Sept. 24 to Dec. 17, WNBC-TV scored an average 16 per cent Share-of-Audience.

In 1961, on 13 Saturdays beginning with the debut of Seven Arts' "Films of the '50s" on WNBC-TV Sept. 23, through Dec. 16, "Movie Four" has averaged 36 per cent share, Rich said.

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REN — 16 YRS.

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Loan Co. Sponsors Color Tour of U.S. 1

"U. S. #1: American Profile," a color documentary about historic Highway #1, will be sponsored on NBC-TV March 29 by The Savings & Loan Foundation, via McCann-Erickson.


Van Heflin will narrate the program and appear in two parts of it, his first appearance in a TV documentary. The show is written and produced by Lou Hazam, and directed by Ray Garner and Thomas Priestly.

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Bonita Visiting Dallas As Promo for 'Lassie'

Dallas — Bonita Granville Wrather is here to publicize "Odyssey of Lassie," a three-part story to be presented this month on CBS-TV's "Lassie" series. Miss Granville is now the wife of Jack Wrather, producer of the series.

Christmas Again!

Phila. to See Latin's Yule

Philadelphia — Holiday festival observances in the Philadelphia Puerto Rican community will be the theme of a special Jan. 7 TV program, "Land of Two Christmases," on WRCV-TV. Singers, dancers and a native orchestra from the Puerto Rican community in Philadelphia will depict the celebration of Christmas as well as the Festival of Three Kings, using native musical instruments and performing native dances.

Sign Balance of Cast For 'The Lonely Woman'

Additional members of the cast for the Purex special, "Lonely Woman," Thursday on NBC-TV, have been signed by producer George Lefferts. Supporting roles will be filled by Ward Costello, Louise Latham, Dean Stolber and Frank Campanella.

English Benedictine Monk 'Catholic Hour' Speaker

English Benedictine monk and writer Dom Hubert van Zeller will be the guest speaker each Sunday in January, on NBC Radio's "Catholic Hour."



By TED GREEN

Elizabeth Montgomery is set for a pair of BBC-TV guest spots next month (January) in London while husband Gig Young works in Paris opposite Sophia Loren in "All the Gold in the World." . . . WMGM's Dick Shepard was at the Orange Bowl New Year's Day to do the radio commercials for the sponsor on ABC. . . . Emory Lewis, editor and drama critic of Cue magazine, is the current featured guest on Bob Dixon's CBS Radio show, "At Your Service." He will be giving the year's wrap-up on the different phases of the entertainment world through Thursday.

E. Roger Muir and Bob Nicholson of New Merritt proud of the way John Hills is captivating the ladies with his delightful "Slimnastics" NBC-TV show. Craig Allen produces show. . . . Jan Murray's next straight acting role is set for Sunday when he guest stars in Nat Hiken's "Car 54, Where Are You?" . . . Howard Sanders, of the WWRL sales staff, still collecting good notices on his role as narrator in Langston Hughes' "The Black Nativity," which opened at the W. 41st St. Theatre. . . . At the Grotto Restaurant the other PM enjoying their dinner were Kim Stanley; Patricia Wheel (She's among the tops in TV commercials) and Pat's handsome husband, Eric; Columbia Records exec Frank Campana, PR man Emile Bocian, and International Broadcasting prexy Nick Dahلمان.

Producer Drex Hines is syndicating a radio show with Jimmy Carroll and Mary Tremain. Jimmy has been a long-time favorite in radio and last year worked together with Miss Tremain at the Cotillion Room of the Hotel Pierre. . . . Another fan club for Mark Goddard, lead in "Robert Taylor's Detectives" telefilm series, was started in Poplar Bluff, Mo., by teen-ager Isadore Goddard, whose mother is Jewish and father Irish. Mark sent his namesake a medal with St. Christopher on one side and Star of David on other.

The sophisticated Savoy Hilton is featuring the music from "Les Liaisons Dangereuses" in The Columns. Just to make it more interesting, the Gunnar Hansen Orchestra gives it a romantic interpretation, the Arturo Arturos Trio plays it with a Latin Beat. In the adjoining Savoy Room and Bar, Ray Hartley gives it his inimitable piano treatment.

Baritone Robert Merrill, with four albums out, preparing one of Negro spirituals only. . . . There's a hot rumor that Tony Perkins wants to retire from acting for a while and join the Peace Corps. . . . Sound alike: Big Wilson and the late Clark Gable. . . . Brook Benton set for the Feb. 4 Ed Sullivan Show. . . . Sterling Hayden's busy writing a book. . . . Handsome Larry Kert being touted as "our next matinee idol" as a result of his excitement in the musical, "A Family Affair," opening at the Billy Rose Theatre Jan. 23. . . . Disc star Johnny Tillotson, who's "Dreamy Eyes" is a current chart-riding hit, is up for the lead in a situation comedy planned for next Fall.

Panel Eyes Conformity

Conformity and mass culture, two traits of our civilization since mid-century, will be discussed on WBAI Thursday on a program titled "Conformity and Mass Culture." The topic will be examined by writer Dwight MacDonald, sociologist Daniel Bell and Winston White, author of the recently published "Beyond Conformity."

Collins Names Fogarty

NAB President Gov. LeRoy Collins has redesignated Frank Fogarty of Meredith Broadcasting, as chairman of the newly-appointed NAB Freedom of Information Committee.

Commentators Signed For Pro Bowlers' Tour

Sportscasters Chris Schenkel and Jack Buck have been signed as commentators for the 16-tour-nament "Professional Bowlers' Tour" to be televised Saturdays on ABC-TV, scheduled to begin this week.

Groucho in Straight Role

Groucho Marx, who has a new comedy series debuting Jan. 11 on CBS-TV, will appear three days later in a straight dramatic role as father of a teenage girl in General Electric Theater's "The Hold-Out" on the same network.

Insurance Co. Award Given FBI's Hoover

A special filmed program covering Mutual of Omaha's presentation of its annual Criss Award to FBI Director J. Edgar Hoover, has been scheduled on NBC-TV Sunday. The award, named for Dr. C. C. Criss, founder of Mutual, consists of a gold medal and \$10,000. This one-shot will be in the time spot of "Chet Huntley Reporting," which is moving to Fridays effective Jan. 12. The actual presentation took place at a Washington banquet Dec. 7.

Researcher Says:

Market Rivals' 'War' Endless

"Competition for markets is a war without end," according to Schwerin Research. The research corporation points out that of every six commercials they are asked to test, one is at the request of a competitor.

Principal specific reason is to learn whether an entrenched regional brand can withstand or be dislodged by an invading brand. A regional brand about to be challenged had better be absolutely certain not only of its own position, but also of its potential competitor's, says Schwain, to avoid risking loss of its market.

Chi. 'Safari' for Kids To Embark

Chicago — "Safari," a children's religious series produced by WBBM-TV in cooperation with the Church Federation of Greater Chicago, made its bow here on Sunday.

Host of the program is John Marshall. The series will run 13 weeks, and is produced by Buddy Borg and the Rev. Ben Gums.

4 More New Paperbacks Based on Video Themes

Lancer Books has announced publication of four paperbacks based on themes of TV programs "Ben Casey," "Dr. Kildare," "Target: the Corrupters" and "The Detectives."

WEDDING BELLS

Dundes-Strange

Leslie Weir Dundes, daughter of Jules Dundes, CBS VP and general manager of KCBS, San Francisco, has married Frederick Stephen Strange, a medical student.



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Minow Files Report On FCC Stewardship

Washington Bureau of RADIO-TV DAILY
Washington—Continued growth in the number of broadcasting stations of all types and the beginnings of a regulatory crackdown were featured in the year-end statement by Chairman Newton N. Minow, reviewing the activities of the FCC in 1961.

Minow noted that the 1961 FCC emphasis on programming was merely a continuation of 1960 interest in the same subject. But was in 1961 that the commission proposed "extensive revisions of the nature of the programming formation which it requires applicants for licenses to submit."

Minow said that in 1961 the FCC "put all broadcasting licenses on notice that they are expected substantially to carry out the program proposals on the basis of which their licenses are granted, or present adequate justification for departure from those proposals."

All Types Increase

In the facts and figures department, Minow said that during 1961 the number of AM radio stations increased by 100 to 3,800 at the end of the year, FM commercial increased 100 to 1,100, FM educational increased 9 to 200, TV commercial increased 21 to 1,100, educational increased 4 to 70, TV translators zoomed all way from 35 to 1,200 while repeaters were rising in number from 908 to 1,100, and auxiliary broadcast stations rose

series contained the chairman Minow reviewed congressional activities in the field of broadcasting and broadcast regulations, as well as other major FCC activities.

MINOW NOSES OUT PAAR IN AP SHOWBIZ BALLOTS

FCC Chairman Newton N. Minow narrowly nosed out Jack Paar as Entertainment Newsmaker of 1961 in annual balloting of news editors of The Associated Press radio and TV stations and newspapers. AP noted that Minow crashed the entertainment scene with a speech critical of TV programming.

The Wall Tops Listings At CBS of Big Happenings

Top 10 stories of 1961 selected by CBS News, on point-score basis are the Berlin Wall, Vienna summit meetings, American-Russian space race, the Congo, Dag Hammarskjold's death, resumption of nuclear testing, impact of the New Frontier, Cuban invasion fiasco, rise here of right-wing extremists such as John Birch Society, and the crisis at the UN, including Khrushchev's visit.

Selected as top news story of the year was man's race into space, which won by a wide margin over the second-place Berlin crisis. Newsmaker of 1961 honors went to President Kennedy, with Soviet Premier Khrushchev a distant second. Khrushchev, however, was the editors' choice as foreign affairs newsmaker for the third straight year.

In order of their selection, AP's top 10 news stories of 1961 are as follows: (1) Man in space; (2) Deepening Berlin crisis; East Germans wall off East Berlin, diplomatic maneuvering continues; (3) UN Secretary-General Dag Hammarskjold dies in plane crash; (4) U. S.-backed invasion of Cuba fails; (5) Russians resume nuclear testing, explode huge bomb and create fallout furor; (6) John F. Kennedy inaugurated President; (7) Crisis in the Congo continues; Lumumba assassinated, UN fighting in Katanga; (8) Hurricane Carla hits Texas and Louisiana; (9) Trial in Israel of Adolf Eichmann; (10) Sam Rayburn, speaker of the U. S. House of Representatives, dies.

Science newsmaker was Yuri Gagarin, first man in space. Other

Berlin Crisis Picked No. 1 by NBC News

A poll of 70 NBC News editors around the country picked the Berlin crisis, including the erection of the Berlin wall, the resulting increase in tensions between East and West and the step-up in U. S. military preparedness, as the most important news story of the year.

The top 10 stories, with the votes each received, were: (1) The Berlin crisis, 66; (2) The manned space flights of the U. S. and Soviet Union, 63; (3) The Cuban invasion attempt and the prisoner exchange negotiations, 59; (4) The continuing Congo strife, 59; (5) The death of Dag Hammarskjold and its effect on the UN, 57; (6) The Freedom Riders; (7) The trial of Adolf Eichmann, 50; (8) The Soviet

Union's resumption of nuclear testing and world reaction to it, 46; (9) Revolution in the Dominican Republic, 26; (10) The continuing story of the Kennedy administration, its style and techniques, 24.

Time Pays \$6.1-Mil. For KOGO Stations

Time-Life Broadcast, Inc., has purchased through its Denver subsidiary the assets of KOGO-AM-FM-TV, San Diego, for \$6,125,000, subject to FCC approval. KOGO Broadcasting Corp. is owned by Newsweek, Inc., a subsidiary of the Washington Post Co.; the private investment firm of Fox, Wells & Rogers, and several minority stockholders. Blackburn & Co. was the broker.

Weston C. Pullen, Jr., president of Time-Life Broadcast, said William E. Goetz will continue as general manager of the KOGO stations, reporting administratively to Hugh B. Terry, head of Time-Life Broadcast (Colorado), which operates KLZ-TV-AM in Denver. The KOGO stations will operate as a corporate division of that subsidiary.

The purchase brings Time to its full complement of five TV stations, the maximum that can be owned by a single company under FCC rules. Other Time broadcast properties are WFBM-AM-FM-TV, Indianapolis; WOOD-AM-TV, Grand Rapids, and WTCN-AM-TV, Minneapolis.

top newsmakers were: Business & Industry—American Motors president George Romney who negotiated with labor the first profit-sharing plan among major auto companies; Religion—Dr. Eugene Carson Blake, stated clerk of the Presbyterian Church, who campaigned for a merger of Presbyterian, Episcopal, Methodist and other churches.

Sports—Roger Maris, baseball's homerun champion, who topped Babe Ruth's record of 60 in one season, although needing 160 games to do it. Literature—Ernest Hemingway who died of self-inflicted gunshot wounds at his Idaho home; Labor—James Hoffa, the re-elected Teamsters Union president who continued his feud with the government and other labor leaders; Woman of the Year—Jacqueline Kennedy, who made news wherever she went.

Overseas News-hunters on Six-City Tour



CBS News' principal overseas correspondents are currently on a tour which began in New York, Wednesday and concludes January 5 in Philadelphia. Between, the correspondents were slated to appear in Chicago, Washington, Dallas and Los Angeles. L. to r.: Charles Collingwood, Charles Kuralt,

Alexander Kendrick, Richard Salant, president, CBS News Division; Arthur Hull Hayes, president, CBS Radio; Blair Clark, general manager and vice president, CBS News Division; Peter Kalischer, Daniel Schorr, David Schoenbrun, Blaine Littell, Marvin Kalb, Eric Sevareid, Richard C. Hottelet.

O' Dave Broadcasts Help Upon Airwaves

San Francisco — KCBS' Dave McElhatton has been "Combing the Classifieds" for listeners on his morning show. He reads the newspapers and follows up on the wackiest want-ad he finds. He talks to the person who placed the ad—and then helps him move his merchandise. Dave's helpfulness has increased his audience, especially among newspaper ad executives.

Chicago TV Covers Big Ten Basketball

Chicago — Big Ten Basketball returns to WGN-TV Saturday, with American Oil Co. and American Tobacco Co. as sponsors.

The 1962 schedule will consist of 10 games featuring all the Western Conference schools.

"Courtside," a pre-game feature, will be telecast from the basketball court each week.

NAB Is Gunning Down Sexy Movies: Swezey

(Continued from Page 1)

said," and we just have to keep working to solve them." Anathema to him are the entertainment "phonies" who, Swezey said, "put a shocking twist on a routine plot, sprinkle it with profanity, inject a judicious amount of pornographic titillation and hail it as a masterpiece of mature programming."

Those box-office "smasheroos" of the movie houses present still another problem when they ride the ether waves into the home, he said. While attributing to broadcasters high standards of morality and decency, the NAB code chief-tain believes good programming must depend on the cooperation of sponsor, program supplier and the public. He added the following comment:

"While broadcasting is being lambasted on all sides for its alleged excesses, motion pictures seem to me to have given up virtually all pretense of self-restraint without occasioning any noticeable public resentment and censure."

Pre-Screening Urged

Code stations periodically are reminded to pre-screen movie trailers since some of the film clips are more daring than the pictures.

With E. K. Hartenbower, vice president and general manager of KCMO-TV, Kansas City, who is chairman of the TV Code Review Board, Swezey said the drive against unnecessary violence in TV programming will not be dropped. He attributed success of the Code efforts in part to its Hollywood office which works closely with TV film show producers.

An NAB statement concerning the handling of violence with taste and discretion commented:

"Conceding that conflict is a necessary entertainment staple and that violence is an essential element of conflict, the code strives to draw a line at a point where violence goes beyond the reasonable requirements of entertainment and becomes violence for the sake of violence."

AGENCY NEWSCAST

By WM. McCUTTIE

JOSEPH F. CULLMAN, 3rd, Philip Morris, Inc., president, in a year-end review predicts that the cigarette industry's records for seven consecutive years, will jump 28 per cent by 1975 due to the post-war bumper crop of babies which will swell the 18-24 age group by 52 per cent in the next 10 years.

Total U. S. consumption is estimated at 490-billion cigarettes in 1961. Cullman cited Dept. of Agriculture projections which estimate consumption at 530-billion by 1965 and 600-billion by 1975. Overseas sales last year increased 10 per cent to more than 22-billion units, he said. Agencies for Philip Morris are Leo Burnett Co. and Benton & Bowles.

A national spot radio and print campaign is being conducted for Candettes (antibiotic) by Family Products Division of Charles Pfizer & Co. Agency is Ted Gotthelf Associates, Ltd. . . . WLOS-TV, Asheville, N. C., has added William B. Ellis, III, to the sales staff as an account exec in the Greenville, S. C. studios. Formerly was Miller Outdoor Advertising sales manager in Greenville.

William A. Hartman has joined Hicks & Greist, New York, as VP marketing director and executive committee member . . . Arthur Wolter, Jr., is now with Ted Bates & Co. legal department. For the past five years he had been a trial attorney on the FTC staff, Washington. . . . Douglas Microwave Co., Inc., Mount Vernon,

has retained Arthur Pine Associates for PR. Agency is Arpadi-Sarett, New York.

4A's Annual Meeting To Host International

White Sulphur Springs, W. Va. The 1962 annual meeting of the American Association of Advertising Agencies will be held April 26-28 at the Greenbrier here. Attending the meeting will be 90 agency delegates from 45 countries to the 4A's second International Meeting of Advertising Agency Leaders, which is built around the annual meeting. First International Meeting was in 1956.

N. Y., has retained Arthur Pine Associates for PR. Agency is Arpadi-Sarett, New York.

Albert J. Petcavage and Don Trevor have been named **Doyle Dane Bernbach VPs. . . Thomas R. Roberts** has joined **Gardner Advertising** as a media group supervisor. . . **Paul G. Gumbinner, VP and radio-TV director, Lawrence C. Gumbinner Advertising,** for the sixth consecutive year has been re-elected to the presidency of **Camp Vacamas, a camp for underprivileged children near Butler, N. J. . . Alan J. Bell** has joined **Advertising Time Sales, station rep firm, as promo and research director, supervising these activities in radio and TV.**

5-Day Gama Show Sold to CTV by NBC

NBC (Canada) Ltd. has sold the first Monday-through-Friday daytime game show in the Dominion to the CTV Network. George Harper, VP, NBC (Canada) Ltd., said "Akin to Win" will be scheduled daily, beginning Jan. 15, in addition to Sunday nights, beginning Jan. 14.

Lever Brothers Ltd., via MacLaren Advertising, Toronto, purchased complete daytime sponsorship, as well as alternate-week nighttime sponsorship of the program. Lever's total time and program costs will be in excess of \$500,000. Miles Laboratories via Baker Advertising, Toronto, will sponsor "Akin to Win" on alternate Sunday nights.

Alvin Ferleger, manager of sales for NBC International Enterprises, said that the sale is the largest negotiated in Canadian daytime TV. "Akin to Win" was created by Roger Muir and Robert (Nick) Nicholson, executive producers of the program. New Merritt Enterprises, their production company, is affiliated with NBC (Canada) Ltd. in the creation and development of live TV programs in Canada.

Dorothy Dandridge Signs For 1st TV Drama Role

Dorothy Dandridge has been signed for her first drama role in TV, as guest star in the "Blues for a Junkman" episode of MGM-TV's "Cain's Hundred" series. She will play opposite regular star Mark Richman in the episode, written by Mel Goldberg.

News Flashes From Coast-to-Coast

Neihardt Series on KUON-TV

Lincoln—KUON-TV will begin a three-program series tonight on John Neihardt, poet laureate. The first of the series, "Poet of the West," features an interview with Neihardt by Robert Knoll, professor in the Nebraska U. English department.

'Faith of Israel'

Philadelphia—Jewish spiritual heroes who framed and developed the Jewish religion and way of life will be the theme of a 13-week TV series, "The Faith of Israel," which returns to WRCV-TV Sunday. Rabbi Martin Berkowitz of Temple Adath Israel of the Main Line, will again serve as host.

Get Out Ya Dancin' Shoes

Ft. Worth—Entertainers from the Ft. Worth-Dallas area are in-

vited to audition for WBAP-TV's new local colorcast, "Talent Time," which will premiere Jan. 14. Harry Blackstone, Jr., WBAP personality and son of the famous magician, will MC the colorcast and Jim Ecker will furnish the piano accompaniment.

Newscasters in Dallas

Dallas—Nine CBS newscasters with their analyses of global affairs will appear tomorrow at a dinner sponsored by the Dallas

Knew It Was Comin' So They Baked a Cake

"Say When," weekday audience participation show on NBC-TV, observed its first anniversary yesterday. Contestants helped host Art James cut up and consume a birthday cake.

Council of World Affairs, to be held at 7 PM in the Grand Ballroom of the Sheraton-Dallas Hotel. The group will be accompanied by CBS News executive David Zellmar, Josef Dine, director of information and special services, and a third CBS News executive.

No Wonder He's Happy!

Brackettville, Tex.—Happy Shahan, owner of the "Alamo Village," site of several motion pictures, including "The Alamo," has announced that Review Motion Pictures will use the locale to shoot scenes for "Wagon Train," "Laramie" and "Tall Man" sequences this year.

WGHQ News Director

Kingston, N.Y.—WGHQ has appointed Tom LaGue as its news director. LaGue was formerly with WOTT in Watertown.

FILM
PRODUCTION
EQUIPMENT

RADIO TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

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Established February 9, 1937

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NEW YORK, WEDNESDAY, JANUARY 3, 1962

TEN CENTS

CONGRESS FACING UP TO ISSUES

Moyer Spins Kansas Video Web

KARD-TV Acquiring Three More Outlets
Wichita—W. J. Moyer, executive vice president of Wichita television Corp. (KARD-TV), yesterday said that Federal Judge Elmas C. Hill has signed an order approving its acquisition of Wedell, Inc.'s (Elmer C. Wedell, Gladys Wedell), 43 per cent ownership interest and other
(Continued on Page 4)

\$106,000 to Palsy Fund
Washington Bureau of RADIO-TV DAILY
Baltimore—Some \$106,000 was raised for the Cerebral Palsy fund by WBAL-TV's recent 17-hour "Celebrity Parade." This was the station's fourth big charity appeal since 1961. Raymond Burr, who plays Perry Mason, was MC.

Wrestlers Featured
Special To RADIO-TV DAILY
Calgary — "Dear Wrestlers," a panel show featuring wrestlers and moderated by Mona Kozart, has been purchased by CFQC-TV, Saskatoon, Sask. The show is produced and aired here each Monday by CFCN-TV.

WWTW 'Found Guilty'
Disregarding NABET
Washington — In an intermediate report and recommended order, National Labor Relations Board trial examiner Lee J. Best has held Fetzer Television guilty of refusing to bargain collectively with NABET, certified to represent certain of the employees of WWTW, Cadillac, Mich., and has recommended that the company be ordered to bargain in good faith.

Union's Sponsor Threat OK

Washington—Labor may lawfully threaten those who advertise over a broadcasting station with loss of patronage of union members and with distribution of leaflets asking the general public not to patronize the advertisers, the National Labor Relations Board has decided. Philip Ray Rodgers dissented.

Mike Gold Buys KRBO, Las Vegas, for \$85,000
Hollywood — Mike Gold, Gold-Linden agency president has purchased 500-watt KRBO-AM-FM, Las Vegas, from Joe Julian for more than \$85,000. Studio and transmitter are in the New Frontier Hotel on the strip. Broker was Wilt Gunzendorfer Associates.

Seymour Reed Says: 'Stopgap TV' Ended By Syndie's Quality
Stopgap TV programming is a thing of the past, Seymour Reed, president of Official Films, declared yesterday, adding that syndication has become a diversified service with continuing quality product.

In a yearend review, Reed said, his company has made 513 sales on 35 TV series in 151 markets during '61. Sales included 86 of
(Continued on Page 8)

C. Phyll Horne to FCC
Washington Bureau of THE FILM DAILY
Washington — C. Phyll Horne has been named engineering assistant to FCC commissioner Rosel H. Hyde, the commissioner has announced. Horne has been a practicing consulting engineer associated with the Washington firm of James C. McNary.

'Political Dynamite' Seen in Wrangling Over Channels, UHF

Washington Bureau of RADIO-TV DAILY
Washington — Loaded with political dynamite, the allocations problems of radio and TV which both Senate and the House Commerce Committees have allowed to simmer on low burners, are about due for hotter, more decisive action in the months ahead.
Rep. Oren Harris (D., Ark.), chairman of the House committee, apparently has made up his mind that these complex, technical matters have too long been baffling Congress.

A subcommittee is set to hear all about UHF in TV and the clear channel problem in radio. Tentatively scheduled separate hearings may involve the decision of the FCC to put additional radio stations on a dozen clear channels. Another decision would make
(Continued on Page 8)

Hitchcock Back to CBS
"Alfred Hitchcock Presents," which made its debut as a 30-minute program in October, 1955, on CBS-TV and moved to NBC-TV in September, 1960, will return to CBS-TV next Fall as an hour show. Oscar Katz, CBS-TV program veep, said it will not be slotted on Sunday nights.

Two New AMers Okayed
Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broadcast Bureau has announced the grant of applications for new AM radio stations, to Taconic Broadcasters, 1 kw directional antenna in Brewster, N.Y., and to John Hutton Corp., 1 kw, unlimited hours, Honolulu.

K.C. TV Set Sales High
Kansas City—October, 1961, TV set sales in the Kansas City viewing area were 8,432, according to figures released by the Electric Association of Kansas City. Saturation in Kansas City's viewing area is about 92 per cent.

Hope Show 'Goes Like 60'

Bob Hope, who has just returned from his 10th annual Yuletide trek in Alaska entertaining servicemen, received his Christmas and New Year's present belatedly today with a 24-city Nielsen report of his first show of the season for Revlon.
Considering the fact that Hope is one of TV's pioneers and year
(Continued on Page 9)

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Heston FDR's Voice In New ABC Series

Charlton Heston will speak the words of the late Franklin Delano Roosevelt when ABC-TV presents its documentary series devoted to the Roosevelt years starting next Fall. Produced by ABC-TV in association with Sextant, Inc., the series will include an opening hour program and 25 half-hour segments. Mrs. Eleanor Roosevelt, widow of the late President, will act as consultant and also appear on some programs.

Robert D. Graff is executive producer and Ben Feiner, Jr., producer.

COMING AND GOING

ABBY DALTON, featured in CBS-TV's "Hennessey," will be in Chicago tomorrow, to appear at the P. Lorillard convention.

LEE SOLTERS, of Salters, O'Rourke & Saberson publicity office, is on the West Coast for conferences.

SIR CEDRIC HARDWICKE has returned to the West Coast.

JOHN CROSBY, columnist and critic for the New York Herald Tribune and the Herald Tribune syndicate, leaves Friday for Monte Carlo, where he will serve as American juror at the Second International TV Festival.

MARTIN CARR, CBS director, to the Virgin Islands for a week's vacation.

JACKIE COOPER has arrived in New York in connection with his appearance in the upcoming CBS-TV special, "The Fourposter."

PAUL HARVEY, ABC commentator, is in Ft. Worth, Texas, to participate in the Texas Refinery Corporation's annual and sales convention.

JAY NORTH, star of CBS-TV's "Dennis the Menace," and CBS publicist GEORGE VESCIO, are in Dallas on a promotion tour for the series.

Duncan Miller to TvB In Sales Promo Post

Duncan Miller has been named director of sales promotion for the Television Bureau of Advertising. For the past five years, he was promotion director at the Magazine Advertising Bureau, and prior to that was national sales promotion manager at the N. Y. Mirror, promotion manager for WJZ Radio (now WABC, New York) and a copywriter at Time magazine.

George G. Huntington, TvB VP and general manager, in announcing the appointment, said: "Now, more than ever, the task of the TV executive is to know as much as possible about all media, not simply his own. At the same time, he must know and appreciate the problems of advertisers and their agencies. I believe that in Duncan Miller TvB has increased this experience and will be better able to fit the values of our medium to the requirements of our prospects."

'Arsenic and Old Lace' To Star Tony Randall

Tony Randall will star in the live, 90-minute TV adaptation of the hit comedy, "Arsenic and Old Lace," on the "Hallmark Hall of Fame" Feb. 5 on NBC-TV. Mildred Natwick, Tom Bosley, Boris Karloff and Dorothy Stickney are in key roles.

Bishop Sheen Returns to TV

Chicago — Bishop Fulton J. Sheen is returning to live TV through the efforts of a local businessman. Bill Gage, owner of Magikist Rug Cleaners, is turning producer to present Bishop Sheen in a new 26-week series, which kicks off in prime time on WGN-TV Monday and is to be taped for syndication by Cooper, Burns & Golin.

Gage, a Lutheran, said he is fostering Bishop Sheen's return to live TV because he believes an ad-

Colts' Unitas Kicks Off Kegler Series Saturday

Baltimore — The Colt's star quarterback, Johnny Unitas, will host "Tenpins for Dollars," a weekly bowling series beginning Saturday on WMAR-TV, and being telecast live from Unitas' own Colt Lanes in Towson. Feature of the show will be local bowlers shooting for prizes and an overall jackpot.

Stations Contribute For Scholarships

A large number of ABC Radio Network stations yesterday were reported to have given money, and generous dollops of local radio time in support of the '61 Edward P. Morgan Essay Contest.

Most of the cash donations comprising two scholarships for graduate study, to be awarded to the male and female winners, were provided by the network's affiliates and owned stations. Scholarships are currently valued at about \$1,400 each.

Part of the funds to purchase these scholarships was contributed by the AFL-CIO, long-time sponsor of the Ed Morgan program of daily news commentary; by Furman, Feiner & Co. advertising, and by Morgan.

vertiser "has a duty to help TV live up to its tremendous potential. This is not a matter of mass appeal, but of providing programs that are stimulating, informative, uplifting and thought-provoking. The benefits to the advertiser will inevitable follow."

Gage also sponsors "Great Music," featuring the Chicago Symphony Orchestra, and Stuart Brent, a book-seller who talks about both literature and general subjects.

FINANCIAL

(Jan. 2)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Elec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Capital Cities, Desilu, Esquire Inc., Movielab, MPO, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Bartell, Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent.

* Courtesy of National Association of Security Dealers.

Pa. Leukemia Society Elects Greene Prexy

Pittsburgh—Henry V. Greene Jr., sales manager of KDKA-TV, has been elected president of the local chapter of the Leukemia Society.

Before coming to Pittsburgh Greene served 10 years with the United Fund in Boston.

New Class B FMs OK'd

Washington—The FCC's Broadcast Bureau has granted Market Square Presbyterian Church a new Class B FM station on 94.1 mc in Harrisburg, Pa., and has granted Christian Broadcasting Network a new Class B FM of 104.5 mc in Norfolk. WEOK-FM Poughkeepsie, N. Y., has been granted subsidiary communications authority on a multiple basis.

VIEWER THAT SELLS! SHIP WDAU-TV SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK HERE OR CALL CONWAY IN SCRANTON.

AVAILABLE NOW IN YOUR MARKET

TV's Most Dramatic Program Concept . . . Unprecedented in TV News Reporting

United States Hearing Highlights

HAS PROVEN AUDIENCE APPEAL

Now, for the first time in television history, timely on-the-scene coverage of significant, drama-packed Governmental hearings is available through the medium of a brand-new weekly hour-long show, United States Hearing Highlights.

Television's greatest hours in the past are best remembered for comprehensive coverage of the Kefauver Crime Hearings, the McCarthy Hearings, the Labor Racket Hearings. Vitally important hearings such as these are being conducted constantly throughout the nation. . . . And now Hearing Highlights will be *on the scene* to bring to you and your audience an hour-long weekly condensation of the most dramatic, most significant moments of Your Government in Action. . . . Informing the American people on critical issues affecting all their lives.

An Action-Packed Series of Award-Winning Stature

Hearing Highlights is television reporting at its best—with a Pulitzer Prize-winning Capitol Hill newsman providing the "know-how" that projects this show far above the routine news reporting slot. Pulitzer Prize Reporter Clark Mollenhoff serves as both editor and commentator of Hearing Highlights. Mr. Mollenhoff, one of America's top award-winning newsmen, has—in addition to the Pulitzer Prize—been the recipient of the Raymond Clapper Memorial Award, the Heywood Broun Memorial Award, the National Headliner Award, three Sigma Delta Chi Awards and the John Peter Zenger Award.

Mr. Mollenhoff, of the Washington Bureau of the Cowles Publications (Look, the Des Moines Register and Tribune and the Minneapolis Star and Tribune), was awarded the Pulitzer Prize—journalism's highest honor—in 1958 for his explosive expose of labor union racketeering, a series of articles which touched off the now-historic Senate Labor Racket hearings. His knowledge of behind-the-scenes Washington, his long experience in Governmental reporting make Mr. Mollenhoff a "natural" as commentator and editor of this no-holds-barred brand of Governmental news coverage.

Hearing Highlights has an audience-proved format—a fast-moving, provocative behind-the-scenes show that will provide new entertainment and information dimensions for your 1962 programming. It is an appealing weekly package for sponsors; a show that lends prestige and stature to both sponsor and station.

Hearing Highlights is *not* a re-run of old film clips from past hearings. Each week during 1962, Hearing Highlights cameras will be *on the scene* at important Government hearings, recording on film and tape for your audience the controversy, the legal and legislative sparring, the humor, the grave and momentous decisions generated by these proceedings. And each Sunday, these highlights will be available to you while the hearings *still are important news, fresh news.*

Hearing Highlights has no cast of actors; no make-believe plot. The cast of Hearing Highlights is comprised of real-life people—high officials of our government . . . leaders of our military . . . distinguished legislators . . . leaders of business and industry . . . men and women from all walks of life who suddenly have been projected into the news by the machinery of Government as it maintains its continuing vigil over the freedoms of our land and our people.

Hearing Highlights Cameras Are Ready to Roll

The first filming by Hearing Highlights will start on January 23, 1962 at the opening of the Federal Communications Commission's investigation and study of Radio and Television Network Broadcasting.

Film and tape highlights of this important hearing will be available for Television and Radio on Sunday, January 28, 1962.

And, this is just the beginning! Mr. G. Bennett Larson, producer of Hearing Highlights, and Mr. Mollenhoff already have scheduled for their cameras an impressive list of hearings during 1962 . . . providing the authentic backdrop for dramatic weekly reports of what the watchdogs of our Government are doing to safeguard our freedoms and keep America strong and secure.


This timely, brand-new show will bring new audience-building strength, new informative entertainment to your 1962 program schedule. And you can buy this full-hour program at the cost of what a first-class half-hour show sells for. Hearing Highlights already is receiving the overwhelming endorsement of leading broadcasters, legislators, government officials and educators. It will pay you to investigate the reasons why Hearing Highlights promises to be the brightest new show for 1962!

For further information contact G. Bennett Larson or William L. Clark.

Washington, D. C., Television & Radio Program Service, Inc.


Jefferson Suite, 1200 16th Street N.W., Washington 6, D.C.

Telephone: District 7-4707



Colonial Bread is a consistent user of television. We maintain a year-round and steadily increasing schedule of announcements on WLW-A, as we find more and more of the best network and local programs on their schedule.

We feel WLW-A has been a definite factor in keeping Colonial Bread number one in the market.



Media Director, Bennett & Co., Inc.



WLW-a

ATLANTA

TOWER OF STARS

reaches 3 million people in 117 counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-I

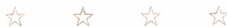
Television Television Television Television
Cincinnati Columbus Radio Dayton Indianapolis

Crosley Broadcasting Corporation



By TED GREEN

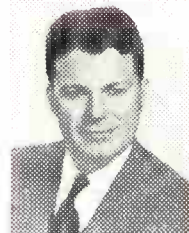
● ● ● 1962 may be the year you will see Gina Lollobrigida, Kim Novak and Anita Ekberg on the same TV spec if Arpege prexy Edouard L. Courmand has his way. He's trying to set up an International Glamor Show and is now huddling with NBC brass on it.



● ● ● Bandleader Sammy Kaye heads for Florida to fulfill concert and club dates. He'll also meet Jackie Gleason, Jack Philbin (Gleason's TV producer) and the "Great One's" writers to work on a new TV show. . . . "Perspective on Greatness," new TV documentary show created by Nat Gassman, of BCG Films, premieres Friday on WOR-TV. The show, which runs an hour, will lead off with an episode on Al Smith. Other international names scheduled for "Perspective on Greatness" are the Windsors, Gandhi, Hammarskjold, Admiral Byrd, Lindbergh, Wendell Willkie, FDR, Babe Ruth.



● ● ● Meet: Walter A. Scanlon, merchandising and public relations consultant, is a pioneer in merchandising and public relations for the radio and TV industries. Before joining CBS Films, which he is leaving after 10 years as top man in his field, he was associated with several major industries, as well as radio, TV and motion pictures, in various capacities, having had experience in every phase of sales, promotion, advertising, merchandising, public relations, publicity and exploitation. He has been a public relations counsel for well-known personalities in industry and entertainment fields.



SCANLON

● ● ● Merv Griffin sings on the Ed Sullivan Show Apr. 4. . . . Horace Silver off for a tour of Japan. He's the hottest jazz star there. . . . Paul Taubman redecored his swank Penthouse Club. . . . Julian Cannonball Adderley makes his Sullivan debut in February. . . . Jazz star Ramsey Lewis doing a syndicated radio jazz show. . . . Society bandleader Phil Bennett stars with Joe Franklin this week. . . . John Anderson of the Gaslight Club, who appeared on NBC's "Family," is one of the classiest guys around.



● ● ● Joe E. Ross and Fred Gwynne, stars of NBC-TV's "Car 54, Where Are You?" are being scheduled for a number of personal appearances throughout the country. "Car 54" is produced by General Artists Corp. . . . If you caught the "Saturday's Sports Digest" on NBC-TV with Lou Boda and Linda Fields, we want you to know that the brain behind it is none other than Don G. Weller, administrative vep of the Meadow Brook National Bank, who sponsors the show. . . . Murray Benson of CBS Film Sales informs that "Video Village" Board Game has sold over a million games, (show emanates from the Coast). Second in line is "Deputy Dawg" stuffed doll and Capt. Kangaroo's Treasure House game.



● ● ● Goes On Out Of Town: Harvey Dinkins, WSJS-TV farm service director, was unanimously elected to his second term as historian of the National Association of Television and Radio Farm Directors. . . . J. Robert Holland, news director of WIIC, Pittsburgh, has been elected VP of the Pennsylvania AP Broadcasters' Association. . . . WSJS-TV has had a bevy of visitors recently, one of the most popular being Miss Sheralee Connors, who was the featured Miss Playmate in the July issue of Playboy magazine. . . . Another female guest of a different ilk was "Judy," the bowling champanzee, who gave ten-pin toppers tips on "The Bob Gordon Show." And to finish off its guest list (WSJS' Bob Gordon played host to two musically inclined canines, Teddy and Ike, who performed a rock and roll number with a new "Twist."

Mexican 'Dubbers' Ask For Double Pay Scale

Mexico City — Mexican actors who dub voices for American series aired on local channels are seeking considerable pay increases. Spokesmen for the "dubbers" have petitioned their union, the National Association of Actors, to evaluate their complaints and to initiate legal action intended to obtain a 100 per cent salary increase. They claim that in addition to being aired in Mexico, the shows are also aired in South America and Spain.

Teledynamics Bullish About Color Syndies

"While most syndicators are cutting their overheads and re-trenching, we are planning our third series in color, 'The Kingdom of Color,'" Richard Feiner, president of the Teledynamics Corp. announces.

"We are taking our cue from the NBC network color programming. What Walt Disney and his 'Wonderful World of Color' is doing for color on the national level, we will do on the local level with 'The Kingdom of Color' in addition to our current color properties." Feiner added.

Teledynamics has sold its two color series, "Long John Silver" and "True Adventure," in eight markets during the last three weeks.

Midwest Group to Moyer

(Continued from Page 1)

holdings in television stations KCKT, Great Bend, Kan.; KGLD-TV, Garden City, Kans., and KOMC-TV, McCook, Neb. satellite of KCKT.

The acquisition is subject to FCC approval. Stockholders of the Wichita Corp. and Central Kansas TV Corp. also must approve before transfer of the stations control is completed.

Moyer said finalizing of the deal will give KARD-TV a Kansas network with a potential for reaching more than 70 per cent of the TV homes in the state.

Claire Safran Now Editor

Claire Safran has been appointed editor of TV Radio Mirror, a Macfadden publication. She succeeds Ann Mosher, who recently resigned.

HOWARD E. STARK

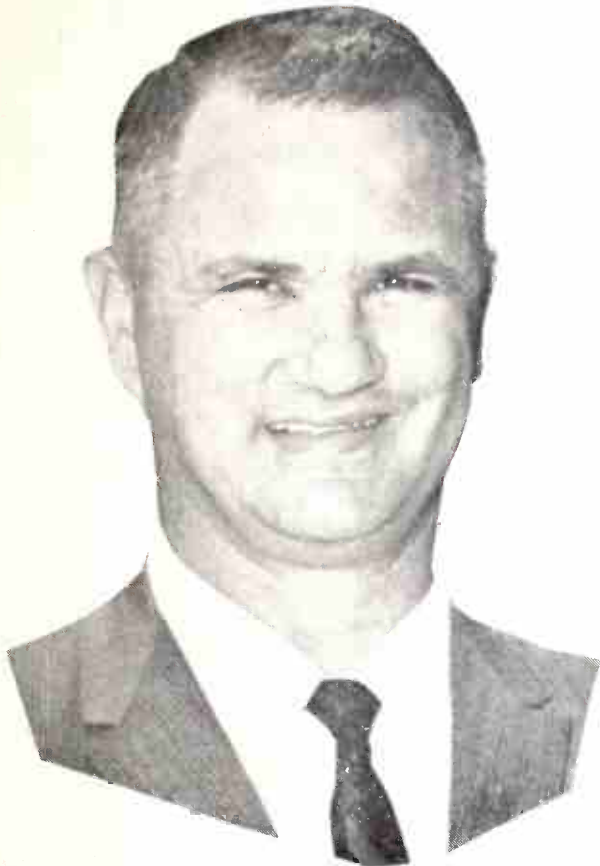
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*"Our live
TV show on
WSUN-TV is in
its 3rd year...
the reason –
RESULTS!"*



This is how Charlie Cheezem, Realtor, Builder and Developer of Florida's leading West Coast Retirement Home Development feels about WSUN-TV, Tampa-St. Petersburg, Florida.

"Our 8 salesmen at Ridgewood Mountain Village make it a point to learn where our customers come from. Our weekly half-hour community sing program on WSUN-TV is over 2 years old, has consistently been one of our best advertising investments."

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



National Representative: Venard, Rintoul & McConnell
Southeastern Representative: James S. Ayers

Broadcast Pioneers 'Mike Award' to WGN

Pick Chicago Station To Get Annual Honor At Feb. 25 Banquet

The Broadcast Pioneers will present its second annual "Mike Award" to WGN, Chicago, on Feb. 25 at the Latin Quarter in New York, "for distinguished contribution to the art of broadcasting and in recognition of pioneering in the art, the science and in service to the public." The announcement of WGN's selection was made by Phil Edwards, president of the N. Y. Chapter of the Broadcast Pioneers.

He said WGN was chosen in acknowledgement of the company's dedicated service to its community and its adherence to quality, integrity, responsibility, in programming and management, and its position of leadership in the broadcast industry.

Proceeds of the "Mike Award" dinner and reception will go to the Broadcasters' Foundation, of which Arthur Simon of RADIO-TELEVISION DAILY is president.

The award comes to WGN, Inc., just before its 38th birthday, as WGN went on the air March 24, 1924. President of WGN-TV and which operates WGN-TV and clear-channel WGN, is J. Howard Wood, president of The Tribune Co. and publisher of the Chicago Tribune. Ward L. Quaal is executive VP and general manager.

Blair-TV VP Denninger Resigns for Own Firm

Jack Denninger, VP of Blair-TV for seven years, is resigning to form his own company which will operate in the financial rather than the broadcasting field. Meantime, Richard Gerken is returning to the Blair organization from his present post as eastern sales manager of Metropolitan Broadcasting National Sales.

Gerken, who joins Blair-TV's New York sales staff, was associated in a like capacity with John Blair & Co. from 1946 to 1954. Since then he has been president and general manager of WHIM, Providence, for seven years as well as VP of a sister station, KGIL, Los Angeles.

NLRB Nod to AFTRA

(Continued from Page 1)

the KXTV way and made his decision accordingly.

The key issue appeared to be whether the advertising medium becomes one of the producers of the product advertised through the addition of its service. NLRB held it did, and that this made the union activities in question legal.

'62 Radio's Biggest Says ABC's Duffy

"There is every reason to believe 1962 will be radio's biggest year," it was stressed by ABC VP Jim Duffy, national sales director for the radio network, as he reported that each quarter of 1961 represented a sales improvement over the previous one and "the trend is continually going up." He noted that with three selling months still to go in the first quarter of 1962, ABC Radio's program sales already show a 37 per cent increase over the completed first quarter of 1961.

Duffy also pointed to a record-breaking \$4,709,626 in new and renewed business for 1962 contracted in December by ABC Radio. This includes \$2,280,110 in new business and \$2,429,516 in renewals.

The Miller Brewing Co. contributed more than \$500,000 toward the overall figure, sponsoring the new nighttime show "Good News With Alex Dreier" and renewing its sponsorship of Dreier's drive-time newscasts.

Bulk of the new business will come from the following advertisers, whose accounts range from \$100,000-\$500,000: Wm. Wrigley Jr. Co., which will sponsor both "Breakfast Club" and "Flair;" J. B. Williams Co. in "Breakfast Club;" Knox Gelatine, in "Breakfast Club;" Mar Pro, subsidiary of Maremont Automotive Products, in news; General Foods Corp., in "Breakfast Club;" Pepsi-Cola Co., in news, and S. C. Johnson & Son, in Dreier's drive-time news and John Cameron Swayze's weather show.

Other new advertisers signed in December include the Buick Motor Division, Accent-International Div., De Soto Chemical Coatings and Wynn Oil Co.

TV Swamps Other Ad Media

Special To RADIO-TV DAILY

Toronto—TV's selling power for department stores is shown in a new survey conducted by Elliott-Haynes for CKOW-TV, Moncton, New Brunswick. Results of the survey were released by the Television Bureau of Advertising of Canada.

At an anniversary sale for a leading department store in Moncton, respondents were asked how they first learned of the event, with 49.3 per cent listing TV; 27.5 per cent radio; 17.2 per cent newspapers, and 6 per cent other ways.

Of the visitors questioned from out-of-town, 53.4 per cent heard of it through TV, 26.2 per cent

OSU Airing Lerner Series Despite Anti-Reds' Protes

Columbus, O. — The Franklin County Anti-Communist Study Group will not deter WOSU-TV, Ohio State U. station, from airing the Max Lerner series, "The Age of Overkill," according to Ronald Thompson, OSU dean of special services. He said each of the 13 programs will be viewed by him before telecasting, and he will review all 13 radio tapes broadcast by WOSU Radio since October.

The 13-week TV series, which reviews events leading up to present world tension, is based on a recent book by Lerner and dis-

tributed by the National Educational TV and Radio Center to 58 member stations. WOSU-TV began airing its Dec. 27, and Thompson said the radio series has prompted only favorable letters and phone calls since started.

The Anti-Communist Study Group has objected to the series on TV, claiming Communist activities by Lerner, a professor of American Civilization and Institutions at Brandeis U., Boston and a columnist. He appears the series as a lecturer.

Insurance Co. Sponsors Show on A Risky Sport

Newsman Walter Cronkite, himself an amateur racer, will provide viewers with a look into the risky world of sports-car racing Jan. 14 in CBS-TV's "Twentieth Century." Part of the show will feature interviews with well-known racers, about the hazards of the sport. Prudential is sponsor.

'Davey & Goliath' Added To WPIX Kiddie Lineup

"Davey and Goliath"—a new weekly animated cartoon series—featuring the day-by-day experiences of a moppet named "Davey" and his canine companion, "Goliath," will premiere on WPIX Saturday. Produced by United Lutheran Church in America, the new program is non-sectarian.

"Davey and Goliath" is filmed in Clokey three-dimensional, stop-motion techniques at Clokey Productions, Inc., Glendora, Calif., and is distributed for TV by the National Council of Churches.

Montreal Catholics Back ETV Channel

Special To RADIO-TV DAILY

Montreal—The Montreal Catholic School Commission has unanimously adopted a resolution calling for establishment of a TV channel devoted solely to educational programming.

The resolution urged setting up a committee to study the way and means and quality of programs to be telecast. The committee would comprise representatives from universities, public institutions and other interest groups.

There is still one channel available in the Montreal area and the Board of Broadcast Governors may allocate it in the near future.

The Canadian Broadcasting Corporation is currently conducting an experimental broadcast of university courses Sunday morning with the possibility of offering courses next year for degrees.

WBFM Names Weed National Station Rep.

New York's WBFM, Muzak Corp. O&O, has retained Weed Radio Corp. for national representation. Edwin J. Fitzsimmons, Weed exec VP, and Joseph V. Roberts, Muzak marketing VP, signed the agreement.

Student Music Studies In Cleveland Review

Cleveland — A look at public schools and their effect upon the culture of tomorrow's citizen will be presented Jan. 11 when WJW-TV's "Cleveland Report" presents "They Shall Have Music." This special program will be a depth report on music training in two of Northeast Ohio's major school districts.

Harvey City-Hopping In Jan. 11-Talk Sked

ABC newscaster-commentator Paul Harvey has scheduled 11 speaking engagements this month, beginning with an address today at the Texas Refinery Corp. convention at Ft. Worth. Next Monday, he will speak before the Greater Burlington Jaycees in Vermont, going back to Texas to address the Vernon Chamber of Commerce Jan. 12 and the Texas Jaycees of Odessa Jan. 13.

On Jan. 15 Harvey will speak at the Annual Meeting of Businessmen of Salina, Kan., and on the 18th will be in Sarasota to address members of Project Alert. He will address the Jaycees of Roanoke, Va., Jan. 23, and the following day will be in Canton, Miss., for the city's Jaycee Distinguished Service Award Dinner. On the 25th he will be in Lima, Pa., to address the annual sales meeting of the Superior Coach Corp.

In Canton Jan. 26

Harvey will be in Canton, Miss., on the 26th to speak at the Chamber of Commerce Annual Banquet, and on the 27th will go to New Castle, Pa., for the Greater New Castle Association Annual Dinner.

During his speaking engagements, out-of-town origination of ABC's "Paul Harvey News" will be as follows: Today—WB-F, Ft. Worth; Monday—WJOY, Burlington; Jan. 13—KCRS, Midland, Tex.; Jan. 15—KFRM, Sanna; Jan. 18—WSUN, St. Petersburg; Jan. 23—WHYE, Roanoke; Jan. 24—WHDC, Canton; Jan. 25—WIMA, Lima; Jan. 26—WSLI, Jackson, Miss.

CBS's Palmer Faults Typical Billing Tests

"Agencies, representatives and stations are so varied in their internal accounting, that is their billing-processing operational procedures, that a test run on a single company cannot be indicative of the industry," according to John C. Palmer, Broadcast Clearing House president. He referred to elaborate test cases arranged by two central billing clearing houses in an effort to demonstrate the advantage of their automated billing system.

Lowell Thomas Honored by Explorers Club Title

Lowell Thomas, veteran CBS newscaster, world traveler, writer and lecturer, has been named honorary president of The Explorers Club, an honor accorded only to three other men before him—Arctic explorers Adm. Robert E. Peary, Gen. Adolphus W. Greely and Gen. David L. Brainard.

7 Arts Charts '50's' Course



Robert Rich, vice president and general sales manager, leads a discussion on marketing strategy for Seven Arts' Volume 3 of Warner Bros. "Films of the 50's," together with Donald Klauber, vice president and national sales manager, at the company's New York sales meetings. Left to right: Lloyd Krause, eastern division manager; Robert Hoffman, midwest division manager; Abraham Cass, of Seven Arts Canadian distribution office, Klauber, Rich and Tex McCrary, vice president, public relations.

'Milton Berle Show' 3rd Chrysler Special

The third special in "Chrysler's Drive to Great TV Entertainment," sponsored by Chrysler Corp. via Leo Burnett Co., will be "The Milton Berle Show" on NBC-TV in color March 9. The hour show will feature as guests Jack Benny and film star Laurence Harvey.

The first two Chrysler specials, both on NBC, are "The Bob Hope Show," Jan. 24, and "The Broadway of Lerner and Loewe," Feb. 11. Supporting Hope on his show, which features highlights of his Christmas tour of our Arctic bases, are Jayne Mansfield, Dorothy Provine, Jerry Colonna, Anita Bryant, Rosemarie Frankland (English girl who won the "Miss World" contest) and Les Brown and his band.

"The Broadway of Lerner and Loewe," produced by Norman Rosemont, stars Maurice Chevalier, Richard Burton, Julie Andrews, Robert Goulet and Stanley Holloway. The famed team responsible for "My Fair Lady," "Gigi," "Camelot" and other great successes will also appear on the show.

Fifth Year for Rizzuto On 'It's Sports Time'

Phil Rizzuto returns Monday for his fifth year conducting the baseball-season half of CBS Radio's "It's Sports Time." He takes over from Pat Summerall of the New York Giants, as the football season comes to a close. "It's Sports Time" is sponsored by Reynolds Tobacco, via William Esty, and Hastings Manufacturing, via Bozell & Jacobs.

Optical Firm Sees Worth of TV Ads

Texas State Optical, which has more than doubled in size since entering TV in 1956, has continued its exclusive six-year association with Ziv-UA programs.

The firm, which spent \$500,000 in TV last year, launched its 1962 campaign with an initial purchase last week of two Lone Star markets for "Everglades" and another for "Ripcord." More markets will be added. The chain comprises more than 80 offices in nearly 50 towns in Texas.

Purchases were announced by Len Firestone, Ziv-UA VP in charge of sales. Agency is Erwin Wasey, Ruthrauff & Ryan.

By a system of documented tally, the company has conclusively determined that 75 per cent of its clients are recruited by television.

General Telephone Chief Heads Heart Fund Drive

Donald C. Power, chairman of the board and chief executive officer of General Telephone & Electronics Corp., will serve for the second successive year as national chairman of the Heart Fund campaign to be conducted next February, according to the American Heart Association.

Threat From South Shaking Tin Pan Alley

Washington—WWDC is shooting for the top of the 1962 Hit Parade with its own song, "Washington, My Home Town." Lyrics were written by station veep Norman Reed, and music by Euel Box.

BEST by TEST!

Leadership Stations in Selling and Programming!

A

"Joe" Rahall

Station



N. Joe Rahall

WLCY — TAMPA-ST. PETERSBURG, FLA.

First in Hooper and Pulse
Sam Rahall, Manager

WKAP — ALLENTOWN, PENNA.

First in Hooper and Pulse • soon . . . 5000 watts
"Oggie" Davies, Manager

WWNR — BECKLEY, WEST VIRGINIA

First in Hooper and Pulse
Tony Gonzales, Manager

WNAR — NORRISTOWN, PENNA.

First in Hooper
John Banzhaff, Manager

WQTY — JACKSONVILLE, FLORIDA

"Our New Baby"
Jack Faulkner, Manager

RAHALL RADIO GROUP — Represented by ADAM YOUNG

Earlier Date Set For Judy's Special

The Judy Garland special co-starring Frank Sinatra and Dean Martin on CBS-TV will be telecast Feb. 25 and not March 11 as previously announced. Sponsors are Chemstrand Corp., through Doyle Dane Bernbach, and Kitchens of Sara Lee, through Cunningham & Walsh. The one-hour program, in which Kay Thompson serves as special assistant to producer-director Norman Jewison, will pre-empt "General Electric Theater" and "The Jack Benny" show.

More 'Local Issues' For Detroit Listeners

Detroit — WXYZ general manager John O. Gilbert will seek to place greater emphasis on local news analysis programming when the station begins a new schedule of "local issues" programs this week, featuring WXYZ commentator analyst Lou Gordon.

In addition to Gordon's nightly five-minute commentary program, he will now be heard six times daily between the hours of 7 AM and 10 PM, Monday through Friday. The new schedule of commentaries will deal with one issue daily.

House Tackling Issues Of Clear Channels, UHF

(Continued from Page 1)

eight important TV markets all UHF by taking single operating VHF TV stations out of each.

The Senate Commerce Committee held two lengthy sets of hearings on UHF after it became evident that the new channels were having trouble competing with established VHF TV service. The commerce committee took no action.

The nearest the House Commerce Committee got to such complicated subjects was its consideration of the plea of Daytime-only radio stations for longer operating hours. Some members concluded the FCC was right in refusing, and the committee took no action.

Congress set up the FCC as an expert agency, supposedly with the engineering and technical know-how legislators are not expected to have. Ordinarily, the farthest any committee would go would be to inquire into FCC reasons for deciding one way instead of another.

'Quick' Appointment

Charlotte, N. C. — Ken Quick has been appointed film editor of WBTV. He joined the station in 1959 as a projectionist.



By PETER C. DAVALLE

Both BBC TV and ITV (ATV's American company) go into 1962 confident that the jinx that once haunted British-made TV exports to the U. S. has been given a sharp kick in the electronic pants. Success in the U. S. of such co-produced or 100 per cent British series as "The Valiant Years" and "Danger Man," has sent British TV chiefs' hopes soaring. . . . ITV has three new TV series ready for the cameras, and the BBC has two. . . . Recently, Lloyd Burns, vice-president of Screen Gems' international operations was in London finalizing details for a new TV series to be made over here. Details expected early in the New Year.

☆☆☆☆

News has just broken that a series of 60-minute films based on C. S. Forester's "The African Queen" will be made in Britain with Four Star Productions, distributing and financially backing. British financial contribution will come from an (as yet unnamed) independent TV contractor. . . . Original roles of Bogart and Hepburn are likely to be taken by U. S.-born John Ireland and Britain's Glynis Johns. . . . There'll be African location work and the three men behind the 26-episode series will be Hilliard Elkins, Hugo French and Ireland himself.

☆☆☆☆

Note the change of title in BBC's Television Promotions Department. It's now: BBC Television Enterprises. Change of name is due to expansion of the Department's activities in the world market, I'm told. Ronald Waldman is general manager of the Department and Mr. G. del Strother, formerly promotions sales manager, has been appointed assistant general manager. . . . In the last financial year, 1,200 BBC TV programs were exported, a number already exceeded in the first half of the current financial year.

☆☆☆☆

Playwright John Osborne's scathing denunciation of Britain's film distribution system, made in ABC TV's "Tempo," ATV program, has angered Rank's managing director John Davis. At a luncheon, he erupted with facts to prove that the kind of films which Osborne, by implication, has knocked, were world-beaters. Davis concentrated the acid by hinting that Osborne's "The Entertainer" died the death in Rank-owned cinemas.

☆☆☆☆

There'll be strong U. S.-Canada interest in Granada TV's "Personal Appearance" program that goes out on January 3. Star of the Show is Canada's Paul Anka, and lending support will be 16-year-old U. S. vocalist Linda Scott and U. S. comedian Johnny Carson. . . . ABC TV bought U. S. writer Rod Serling's TV play "The Rank and File" and gave it a memorable production. In the cast was U. S. actor David Bauer, making his British TV debut.

☆☆☆☆

Great news for theatre fans. Peter Hall, director of famed Stratford-on-Avon's Royal Shakespeare Theatre has tied up with BBC-TV to present complete recordings of some of his company's plays after their stage season ends. First off the line will be "The Cherry Orchard," starring John Gielgud. . . . U. S. cabaret star, currently in London and already a familiar face on British TV screens, was robbed of jewelry and costly furs when thieves broke into her Mayfair flat.

☆☆☆☆

Still no sign of peace in the two-month old dispute between the independent ITV companies and Equity, the actors' union, which has deprived ITV of some of its top-rating shows. But both sides are still talking. . . . BBC has deferred its decision on a claim for a 7½ per cent pay rise for 4,700 clerical and secretarial employees. . . . Britain's top comic—compere Bruce Forsyth has given up a £1,000-a-night spot on ITV's "Sunday Night at the London Palladium" TV show to appear in pantomime in Manchester.

☆☆☆☆

Joining Scottish TV's board of directors are John J. Hardy (general manager) and William Brown (general sales manager). . . . An Independent Television team of three cars—from ATV, TWW and ITN—has entered for the Monte Carlo Rally starting on January 20. . . . Telefis Eirann (Irish TV) starts up any day now, with six hours of programs a night.

Navy Facilities Augment FCC Monitoring Bureau

Washington—The FCC and the Navy have signed an agreement under which the Commission Field Engineering and Monitoring Bureau will augment its Puerto Rican monitoring activities with use of Navy facilities there. FCC chairman Minow noted that the agreement is in line with a White House directive that Federal agencies coordinate activities in the field.

'20th Century' Sets Four Script Chores

CBS News correspondent Frank Kearns, and Marshall Flaum, John Gilligan and Douglas Wood have been assigned to write scripts for upcoming programs of "The Twentieth Century" TV series.

Kearns, who covered the Middle East for CBS News, will write "Crisis at Suez." Flaum, associate producer of "The Twentieth Century," will write "Puerto Rico: The Peaceful Revolution." Gilligan, the show's director of research, will script "Get the Grasp!" Wood, another staff member, will write "Czechoslovakia: From Munich to Moscow."

Paris' Music Influence Given Bernstein Study

"The Road to Paris," a program devoted to the early 20th-century impressionistic Parisian influence on three composers — George Gershwin the American; Ernest Bloch the Swiss, and Manuel de Falla the Spaniard—will be the second in this season's series of four New York Philharmonic Young People's Concerts Jan. 1 on CBS-TV.

The series is sponsored by the Shell Oil Co., via Kenyon & Eckhardt.

'Stopgap TV' Ended

(Continued from Page 1)

the top 100 U. S. markets, he said.

In New York, Reed noted, seven series were sold for broadcast on four stations, giving Official's running total of 16 shows on the city's six stations. Official's newest series, "Biography," Dave Wolpe documentary production, has been sold to Chemical Bank New York Trust Co. through Benton & Bowles. Start is Mar. 2 on WNBC-TV.

Durando at Hollingbery As Radio Account Exec

George P. Hollingbery Co. radio and TV station rep, has appointed Harry J. Durando a radio account exec. He formerly was Donahue & Coe time buyer.

AM Bid to Air Opera Rejected by Agency

Indianapolis — The offer of AIV-FM to carry the Metropolitan Opera broadcasts in the Indianapolis area has been rejected by Gerard Johnston Agency, who said no independent FM stations were included in the network "due to lack of coverage in homes and cars by FM." The only Indiana station carrying the series WFIU, the Indiana U. laboratory station in Bloomington.

Indianapolis News writer Charles Staff, in commenting on the situation, said that because Saturday time can be sold at greater profit for disc jockey shows, no big AM stations will touch the Met broadcasts, and that commercial FM may be "the only answer." The local FM station, though a low-powered 100-watt outlet, covers Marion County and the surrounding area.

CBS-TV and Ziv-UA Ann Full-Hour Series

The CBS Television Network and Ziv-United Artists have completed arrangements for the development of a new full-hour television series starring George C. Scott for the 1963-64 season, it was announced yesterday by Oscar Katz, vice president, network programs, CBS Television Network. He said a pilot film of the proposed series is now under development and will star Scott, actor of television, stage and the screen, in top quality dramas.

Ziv-United Artists will produce the pilot with the CBS Television Network having creative control.

City Report on Hope

(Continued from Page 1)

all-time highs.

Evlon, it was said, received maximum saturation for its commercials. Hope's rating, broken down in 15-minute segments, are: first, 31.3, 56.8 share of audience; second, 34.7, 58.6 per cent; third, 36.7, 62.5 per cent, and fourth, 35.5, 61.2 per cent.

Hope goes to bat a second time this season for Chrysler Jan. 24 when he will present his recently-completed Christmas show.

N.Y. FAMILIES INCREASE VIEWING BY 6 PER CENT

New York families are watching TV an average of 5 hours and 20 minutes daily, an increase of 6 per cent above last year's average daily viewing of about 5 hours, according to a special study of the metropolitan area by Lawrence Pollock, WABC-TV research-sales development director. His findings for the current season are based on the latest Nielsen rating information.

One important factor behind the increase in viewing, Pollock states, is the substantial number of New York families who currently own two or more TV sets: at year's end, approximately 1.1 million New York families (25 per cent of the total) own two or more sets. New York City easily leads the rest of the country in the number and proportion of families with more than one TV set, he said.

The biggest increase in TV viewing, according to Nielsen, is the afternoon hours where 20 per cent more viewing occurs, Pollock reports. During the prime nighttime hours of 7:30-11 PM, when most New Yorkers watch TV, 8 per cent more viewing is taking place this year than last, the study revealed.

A possible indication of the heightened public interest in the deepening world situation is provided by viewing figures for TV newscasts. Nielsen shows that viewing from 11-11:15 PM, where news is the main TV bill of fare, is up a substantial 13 per cent over 1960.

The study also revealed that sports programming has showed the greatest viewing increases in 1961. NCAA Football, carried earlier this year on WABC-TV, drew 10 per cent more viewers than the similar collegiate schedule last year. Even greater gains were made by professional football which registered audience increases this year of about 40 per cent over last year's TV coverage in New York of NFL and AFL games.

Getting Up to Par

Portland — Jack Par has been elected "Morning Mayor" of KISN.

Color Growth in '62 Is Predicted by EIA

Washington Bureau of RADIO TV DAILY

Washington — Manufacturers of electronic equipment will sell some 300,000 tubes to be installed in new color TV sets in 1962, Electronics Industries Association president L. Berkley Davis predicts. He said 10.5 million-TV picture tubes will be sold in the U. S., along with an additional 1.5 million for export. The market for studio TV camera pickup tubes is expected to drop slightly in '62, but a 20 per cent rise is predicted for pick-up tubes for closed-circuit TV.

Davis said the market for transistors and receiving tubes is hard to predict because of competition from foreign manufacturers. He added, "The current trend to more or less drastic redesign of TV sets will encourage more new receiver tube designs and configurations." He also noted that about half the sale of black-and-white TV picture tubes is expected to be in the 19-inch size "as a trend favoring portable and table model sets is now under way."

He said "There is a current resurgence of interest in color TV picture tubes which promises to continue through 1962."

She'll Soon See Herself On Dept. Store Shelves

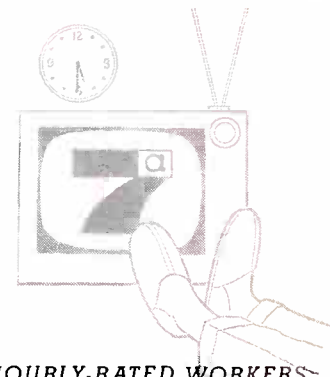
Under agreement with MGM-TV, Revell Toys will make a plastic model of "National Velvet" star Lori Martin and her horse, Blaze King. The firm already makes a "National Velvet" game set.

'Gideon's' Campbell Plays John Brown

Douglas Campbell, who plays the title role in the Broadway dramatic hit, "Gideon," will co-star with Richard Boone in the cast of "John Brown's Body" Jan. 14 on CBS-TV.

Campbell will portray John Brown in the dramatized reading of the Stephen Vincent Benet prize-winning poem, and Boone, as previously announced, will play the role of the narrator on the program.

INDUSTRIAL DETROIT GETS HOME EARLY



WITH MORE THAN 600,000 HOURLY-RATED WORKERS—INDUSTRIAL DETROIT DOES MORE TELEVISION VIEWING—AND STARTS IT EARLIER.

At 5:30, thousands of day shift workers settle in front of their sets to watch WXYZ-TV, where they find network quality action, adventure and romance.

MORE AND MORE DETROIT IS TURNING TO CHANNEL



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- TUES "CIMARRON CITY"
- WED "RIVERBOAT"
- THUR "HONG KONG"
- FRI "OVERLAND TRAIL"

For Availabilities, Contact ABC-TV NATIONAL STATION SALES
663 FIFTH AVENUE SUsquehanna 7-5000

Soul Landscape' Dramatized

"Soliloquy" is the theme and title for the first program in the new "Catholic Hour" TV series, "Landscape of the Soul" which begins Sunday on NBC.

Donald Davis and Lester Rawlins. Davis is perhaps best known for his performance in "Krapp's Last Tape." Rawlins is currently featured in the Thomas More play on Broadway, "A Man For All Seasons."

"Catholic Hour" is produced by Martin H. Work and Richard J. Walsh for NCCM. For NBC Miss Doris Ann is executive producer and Martin Hoade is producer-director.

The new series, which is concerned with the interior life, has been written by playwright Peter Dominic Rover, O.P., for the National Council of Catholic Bishops. This first program features

Int'l Sales of U.S. TV Boomed in '61: Baruch

CBS Films Executive Cites 40% Increase

By SHELBY COOPER

It was a boom year in '61 for sales of TV shows abroad, according to Ralph M. Baruch, international sales director for CBS Films.



BARUCH

Sales of CBS Films abroad in 1961 were 40 per cent higher than they were in 1960, and almost 75 per cent higher than in 1959.

Baruch attributed this climb to the fact that many foreign nations have just begun to get into significant TV operation. He estimated that about 40 per cent of all his company's sales is now foreign, and cited Austria, Ecuador, Ireland, Norway, Lebanon, Rhodesia, Syria, Belgium, The Netherlands and Hong Kong as markets opened up last year. CBS Films now distributes 65 different series in 55 countries, he said.

Mostly English-Speaking

More than half of the shows sold abroad go to English-speaking areas, principally Canada, England and Australia, where no dubbing is required. Immediately behind these three is Japan, which Baruch said is now producing TV receivers at the rate of a quarter of a million every month.

In response to a question as to what kind of program the foreign markets prefer, Baruch replied: "Exactly the same as what's popular here." He cited "I Love Lucy" as now being distributed in 50 countries outside the U. S. Public affairs programs, such as "CBS Reports" and "Twentieth Century," are increasing in popularity abroad, just as they are here. On the other hand, he said, interest in color programs, which for a while was high, is now waning. He believes this is because comparatively few viewers abroad have color receivers.

Baruch, objecting to the fact that TV shows are often blamed for the poor image of the U. S. projected abroad, said: "We can't tell some other country's TV industry what it's going to show. They make up their own minds."

Discuss Shaw's 'St. Joan'

John Mason Brown, critic and lecturer, and Charles Frankel, professor of philosophy at Columbia U., will join George D. Crothers in a discussion of George Bernard Shaw's "St. Joan" Monday on CBS Radio's "Invitation to Learning."

AGENCY NEWSCAST

By WM. McCUTTIE

W. B. Doner, Inc., has merged its New York office, with Lester Harrison, Inc., to form Doner-Harrison, Inc. Lester Harrison is board chairman. Sanford Hirshberg, Doner president in New York, is president of the new merged company. W. B. Doner, whose company will continue operating its offices in Detroit, Chicago, Philadelphia and Baltimore, is a director. Doner-Harrison billings will be about \$6 million.

Hoefer, Dieterich & Brown, Inc., San Francisco, has been retained by United Technology Corp. and the Instrument Division of Varian Associates. . . . Product Engineering, McGraw-Hill publication, has retained Donahue & Coe. . . . Freedomland, Inc., has reappointed Cole, Fischer & Rogow for the second successive year. Budget for '62 is over \$750,000. More than 25 per cent is slated for radio-TV. . . . Hanes Hosiery and Doyle Dane Bernbach have let their "agreement" die aborning. Firm will continue with the James R. Flana-

Virginia Weather Buy Aired on FM Network
Richmond, Va.—WRNL and the Cargill, Wilson & Acree agency, on behalf of Virginia Electric & Power Co., daily carry weather reports on a new 22-station FM-network in the state. The programs also are broadcast on AM. The FM relay network will be used for special features of interest to Virginians.

gar agency which has served it for 17 years.

Technical Tape Corp., New Rochelle, N. Y., through Product Services, has signed for a third year of participation in the Jack Paar and Today shows on NBC-TV. Firm's 1962 TV campaign will concentrate on new products.

Industry Calendar Checklist

- Jan. 6-14—International Television Festival at Monte Carlo, sponsored by the government of Monaco.
- Jan. 7-13—American Research Merchandising Institute convention. Sheraton-Chicago Hotel.
- Jan. 12—North Carolina AP Broadcasters Association meeting at Carolina Inn, Chapel Hill, N. C.
- Jan. 15-19—American Management Association, Hotel Astor, New York.
- Jan. 17—International Television Festival Awards presentation at the Opera House, Monte Carlo, Monaco.
- Jan. 17—Advertising Council, 20th anniversary dinner. Waldorf-Astoria Hotel, New York.
- Jan. 19—American Women in Radio & TV, Educational Foundation, board of trustees meeting. Savoy-Hilton Hotel, New York.
- Jan. 19-21—American Women in Radio & TV board of directors meeting. Savoy-Hilton Hotel, New York.
- Jan. 19-21—Advertising Association of the West, annual conference. Hotel Californian, Fresno.
- Jan. 20-21—Retail Advertising Conference 10th annual meeting. Palmer House, Chicago.
- Jan. 21—Iowa AP Radio & TV Association meeting, Des Moines.
- Jan. 23-25—Georgia Radio-TV Institute under auspices of GAB and U. of Georgia, 17th annual program.
- Jan. 25-27—South Carolina Broadcasters Assn., 15th annual convention. Holiday Inn, Sumpter, South Carolina.
- Jan. 29-Feb. 2—American Institute of Electrical Engineers exposition. New York Coliseum.
- Jan. 29-Feb. 3—NAB Board Committees. Far Horizons Hotel, Long Boat Key, Sarasota, Florida.
- Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-TV news short course, sponsored in association with the Northwest Radio-Television News Assn., and the Radio-Television News Directors Assn. U. of Minnesota campus, Minneapolis.
- Feb. 4-13—Advertising Recognition Week.

Eleven New Affiliates For ABC Radio Web

Eleven stations have been signed as new affiliates of ABC Radio, with five of them beginning their affiliation New Year's Day. The signings bring to 382 the number of ABC Radio affiliates—the most stations with which the network has ever started a new year.

The five stations that began their affiliation Jan. 1 were KIT, Yakima, 5,000 watts day and 1,000 watts night; WRFB, Tallahassee, 5,000 watts; WBIL, Leesburg, Fla., 1,000 watts; WTRO, Dyersburg, Tenn., 500 watts, and WSGA, Savannah, 250 watts.

Other newly signed stations are KBTR, Denver, 5,000 watts; WAIK, Galesburg, Ill., 5,000 watts; KBEA, Kansas City, 1,000 watts; KVET, Austin, Tex., 1,000 watts; WATA, Boone, N. C., 1,000 watts day and 250 watts night, and KLYK, Spokane, 250 watts.

75,000 Sound Effects Free to Customers

West Coast Bureau of RADIO-TV DAILY Los Angeles — Fifty thousand sound effects of the everyday variety, plus an additional 25,000 of the once-in-a-while class, are available free to motion picture and TV producer customers of Radio-Universal Recorders.

According to Martin Hersh, president of the newly merged firm, (Radio Recorders and Universal Recorders), the sounds are classified on 250 LP records and provide immediate facility to simulate anything from the sigh of a sleeping infant to a train wreck.

Alfred Ryder Guests

Director-actor Alfred Ryder has been signed by MGM-TV for the top guest star role of a jungle physician in the "Touch of Glory" episode of "Dr. Kildare," starring Richard Chamberlain and Raymond Massey.

Israeli Institute to Get Closed-Circuit TV Gift

Pleasantville, N. Y. — General Precision, Inc.'s, GPL Division announces that it will give an educational closed-circuit TV system to the Israel Institute of Technology, Technion, in Haifa. The only university of its kind in the Middle East, Technion will use the equipment to extend the number of students that professors can effectively reach during one presentation.

Lincoln Center Debut Slated for Telecast

CBS-TV will present a live telecast of the historic opening night at Philharmonic Hall in New York's Lincoln Center for the Performing Arts on Sept. 23, when international notables gather here for the opening of the center's first building.

The concert will feature the New York Philharmonic, Leonard Bernstein conducting, with noted soloists and chorus. The TV program will be produced by Robert Audek Associates.

In a joint statement, CBS-TV resident James T. Aubrey, Jr., and Reginald Allen, operations director for the center, said: "Presentation of the opening night program on CBS-TV marks the beginning of what we hope will be a long and notable era of service by the Lincoln Center for the Performing Arts both to those who are able to attend in person and those who attend through TV."

Did You Get the Info?

Kingston, N. Y.—WGHQ has been designated by the Chamber of Commerce to dispatch official information. The service is operated via telephone service from the station.

Murray Swells Actors' Fund

The Motion Picture Relief Fund is \$10,000 richer after receiving a donation from comedian Ken Murray in the name of some 75 Hollywood stars of past and present who appear on his NBC-TV show Sunday, "Hollywood—My Home Town," which airs as a "Du Pont Show of the Week." The program consists of home movies taken by Murray, during the past 35 years, of the Hollywood stars

with whom he worked and played.

Murray presented his check for \$10,000 to George Bagnall, president of the Motion Picture Relief Fund, at a preview of the show last week at Romanoff's Restaurant in Beverly Hills. Murray said the check fulfilled his earlier pledge to donate 10 per cent of proceeds from sale of the film as a tribute to the many movieland stars who made it possible.

Washington Station Ups Newscast Time

Washington Bureau of RADIO-TV DAILY

Washington — WWDC has increased the length of two of its five-minute daily newscasts to 15 minutes.

Jerry Landay, of the Westinghouse News Bureau, will present "Washington and the World," a program of national and world news, with stock-market and business reports. "Radio News Day," primarily dealing with local news, will be presented later in the evening by Tom Slinkard of the WWDC news bureau.

On the nightly "Sports Report" Bob Will is taking over from Bob Wolff.

Close Look at GOP On 'Loyal Opposition'

"The Loyal Opposition," a special hour TV program about the Republican Party, will be presented by NBC News Feb. 11. Producer Chet Hagan said the program will examine "what a political party out of power does to get back into power." NBC News correspondent Frank McGee will narrate.

He's A St. Louis Booster

St. Louis — Robert Hyland, CBS Radio VP and general manager of KMOX, has been elected to the Board of Directors of the Chamber of Commerce of Metropolitan St. Louis.

'Rodeo' Series Star Ropes Million-\$ Pact

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Jack Lord has been signed to star in an hour TV series, "Rodeo, U. S. A.," to be produced, written and directed by Leslie Stevens under the banner of Daystar Productions in association with Ziv-UA.

ABC-TV will finance the series. Lord is reported to have been guaranteed a salary of over \$1 million over the five-year term.

Contract also calls for Lord to develop several new TV series under the Daystar banner. Last year Lord created "Tramp Ship," TV series based on his own experiences as a mate on merchant ships, and sold it to Don Fedderson who produced a pilot in conjunction with ABC-TV.

Lord also will star in several feature films for Daystar which will be financed and released by United Artists, Ziv parent company.

Foreman Vice President

West Coast Bureau of RADIO-TV DAILY

Hollywood — John Foreman has been renamed vice president of Freddie Fields Associates, Ltd., and a director of F-B Productions, president David Begelman has announced.

Radio, TV Industry News Flashes from Coast-to-Coast

Smarter, Stronger, Higher

Denver — "Faster, Stronger, Smarter, Higher," the official motion picture record of the 8th Winter Olympics at Squaw Valley, will be distributed by Lorie-Lotito Productions, and will shortly be made available for TV showings.

New Station

Montgomery, Ala. — Robert Little and Paul S. Watson, formerly of WSFA-TV, have been named sales manager and operations director, respectively, of the new WCCB-TV station, which is scheduled to begin telecasting around Feb. 1, according to general manager Stan Richards.

'Satchmo' in 'Heritage' Series

Buffalo, N. Y. — The "Ambassador of American Jazz," Louis "Satchmo" Armstrong, will be featured guest on a new "Heritage" series, which premieres Friday on WNED-TV. In four half-hour programs, "Satchmo" will tell of his career, from the streets of New Orleans to the concert halls of the world.

Hello! Again!

Denver—KOA personality Max Mulvey has completed Volume

II of her "Hello, Neighbor" book, which includes recipes, cooking and household hints, tips and ideas. After she announced on her program that the book was now on sale for 50 cents a copy, KOA was flooded with mail containing 3,064 cash orders.

Smith in New Slot

Philadelphia—Harry K. Smith is now heard in a new time slot—7-9 AM, Monday through Friday on WFLN. The new program features news, weather, time checks and many special "radio magazine" features.

WPFM Broadcasting in Stereo

Providence—WPFM became the first Rhode Island station to broadcast in compatible FM multiplex stereo. The first program to be

TV Photog Becomes His Own News Story

Pittsburgh — After covering the annual Variety Club automobile giveaway for the past 10 years, KDKA-TV cameraman Charles Boyle finally got to take his own picture. This year Boyle won the prize, a 1962 Lincoln Continental.

heard in this system of high fidelity broadcasting was a complete performance of the opera, "La Forza del Destino," by Verdi.

Hasson Joins WLWC

Columbus—John W. Hasson has joined WLWC as producer-director of the "Jack Denton Show" and "Live Bowling." Previously, Hasson has been with WHP-TV, Harrisburg, Pa., and WDTV and KDKA-TV, Pittsburgh.

'DeKoven Presents'

Seattle—"DeKoven Presents," a new weekly hour program of music interspersed with comments by DeKoven, will premiere tomorrow at 8 PM on KING-FM. Music of the Baroque era and subsequent Rococo period will be featured exclusively.

'Romper Room' Roams

San Francisco—"Romper Room" has moved from KGO to KTVU in the same daily Monday-Friday viewing period. Nancy Besst, teacher on the show for the past four years, has also made the move. The program has received past commendation from the American Dental Association, American Dental Association, In-

ternational Red Cross, and an FCC citation as "an outstanding educational program."

Water Ways

Sacramento—KRAK has started a daily feature, "You Ought to Know About H₂O." With a half million people coming into California each year, KRAK felt that there was a need to inform them and also refresh the memories of the longer residents about the state's water situation.

Calleo Promoted

Denver — Guy Calleo, senior account exec at Max Goldberg Advertising, has been promoted to VP and account supervisor. He has been with the agency for seven years.

Roll Out the Barrel 'Polka-Go-Round' Back

Chicago—After a short football-season hiatus, WBKB's Old World music fest, "Polka-Go-Round," returns to TV Saturday. On the premiere, the 60 voices of the Schleswig-Holstein Singer Bund will be featured in a special production number, "Night In Old Heidelberg."

PROSPECTS

1962

A 30-minute radio program ready for air and recorded in Los Angeles, Atlanta, Boston, Chicago, Phoenix and Washington.

... Featuring fascinating opinions from Richard Nixon, Adlai Stevenson, Pierre Salinger, George Lodge, Barry Goldwater, Everett Dirksen, Arthur Schlesinger, Jr., Roswell Gilpatric, George Romney and Ted Kennedy, as interviewed by Time correspondents.

... Produced by Time-Life Broadcast in cooperation with RKO General, narrated by Dick McCutchen.

... Will be shipped to any radio station* in the U.S. and Canada on request, as an introductory sample of the Time-Life Broadcast News Service. No charge except for shipping and tape.

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DL. 90, NO. 3

NEW YORK, THURSDAY, JANUARY 4, 1962

TEN CENTS

FTC BANS TV CAMERA TRICKERY

NBC News to Cover FCC Network Probe

A series of three special news programs on the forthcoming FCC hearings on TV network programming has been scheduled by NBC-TV, William R. McAnaw, executive vice president. NBC News, said yesterday. The three programs will be carried on successive Sundays, starting Jan. 28. Each program (Continued on Page 7)

Carol Quitting Radio Show

Carol Burnett will quit her CBS Radio program Jan. 25 because of "other commitments which have been piling up," including her weekly appearance on the CBS-TV "Garry Moore Show," planned specials, preparations for night club appearances and the possibility of a Broadway musical comedy.

Desilu Production Soars

West Coast Bureau of RADIO-TV DAILY
Hollywood—Desilu Productions will turn out a record high of \$2 million in new TV and theatrical product in 1962, including five pilots and a theatrical vehicle starring Lucille Ball. President Desi Arnaz said current plans represent 17 half-hours of programming, with a gross value of \$14 million.

Int'l Latex Corp. Buys New Dr. Brothers Show

NBC-TV's Dr. Joyce Brothers begins a new Saturday evening program series on the New York stations this weekend. Station manager Peter M. Affe said it will be a "woman-to-woman-conversation," analyzing motivations behind the news. Sponsor is International Latex Corporation.

FENADY AND FOUR JOIN SG INDIES

Author-Producer to work On Own and Studio Series

West Coast Bureau of RADIO-TV DAILY
Hollywood—Andrew J. Fenady and his organization, Fenady Associates, today join Screen Gems as an independent production unit within that company, according to William Dozier, SG vice-president in charge of west coast activities. At Screen Gems, Fenady will develop his own properties and produce series for the studio, joining (Continued on Page 2)

3-M Million Tabbed For ABC-TV Daytime

Minnesota Mining & Mfg. Co. has placed a 52-week sponsorship order for over \$1 million in all ABC-TV daytime women's programming during '62, Edward Bleier, vice president in charge of daytime sales, said yesterday. Sponsorship on behalf of 3-M (Continued on Page 6)

Virgin Islands TV Offering Free Time to Advertisers

Special To RADIO-TV DAILY
St. Thomas—VITV, closed-circuit station serving 1,200-1,500 Virgin Islands viewers who pay a \$10 monthly service fee for each set, has announced it will accept program series—including commercials—for telecast on a regular basis free to advertisers supplying the film or kinescope programs. Charles Michelson, U. S. rep for VITV, said the novel move is being undertaken to enable the station to expand its services to the 18,000 inhabitants of St. Thomas and the 15,000 people on nearby St. Croix in the shortest time possible. Requirements set forth by the station include: (1) minimum 26 (Continued on Page 8)

CBS 1961 TV Billings Top Previous Peaks

CBS-TV, reviewing the past year, expressed confidence that its '61 12-months billings would exceed the \$274,000,000 record of 1960 and would ensure its claim to "the world's largest advertising medium" for the eighth straight year. It reported that 147 different sponsors advertised on CBS-TV during 1961, including 25 new to the network and 11 never before in network TV. CBS-TV said that in the Na- (Continued on Page 6)

Butte TV CP Returned

Washington Bureau of RADIO-TV DAILY
Washington — Copper Broadcasting has turned in its construction permit for a new TV station on Channel 6 in Butte, Mont. The FCC at the company's request, has cancelled the CP and deleted its call letters, KOPR-TV.

WVWV Stock Sale OK

Washington Bureau of RADIO-TV DAILY
Washington — The FCC Broadcast Bureau has approved sale of minority stock in WVWV, Grafton, W. Va., by J. P. Beacom to P. W. and J. S. Larkin for \$33,000.

Deceptive Advertising Termed 'Widespread' In Drastic Ruling

By HARRY LANDO
Washington Bureau of RADIO-TV DAILY
Washington — A sweeping condemnation of deception in TV advertising to induce sales was issued by the FTC yesterday as it overruled a hearing examiner who had found Palmolive Rapidshave's artificial sandpaper-shaving to be merely harmless puffing. The FTC, in its unanimous decision (Continued on Page 3)

3 Major Advertisers Buy Big NBC-TV Schedules

Joseph Schlitz Brewing Co. via Leo Burnett Co., Chicago; Bristol-Myers Co. via Young & Rubicam, and Schick, Inc., via Norman, Craig & Kummel, have purchased sponsorship in several NBC-TV programs. Schlitz ordered participations (Continued on Page 2)

Collins Invited to Kansas

Topeka — The Kansas Association of Radio Broadcasters is completing final plans for its 1962 convention in Hays May 4-5. Bob Schmidt of KAYS, Hays, is in charge. NAB president LeRoy Collins has been invited.

N. Y. Academy Examines Satellite TV's Potentials

Technical and sociological implications of global video will be discussed Jan. 11 at the season's second forum of the TV Academy's New York Chapter. CBS-TV executive producer Burton Benjamin will moderate a panel of government, network and science officials on "Satellite TV."

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NBC-TV Signs 3 More

(Continued from Page 1)

in "Saturday Night at the Movies" and "Laramie;" one-third sponsorship of the Emmy Awards telecast May 22; weekly participations in Saturday pro basketball coverage, and one-half sponsorship of the football Senior Bowl game Jan. 6.

Bristol-Myers ordered participations in "Laramie," "International Showtime," "Outlaws," "Saturday Night at the Movies," and "David Brinkley's Journal," and volume schedules in the daytime "Say When" and "Concentration." Schick's buys were for "Saturday Night at the Movies," "87th Precinct" and "The Outlaws."

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COMING AND GOING

BARBARA WILKENS, publicity director of Trans-Lux TV Corp., has returned from a trip to Florida, Puerto Rico and the Virgin Islands, where she visited television stations.

TONY RANDALL has arrived in New York to begin rehearsals for the Hallmark Hall of Fame's TV adaptation of "Arsenic and Old Lace."

BROOK BENTON, to Chicago for a Jan. 12-18 engagement at the Regal Theatre.

TOM BOSLEY is vacationing in St. Petersburg, Fla. In two weeks he will return to New York for rehearsals of "Arsenic and Old Lace."

BOB KEESHAN of "Captain Kangaroo," to Dallas on Jan. 13, where he will present two concerts for children with the Dallas Symphony Orchestra.

JOHN L. KOUSHOURIS, VP operations for VHF, Inc., leaving for Chicago to assist Max Cooper on production of "The Bishop Fulton J. Sheen Show" at WGN.

U.S. Space Shoot Efforts Delay Montreal R-TV Tower

Special To RADIO-TV DAILY

Montreal—CBC's new TV and radio tower on Mount Royal is scheduled to be completed by Jan. 22. The new 360-foot tower is expected to improve the signal strength and coverage of Montreal Channels 6 (CBC), 10 (CFTM-French) and 12 (Canadian Marconi's CFCF-TV) and the several FM radio stations of the city.

Dominion Bridge started steelwork on the tower six months off schedule because the U. S. effort to put a man in space delayed steel shipments. The tower is being constructed of T-1 high strength steel of a size not manufactured in Canada. It has to be imported from the U. S., where it became earmarked for the space program.

Will Serve Many Stations

Next step after tower construction will be installation of the various antennae of the TV and FM radio stations which will be using the tower. These include the two CBC-TV stations, CBMT and CBFT; two private TV stations CFCF-TV and CFTM; the CBC's English and French FM stations and CFCF-FM. Provision has been made for additional FM stations.

Various other broadcasting facilities, including police and fire transmitting stations, will move to the tower, with equipment in the new CFCF building that has been erected there. The private stations will require about a month after the steelwork is complete to install and adjust their antennae.

Fenady to Screen Gems

(Continued from Page 1)

ing other SG independents, among them Tony Owen, Herbert B. Leonard, Clarence Greene and Russell Rouse.

Fenady created and produced the "Rebel" series, broadcast by ABC-TV. He also wrote and produced movies for Warner Brothers and Paramount. Fenady Associates consist of Bernard McEveety, Jr., Dick Caffey, George Fenady and Dick Markowitz.

FINANCIAL

(Jan. 3)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	17	16 5/8	16 7/8	+
AB-PT	45 7/8	44 1/2	44 3/4	—
A. T. & T.	134 3/4	132	134 3/4	+ 1
AVCO	24 3/8	24	24	—
CBS	41 1/4	40 1/4	40 5/8	+
Columbia Pic.	29 1/4	28 1/2	28 3/4	+
Crow-Collier	38 1/4	38	38 1/4	—
Decca	41	40 5/8	41	+
Disney	37 7/8	37 1/4	37 3/4	+
East. Kodak	110 1/4	109 1/8	109 3/8	— 1
Gen. Prec.	58 1/8	57 1/8	58	—
Gen. Tel.	28 7/8	28 5/8	28 5/8	—
Hazeltine Corp	31 3/8	31 1/8	31 1/4	— 1
Loew's Theat.	42	40 3/4	42	+
Magnavox	41 3/8	40 7/8	40 7/8	— 3
MCA	78 7/8	78 1/2	78 7/8	+
M-G-M	50 1/2	50 1/8	50 1/8	+
NAFI	33 3/8	32 3/4	32 3/4	—
Nat. Theatres	6 5/8	6 1/2	6 1/2	—
Plough	84	83 1/4	83 1/2	— 3
RCA	54 1/4	53 1/4	54 1/4	+ 2
Storer	29	28 3/4	29	+ 1
20th-Fox	36	35 1/8	36	+ 1
United Artists	32 1/2	32	32 1/4	— 1
Warner Bros.	81	80 3/4	80 3/4	— 1
Westinghouse	38 1/4	37 7/8	38	—
Zenith Radio	71 3/4	70 3/4	71	— 5

AMERICAN STOCK EXCHANGE

Capital Cities	20 1/4	20	20	— 1/2
Desilu	8 1/4	8 1/4	8 1/4	+ 1/2
Esquire Inc.	15 1/8	15	15	— 1/2
Movielab	12 1/2	12 1/2	12 1/2	— 1
Reeves Sound	7 1/4	6 1/4	7 1/4	+ 3/4
Rollins	12 3/4	12 1/4	12 3/4	+ 3/4
Screen Gems	22 1/2	21 5/8	21 7/8	— 3/4
Technicolor	26 1/8	25 1/8	25 1/8	— 3/4
TelePrompTer	15 1/2	15	15 5/8	— 1
Trans-Lux	17 1/8	16 1/2	16 3/4	— 1
TV Industries	3	2 3/4	3	+ 1/2

* OVER THE COUNTER

	Bid	Asked
Bartell	4	4 1/2
Jerrold	7 3/8	8 1/4
Meredith	36	39 1/2
Metromedia	16 1/4	17 1/2
Official Films	2 5/8	3
Scranton	7 1/4	8 1/2
Sterling	27 1/2	31
Taft	17 3/4	19 1/2
Transcontinent	9 1/4	10 1/2

* Courtesy of National Association of Security Dealers.

'Lamp Unto My Feet' Airs American Hymns

A half-hour program of American hymns sung by the Choir of the Church of the Ascension (Episcopal), New York City, will be broadcast Sunday on CBS-TV "Lamp Unto My Feet." The program is titled "Festival of American Hymns."

TV Tracking Ski Jumpers

The national ski jumping selection finals was taped Sunday at Steam Boat Springs, Colo., for presentation this weekend on CBS-TV's "The Sunday Sports Spectacular."

Host Jack Whitaker will describe the leaps of the top 14 jumpers in the country as they compete for places on the four-man team which will represent the U. S. in the World Ski Jumping Championships, which are scheduled to be held at Zakopane, Poland, Feb. 18-25.

Q. Can BONDED provide a better shipping service for TV syndicators?

A. Yes, BONDED provides nighttime and weekend service and maintains Teletype connections to all cities.

BONDED TV FILM SERVICE

NEW YORK
CHICAGO
LOS ANGELES
TORONTO

A Division of NOVO INDUSTRIAL CORP.

Ford Foundation Pouring Millions Into ETV

6,000,000 Reported to Airborne Video in Midwest for '61

In its 1961 annual report first made public, the Ford Foundation reveals that its plans to the experimental Midwestern Program on Airborne Television Instruction reached a total of \$6 million in 1961. The program went on the air in the spring. Fourteen tape-recorded demonstration courses were telecast from aircraft circling over north-central Indiana to schools and colleges within a 200-mile radius in Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin. Designed to bring superior teaching to more students, the Midwest program started its first full academic year of airborne telecasts in September.

Classroom Experiments

For other experiments in classroom TV, the Foundation granted a total of \$518,196 to 17 local and state school systems participating in the National Program in the Use of Television in the Public Schools, now in its fifth year. "The National Program," the Foundation reported, "has demonstrated that with adequate preparation and coordination, televised instruction can equal or surpass conventional methods and can make new resources and superior teaching available to more students." The Foundation appropriated \$40,000 to finance the final year of the National Program and to help improve televised instruction generally in the 7,500 elementary and secondary schools now using the medium.

Activities in South

Other actions this year to advance instructional television included a grant to the Southern Regional Education Board for its regional network covering sixteen states. Grants were also made in that individual states—California, Florida, Illinois, Nebraska, New York, North Dakota, Texas, and Vermont — to help activate noncommercial channels, develop the networks, or support instructional programming. In the field of community television, the Foundation made a grant of \$2 million to help activate the first educational-TV station in New York metropolitan area. The station will work closely with the National Educational Television and Radio Center, also located in New York City, in distributing program material to other noncommercial educational television stations by means of videotape. In 1959, the Foundation granted the Center \$2,706,000 to buy tape recording equipment.

Sports Eds Junket For Barrel Jumps

Thirty-five leading newspaper and syndicated TV and sports editors and national magazine representatives will junket to Grossinger's Hotel, Grossinger, N. Y., tomorrow through Sunday for the 12th annual World Barrel Jumping Championships to be televised on "ABC's Wide World of Sports" via videotape Jan. 14. Curt Gowdy will handle the commentary.

TV Camera Trickery Draws Ban by FTC

(Continued from Page 1)

decision, noted that it was departing from the usual custom of dealing only with the case at hand because the wide-spread violations of law in TV commercials are a problem of "growing seriousness."

Colgate-Palmolive and ad agency Ted Bates can appeal the decision against them to the courts, but the FTC's general directive that TV camera-trickery must not be used in demonstrating the qualities of a product would not be an issue in such a case, and it would still stand.

Ruling Covers Future Also

The FTC said: "The case raises the broad question whether mock-ups or simulated props may lawfully be used in TV commercials to demonstrate qualities claimed for products, where the audience is told that it is seeing one thing being demonstrated while actually it is seeing something different." The FTC said it was deciding in the negative, in this case, and for all future TV commercials.

The ruling stemmed from a series of TV commercials in late 1959 for "Palmolive Rapid Shave" that appeared to show how coarse sandpaper could be shaved clean in a single stroke immediately after Palmolive Cream was applied.

'Sandpaper' Described

In its ruling, the FTC said the "sandpaper" actually was a prop composed of plexiglas covered with sand. It said tests showed that real sandpaper could never be shaved clean no matter how long the Palmolive Cream was allowed to soak.

The FTC said the argument had been made that a decision against the shaving ad would disrupt the TV industry by prohibiting all future use of props to simulate reality. It called this "absurd."

"The difference . . . is the time-honored distinction between a misstatement of truth that is material to the inducement of a sale and one that is not."

Miss Teenage Endorsement

"Miss Teenage America" has received her first endorsement—the U. S. Keds footwear division of the U. S. Rubber Co. At the company's recent sales meeting in Washington, the values of "Miss Teenage America's" endorsement as a sales aid aimed at store buyers, merchandise managers and

management, as well as the teenage, young adult and family markets, were disclosed to over 100 district sales managers.

Preparations are already in the works to tie "Miss Teenage America" into advertisements, promotions and merchandising plans throughout the country.

Cameramen Form Mexico City Ass'n

Special To RADIO-TV DAILY

Mexico City—The International Association of Cameramen, including movie and TV news photographers, has been formed in Mexico City and will be affiliated with the First International Association of Newsreels and TV Shorts.

Officers are Pedro Torre, Brazil, president; Coy Watson, U. S., vice president; Jerzy Goscik, Poland, vice president, and Marcelo Lopez, Mexico, secretary.

Board members include; Pierre Fannoy, Belgium; Luis Ores, Peru; Adolfo Vergara, Uruguay, and Takeshi Miyasaki, Japan.

AMF in Daytime TV To Add Gal Bowlers

AMF Pinspotters, Inc., via Cunningham & Walsh, will begin a major advertising campaign Jan. 30 on ABC daytime TV, marking one of the first times a bowling company has used that medium to reach a large women's audience and encourage them to try bowling during daytime leisure hours.

AMF's sponsorship will be on "Make a Face," "Seven Keys" and "Who Do You Trust?" The company pointed out that of the estimated 32 million bowlers in the United States, over 12 million are women.

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS

A large, white, stylized number '2' is centered on a grey, textured background. A bright yellow ribbon is wrapped around the middle of the number. The ribbon is positioned horizontally across the center of the '2', with a loop on the right side that extends downwards and then back up to the right. The text 'NOW AVAILABLE FROM SEVEN ARTS' is printed in a black, serif font on the yellow ribbon.

NOW AVAILABLE FROM SEVEN ARTS

Shelley Berman Rides TV Range in 'Rawhide'

Comedian Shelly Berman, playing his first role in a TV Western, guest stars as an itinerant peddler who comes to the aid of trail boss Gil Favor in "The Peddler" on "Rawhide" Jan. 19 on CBS-TV.

Alicoate Again Head Of N. Y. Variety Tent

Charles A. Alicoate, publisher of RADIO-TELEVISION DAILY, has been re-elected chief barker of New York Variety Tent 35. He will be installed at a luncheon Jan. 16 in the Hotel Astor. Representing Variety International at the event will be James Carreras, who will fly here from London.

Others named to office include Jack H. Levin, first assistant chief barker; Irving Dollinger, second assistant; Robert K. Shapiro, property master; Jack Hoffberg, dough guy, and Bud Edele, Walt Frammer, Salah Hassanein, Charles Smakwitz, George Waldman and Harold Zeltner, canvassmen.

Levin, luncheon chairman, said the program for the affair will be highlighted by awarding of prizes in the fund-raising campaign conducted by New York Variety in conjunction with the American Guild of Variety Artists for AGVA's Youth Fund.

Tent 35's Crew has voted to exert strong efforts at the Variety International Convention in Dublin next May to have New York selected as the 1964 international convention site.

ABC-TV Signs 3-M

(Continued from Page 1)

retail tape and gift-wrap division, was placed through MacManus, John & Adams, Inc. and through Batten, Barton, Durstine & Osborn, Inc., for Scotchbrite. Sponsorship will be on a consistent weekly schedule, augmented by heavier flights during special promotional campaigns.

Also renewed by 3-M is "Ben Casey" on ABC-TV Monday nights, through the same agency. The company will sponsor the Bing Crosby Golf Tournament on ABC-TV Jan. 20 through Erwin Wasey, Ruthrauff & Ryan.

Fashion Model Chosen WXYZ's 'Sunny Seven'

Detroit—Kristin Engstrom, 20-year-old fashion model, has been chosen as WXYZ-TV's "Miss Sunny Seven" for January. Her duties will involve promoting such civic projects as the March of Dimes, Cerebral Palsy and Junior Achievement.



By TED GREEN

... Gerry Light has resigned as veepee of advertising and marketing for Shick Inc., because the company is moving its New York executive offices to the Lancaster, Pa., plant. Gerry was formerly veepee and account supervisor at McCann Erickson, director of advertising for CBS-Columbia and ad manager for Emerson TV. . . . In recognition of "consistently high achievement as a TV director," Paul Henreid has been elected to honorary membership in the national collegiate cinema fraternity, Delta Kappa Alpha. . . . We love dancer Geoffery Holder's remark in a by-lined N. Y. Times magazine article: "Real vulgarity is divine. But when people work at it and break their backs to act vulgar, as in the twist, then it becomes embarrassing." You are so right! . . . In Radio City's Cromwell Drug Store, Chet Huntley going over compacts and perfume—without David Brinkley?



LIGHT

... Goings on at Decca . . . A programming tip from Mr. New Year's Eve, Guy Lombardo . . . his new LP runs exactly 12 minutes on one side, leading into the traditional "Auld Lang Syne" . . . Just set the needle down at 11:48, pour the bubbly and get nostalgic . . . Decca's new "thin man" is A&R exec Milt Gabler, whose lost poundage is attributed to the vigilance of the Friars Club waiters, taking bows for his svelte appearance . . . Henry Jerome remodeling his Great Neck home . . . Company brass closed '61 happily as the biggest sales year since '57.

... My Stetson's off to: Pete McGovern for that Time cover spread on his boss, "The Great Gleason." . . . To WIIC, Pittsburgh, for winning the coveted Golden Quill Award as the area's outstanding public service program. The award was made by the local Sigma Delta Chi journalistic society. The program was "Divided We Stand," a religious film produced by Ray Stewart, Public Affairs director of WIIC. . . . To Barry Farber for his WINS live-wire interviews at Leone's Restaurant. . . . To WMGM and program manager Rick Sklar, for their dedicated promotion of fire prevention.

... Les Femmes Department: AWRTP prexy Aileen Paul, TV actress and homemaking authority, chatted with Elizabeth Morgan, new AWRTP'er, on "Morgan in Midasland" on WNTA. Subject—recent annual Gracie Mansion Benefit Christmas Party given by NYC's radio and TV gals, where some 500 gifts were brought for the needy children under the Department of Welfare.

... Dorothy Provine has been set to star in a new Warner Bros. TV series, "The Perils of Pauline," a half-hour situation comedy show. (This should be very interesting). . . . New Orleans jazz trumpeter Al Hirt may soon star in his own weekly TV series titled "An Evening At Basin Street East." The pilot was lensed last week, co-starring Al with Jaye P. Morgan and Jack Lescoulie. Durgom-Katz is packaging the series. . . . Art (WMGM) Wander's brother-in-law, Ted Hackett, has left the radio industry for the clergy. Hackett was a top rated deejay on WKBW, Buffalo. He is studying at Yale to become an Episcopal minister. . . . The first hour telecast of the Salt Lake Tabernacle Choir on CBS-TV Sunday was a timely, memorable event. . . . The spy film "Let Freedom Ring," has been unanimously praised for its inspirational theme and the performances of guest stars Richard Boone, Laraine Day, Howard Keel and Dan O'Herlihy. Show was sponsored by American Motors.

Regis Toomey Guests On 'Cain's Hundred'

Regis Toomey will guest star in the "Murder by Proxy" episode of the "Cain's Hundred" series. This episode, directed by Elliott Silverstein, also has Fay Spain and Charles McGraw in guest-star roles.

Larry Blyden Producing 'Shari Lewis Show' TVer

Larry Blyden has been signed to produce and stage the comedy routines for the March 10 "Shari Lewis Show" on NBC-TV. Blyden and Miss Lewis co-starred last summer on the "United States Steel Hour."

TV First Aid Course Has Do It Yourself Kit

Minneapolis — WCCO-TV will offer, starting Jan. 12, a second 11-week series of practical first aid instruction leading to a standard first aid certificate issued by the Red Cross. For a \$1 enrollment fee each student receives a kit containing a first aid textbook, a student's workbook, a triangular bandage and roller bandages.

Hanna-Barbera Asks 200,000 Share Issue

Washington Bureau of RADIO-TV DAILY
Washington — Hanna-Barbera Productions, producers of TV and motion picture theatre cartoons, and TV commercials, has applied to the SEC for registration of 200,000 shares of capital stock to be offered for public sale through underwriters headed by Carl M. Loeb, Rhoades & Co.

President William Hanna and his family own 39 per cent of the present 1.2 million shares of stock in the company; VP Joseph R. Barbera owns 39 per cent, and the remaining 22 per cent is owned by VP George Sidney.

About \$900,000 of the proceeds of the stock sale are to be used for constructing and equipping a new building to house expanded office and production facilities. The balance will be added to working capital.

CBS Billings Set Mark

(Continued from Page 1)

tional Nielsen Ratings from Jan. 1 through Dec. 1 its programs commanded an 11 per cent nighttime lead over the second leading network and a 16 per cent advantage over the third network. During the daytime, said CBS-TV, its programs averaged a 14 per cent lead over the second network and an 80 per cent lead over the third network.

Pointing to the ever-widening range and scope of news and public affairs programming last year, CBS-TV noted that the Fall of 1961 alone witnessed a 40 per cent increase in informational programming on the network over the previous season. It also said the expanded schedule of CBS News-produced broadcasts in prime evening time attracted record sponsorship.

On the sports front, CBS-TV set a new record last year for coverage of professional football by a TV network when 91 NFL games were on its regional networks.

At year's end 203 stations in the U. S. were affiliated with CBS-TV, as were 47 stations in Canada plus outlets in Puerto Rico, Guam, Bermuda, the Virgin Islands and Mexico City.

Sales Chiefs Named For WGN Radio-TV

Chicago — Marvin H. Astrin, western division sales manager of WGN, and Irving Wilson, manager of WGN-TV's eastern division sales office in New York, have been appointed general sales managers of WGN and WGN-TV, the Chicago Tribune stations here. At the same time, Robert Innes, with WGN-TV since 1959, was named manager of that outlet's eastern division sales office.

Astrin, formerly with Tatham-aird, Chicago ad agency, joined WGN in 1957. Previously, he was with Weiss & Geller and Batten, Barton, Durstine & Osborn. He began his ad career in 1945 at BD&O. Wilson came to WGN-TV in 1958, leaving early in 1960 to join CBS-TV. He returned to WGN-TV last February. He has also been with the Biow Co. and Denton & Bowles.

Innes, who joined WGN-TV from WCBS-TV, New York, has previously served Kenyon & Eckhardt and B&B.

WGN-TV Religious Panel Adds UPI's Claire Cox

Claire Cox, feature writer for United Press International and author of "Newtime Religion," will be heard in a panel discussion "Religion Today" on "The Elizabeth Morgan Show" on WGN-TV, Monday. Also taking part in the discussion will be Rev. Jesse Stettin, of the Village Presbyterian Church in New York, and Rabbi Irving Bloch, of the Brotherhood Synagogue of New York.

Sammy Davis, Jr., Cast As Slave in War Drama

Guest star Sammy Davis, Jr., plays Cato, an embittered ex-slave freed by the Civil War, in "Coals of Fire" on "Frontier Circus" Monday on CBS-TV.

45 Join KTTV 10-Year Club

San Francisco — KTTV has presented 45 of its employees with special 10-year pins. Staffers at the station viewed the presentation ceremonies at the station via closed-circuit.

Among those receiving pins were Richard A. Moore, president of the Times-Mirror Broadcasting Co.; Robert Bennett, KTTV local sales manager; newscaster George G. Gann; Bill Welsh, director of sports and special events, and Ido Conte, manager of commercial operations.

Others were Helen Y. Forbes, Helen L. Holt, Frank L. Aston, Lois E. Bandy, Robert Bennett, Lawrence J. Boardway, Thomas Bond, Robert R. Bowen, Victor

Chevalier Hosts UN Report

Maurice Chevalier narrates "The Story of Madaleine," a true-life featurette concerning the work of the World Health Organization and the UN Children's Fund in Haiti on this week's edition of "Around the World," to be heard over MBS Sunday, and

in New York on WOR, Saturday. Also featured on this week's "Around the World" is an interview by UN radio reporter Marguerite Clark with UN information officer King Gordon discussing the world organization's latest Congo report.

Kieron Moore as Boxer In 'Zero One' Episode

London—Kieron Moore, known to American audiences for his role in "Darby O'Gill and the Little People" and "The Key," makes his TV-film debut as a boxer in "The Contender," fifth episode of the "Zero One" series, filming here at MGM British Studios. The series regularly stars Nigel Patrick with Bill Smith and Katya Douglas.

Jim Storer Leaving Phila. for Cleveland

Cleveland — James P. Storer, national sales manager at WIBG, Philadelphia since 1959, has been appointed assistant general manager at station WJW, Cleveland, James E. Bailey, vice president and general manager, announces. Both stations are Storer stations.

Storer, son of George B. Storer, Sr., chairman and principal executive officer, has been in broadcasting since 1950 when he joined WGBS, Miami. While there he served in the production department, and later worked in sales promotion and merchandising. In 1956 he was named merchandising manager for the company's radio division in New York. He was national sales manager for the radio division in 1958 and 1959 until being assigned to the Philadelphia station.

J. Bowen, George W. Brewer, William R. Bruno, Edgar C. Carpenter, Dale S. Clingenpeel, Trenton L. Collins, Valdo J. Conte, Joe A. Dialon, Ira F. Doud, Dixon Fannon.

Also Wilson B. Geiger, Harlan M. Gregg, Edgar F. Harris, Ernest E. Heintz, Rob Roy Hiestand, William A. Hoadley, Steve Horvath, Delbert D. Hurst, Arthur H. Hutchinson, Charles M. Knight, Charles W. LaForce, Sal Lombardo, Harry J. McCleary, Robert D. Masters, Richard A. Moore, John C. Parkinson, Vince J. Pasquariello, Buck R. Pennington, John H. Preston, George F. Putnam, Phillip Raff, E. J. Schlickemyer, Willis K. Sipe, Len D. Uslaner, William H. Welsh, Ray D. Wilkins and Robert W. Work.

USIA Lets Contract For VOA Africa Relay

Washington Bureau of RADIO-TV DAILY
Washington—Page Communications of this city has won the construction contract for the Voice of America's powerful new Mid-African relay station near Monrovia, Liberia, the U. S. Information Agency announces.

Low bid for the six 250,000-watt and two 50,000-watt transmitter buildings, equipment installation, antenna erection and building of transmission lines was \$7,373,000. Bid entered by Radio-Merritt, care of Radio Corporation of America, Moorestown, N.J., was second lowest at \$10,063,000.

Total cost of the facility, which is slated to go on the air in August, 1963, is estimated at \$13,867,000.

TV to Report FCC Probe

(Continued from Page 1)

will be one-half hour and will present the highlights of the previous week's testimony and questioning in the hearing sessions. The three networks will testify on successive weeks.

Another series of three special programs on the same subject will be presented by NBC Radio on the same days. Ray Scherer will handle the TV series and Frank McGee the radio.

Pops' Fiedler Hosting 3 Concerts for Kids

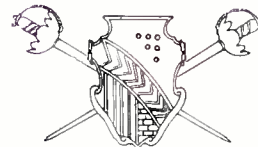
Arthur Fiedler, conductor of the Boston Pops, will be host and conductor of three music specials for children and teen-agers to be presented on ABC-TV tomorrow and the two succeeding Fridays.

Name of the three-program series is "Music for the Young." It is produced by Frederick Heider and directed by Robert DeLaney. Performances will be by the ABC Symphony Orchestra.

ABC-TV To Visit MIT For 'Meet the Professor'

Dr. Huston Smith, professor of the philosophy of religion at Massachusetts Institute of Technology, will guest on the premiere of the 1962 season of "Meet the Professor" Sunday on ABC-TV.

The program, taped in Cambridge, Mass., was produced for ABC News by Jack Mitchell.



PREMIUM MERCHANDISE



Air Line tickets, Paris, Rome, Tokyo. Caribbean Cruises, Mediterranean Cruises available as prizes for your important Radio & TV promotions.



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MARTIN HIMMEL, President

BBC-TV Prepares For Foreign Sales

BBC-TV Promotions, until recently responsible for all overseas operations, has been redesignated as BBC Television Enterprises, marking an expansion of BBC's TV activities in the world market.

Ronald Waldman continues as general manager of the new department and G. del Strother, formerly of the BBC's New York office and until now sales manager, TV Promotions, has been appointed assistant general manager of the organization.

The retitled department will handle overseas sales of TV programs, the purchase of programs from abroad and the development of business relations with other TV organizations throughout the world.

Virgin Islands Offer

(Continued from Page 1)

shows in a series acceptable, except specials; (2) products or services must be available in St. Thomas; (3) all films delivered must have commercials included ready for telecasting and (4) all films must be delivered to Michelson's New York office for shipment here at least three weeks prior to telecast date.

AGENCY NEWSCAST

By WM. McCUTTIE

R. E. THOMPSON, formerly McCann-Erickson VP and associate creative director, has joined Leo Burnett Co., Chicago, as VP and assistant to the chairman of the creative review committee. Among accounts he served during his 26 years with M-E were Liggett & Meyers, Coca-Cola, Buick, Ford, Chrysler, Standard Oil (N. J.) and Esso.

Bernard Relin & Associates has been named PR counsel for **Joseph E. Seagram & Sons** and its subsidiaries. **Marjorie Brockman**, former Peerless Furniture Co. ad manager, has joined **Henry J. Kaulman & Associates**, Washington ad and PR agency, as a copywriter.

Thompson-Starrett Co., New York, has appointed **Martial & Co.** to handle its corporate and product PR. Among the company's diversified divisions is Delmonico International (assemblers and distributors of radios, phonographs and color TV sets). Agency for Delmonico is **Shaller-Rubin**, New York.

This paper inadvertently listed **Cunningham & Walsh**, Chicago as agency for **Sara Lee** Kit-chens. The agency is now known

Bill Leonard Heads Election Unit at CBS

CBS News has formed a permanent election unit for radio and TV to handle the '62 Congressional and state campaigns and plan for future political coverage, with **Bill Leonard** as executive producer.

Richard S. Salant, CBS News Division president, said the unit will handle the complex of technical and editorial questions involved in electronic coverage of national elections.

Paul Levitan, director of special events, CBS-TV, will serve as consultant.

'Judgment' Premiere In Berlin on 'PM East'

WBC Productions' "PM East" will feature the world premiere of "Judgment at Nuremberg" in Berlin, on its Jan. 12 show. Viewers will see stars of the movie, also **Harry Golden** and **West Berlin Mayor Willy Brandt**.

Other shows in the twin "PM East" and "PM West" series for the week beginning Monday will feature a piano team that plays just one piano; **San Francisco lawyer Melvin Belli**; **Elizabeth Seal**; **Jerry Ohrbach**; **Bud Greco**; **Arlene Francis**; **Celes Holm**, and **Martin Gabel**.

'Creative TV' Discussed At Hollywood Ad Club
Hollywood—**Jack F. Brembeck**, KABC-TV promotion-publicity and community services director, will chair a panel discussion on "Creative TV" Jan. 15 at the Hollywood Advertising Club meeting at the Roosevelt Hotel. Panelists are **Richard Beesmyer**, **Peter G. Robinson**, **Kenneth C. T. Snyder**, **Lee Goodman** and **Joe Barbera**.

as **Hill, Rogers, Mason & Scott**. C & W no longer maintains a Chicago office.

Leo Stahl has joined **Geyer, Morey, Madden & Ballard's** art department in charge of production of visual aids and preparation of presentations. **Batten, Barton, Durstine & Osborn** has elected **Suren H. Ermoyan**, **Leo J. Turner** and **C. J. Villante** VP's. **H. P. Cannon & Son** (canners), **Bridgeville, Del.**, has retained **Rose-Martin, Inc.**

Coast-to-Coast Flashes

CBS Newsmen WCAU Guests

Philadelphia—Three of the 10 CBS News correspondents—**David Schoenbrun**, **Marvin Kalb**, and **Daniel Schorr**—who will be here tomorrow for the Fellowship Commission luncheon, will guest on WCAU's "Talk of Philadelphia" directly following the luncheon.

WWJ-TV Expands News

Detroit—As an additional service to its viewers, **WWJ-TV** will inaugurate an early evening newscast on Saturday. According to **James F. Clark**, news editor, this is the first time that a newscast has been programmed by his station in this period in almost 10 years. **Dick Westerkamp** will be the on-the-air newsman.

Big 10 on WCCO-TV

Minneapolis-St. Paul—Big Ten basketball returns to midwest TV Saturday, when **WCCO-TV** begins 10-weeks of conference games every Saturday afternoon. Following each game, sportscaster **Bob Casey** will host the "John Kundla-John Marucci Show."

'Flaherty and Film'

Lincoln—A four-part NET series which makes its debut Monday

on **KUON-TV**, will tell about the life and accomplishments of **Robert Flaherty**, "father of the documentary." In "Flaherty and Film," the widow of the film-maker will talk about her husband and his contributions to the cinema.

FCC OK's Sale of Stock

Houston—The FCC has approved the sale of about 27.5 per cent of the stock of **KRBE-FM**. **Roland A. Baker**, president, said he will sell about 5 per cent of the stock to station director **Victor F. Branch**. Another 22.5 per cent will be sold to Branch by **J. Paul Pomeroy, Jr.**, an attorney. Branch and Baker will have 50 per cent each.

STORK NEWS

It's a boy, **John Michael**, for **WJW-TV** account executive **Bud Mertens** and his wife **Rita**.

Mr. and Mrs. Jim Gordon are parents of their fifth child, a girl, **Mary Elizabeth**. Jim is a **WINS** newscaster.

Bill Terry of **KING**, Seattle, Washington, and his wife **Carmen** are parents of a girl, **Carmen**.

THIS MONTH:

1ST. AMERICAN IN ORBIT

The Story of

ASTRONAUT JOHN H. GLENN

told in:

"A LOOK AND STEP INTO THE FUTURE"

Now your station can present this informative, colorful, exciting documentary, exclusively in your market.

A LOOK AND STEP INTO THE FUTURE is the skillfully-told story of the man who will soon orbit the Earth aboard Mercury-Atlas 6 highlighting, in Astronaut Glenn's own words and voice, the epic tale of the great adventure that awaits him, and featuring the voices of President Kennedy, NASA's Colonel John "Shorty" Powers, Astronaut Alan B. Shepard and the pilot's mother and father, Mr. and Mrs. John Glenn, Sr.

This 15-minute highly saleable news feature, with built-in spots for placement of commercial copy — only \$30 — available immediately by wiring COLLECT to:

AMERICAN RADIO NEWS, INC. (Dept. RS)

505 Fifth Ave., New York 17, N. Y.

(Inquire about our "live" coverage of launch direct from Cape Canaveral)

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RADIO TELEVISION DAILY

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Established February 1927

Indiana University Library
Bloomington, Ind.

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NEW YORK, FRIDAY,

TEN CENTS

CASTERS BACK STIFF RADIO CODE

INITIAL LICENSE STRUCK IN SOUTH FLORIDA FIGHT

Washington Bureau of RADIO-TV DAILY

Washington—An initial decision awarding TV Channel 6 in Orlando, Fla., to the South Florida Amusement Co. has been reversed by the FCC and new hearings ordered in the continuing fight for the new station license.

The hearing examiner has been instructed to consider allegations of long concealment and false charges which have been leveled against Sherwin Grossman, president of the South Florida Amusement Co.

(Continued on Page 2)

CBS Denies Demanding Sale of Gleason Chat

A CBS spokesman yesterday denied as erroneous a New York newspaper column item that the network was retaining rights to lease a pilot the tape of the Lucie Gleason interview on Edward Susskind's "Open End."

Names Stewart VP

Evney - O'Connell, radio-TV network rep, has appointed John Stewart VP-sales manager in its New York office. He was last with radio division of Avery-Knoll as director of special sales projects.

WJAY Sold for \$35,000

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broadcasting Bureau has approved sale of WJAY, a radio station in Greensboro, N. C. by Maymie T. Harrelson to present one-third owner William T. Harrelson for \$35,000.

Plans To Review Press

Francis Howe begins a weekly series of reviews of the world's press, specially prepared for Radio-TV Daily, N. Y., on Sunday.

Writers Guild Thanks Hands-Off Sponsors

David Davidson, Writers Guild of America national chairman, yesterday sent congratulatory letters to four sponsors whose representatives have stated publicly that their company's policy is not to interfere in TV program writing and production. The WGA represents 3,000 professional writers. Davidson's letters went to Peter G. Peterson, president, Bell & Howell Co.; H. M. Kennedy, vice president in charge of public relations and advertising, Prudential Insurance Co. of America; Allen Stoneham, president, Purex Corporation, and David A. Shepard, executive vice president, Standard Oil of New Jersey.

Navy Cites Sullivan

Ed Sullivan, host of the Sunday night variety hour on CBS-TV, has been presented with a distinguished public service award by the Department of the Navy.

New Tower for WSBT-TV

South Bend, Ind. — WSBT-TV has obtained FCC approval for a new 1,047-foot tower and antenna. Arthur R. O'Neil, general manager, said construction of the tower base will begin soon.

Chicago Panelists Ponder Validity of Mass Media

Chicago — The question of whether mass media truly represent American society will be discussed Sunday on WGN Radio's "Inquiry." Panelists are radio-TV critic Terry Turner; Ward L. Quaal, the station's general manager, and Francis Coughlin. Moderator is Dr. Bergen Evans.

Wolper 'D-Day' Spec Snapped Up by NBC

West Coast Bureau of RADIO-TV DAILY

Los Angeles—NBC-TV has purchased from Wolper Productions its hour-long documentary, "D-Day," only three days after executive producer David L. Wolper announced that he was starting production on the TV special.

The documentary will be aired on the "DuPont Show of the Week" June 3.

'Receptor' Ads Hit By FTC

Washington Bureau of RADIO-TV DAILY

Washington — Jerrold Electronics has been accused by the Federal Trade Commission of falsely stating that its "TV receptor" is superior to rabbit ear indoor TV antennas, and that the device is equal to, or better than, outdoor or roof-top antennas in many locations.

The FTC says the device is not

an antenna, is not adjustable, does not have a tuning device, and does not utilize the entire wiring system of a home or apartment, as claimed in Jerrold ads.

The FTC says the alleged misrepresentations give retailers the means to deceive the public. Jerrold has 30 days in which to file an answer to the Commission's complaint.

Subscribers Up 30% As Industry Presses For Self-Regulation

Broadcasters are throwing their support wholeheartedly behind stiffer regulations in the NAB's Radio Code, with a 30 per cent increase in subscribers, it was reported yesterday.

Howard H. Bell, the association's vice president for industry affairs, sees this situation as further evidence that the industry is fully aware of its responsibilities and opportunity for service.

He attributes the result to NAB (Continued on Page 4)

First Microwave Permit Given A CATV System

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted the first microwave facilities to a community antenna TV system since it changed its rules to permit such stations on frequencies in the 12,000 MC band in the business radio service. The permit goes to Community Television Systems of Wyoming, Inc., for relaying TV programs to its CATV system in Casper, Wyo.

Monte Carlo TV Festival Judging Starts Tomorrow

Monte Carlo—The second International TV Festival here gets under way tomorrow when nine jurors begin a week of closed circuit televising before selecting winners of nine awards to be given at a gala Wednesday, Jan. 17, at the Opera House.



BELL

LAN JAY LERNER! TONIGHT ON PM EAST & PM WEST

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Broadcasting
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Established Feb. 9, 1937

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46-4324.

NBC to Air Work Of De Tocqueville

Herve Alphan, French ambassador to the U. S., and Edouard Morot-Sir, cultural counselor of the French Embassy, will be among the panelists in two special programs, "De Tocqueville's America," on NBC Radio Jan. 10 and 16. Alphan will take part in the first, Morot-Sir in the second. Additional panelists will be announced.

Dorothy Gordon will be moderator of the two programs, which will serve as prelude to "Democracy in America," a weekly series of 14 half-hour dramatizations of American democratic life based on Alexis de Tocqueville's early 19th Century classic.

Goralski a JFK "Weekender"

Robert Goralski has become a network correspondent for the NBC News department in Washington, it was announced by William Monroe, Director, News, Washington.

Goralski's former supervisory post on the NBC News desk in Washington will be filled by George Allen, currently working

COMING AND GOING

RICHARD BOONE, star of CBS-TV's "Have Gun Will Travel," has arrived in New York for a five-day stay. He will narrate CBS-TV's special, "John Brown's Body," to be broadcast Jan. 14.

BOBBY RYDELL, recording star, to Australia Tuesday, first stop on a two-month personal appearance tour which will take him around the world.

ZSA ZSA GABOR, ART LINKLETTER and PETER LAWFORD are in town, staying at the Savoy-Hilton Hotel.

AL BRODAX, director of TV for King Features Syndicate, in Puerto Rico on a two-week vacation.

ARTHUR GODFREY to Florida with RICHARD HAYES, the BUFFALO BILLS and KONG-LING, where he will begin broadcasting next week. GODFREY will also describe the first manned orbital space shot for CBS Radio.

IGOR STRAVINSKY, Russian-born composer, arrives in Toronto Sunday, to appear in a videotaped program, "Stravinsky at 80," for CBC-TV.

PADDY CHAYEFESKY, JOHN CROSBY, and JOAN FONTAINE leave New York today to attend the Second International TV Festival at Monte Carlo. Chayefsky and Crosby will represent the U. S. on the Jury for the Festival.

Keystone Web Sees Big '62 Ad Revenue

A survey by the Keystone Broadcasting System shows 85 per cent of its 1,125 stations believe 1962 will be a better ad revenue year than 1961, according to Sidney J. Wolf, president of the radio web. He said the affiliates attribute anticipated sales gains to three primary factors:

(1) They plan to improve programming which, in turn, attracts greater audiences, bigger and better "numbers" for agencies and advertisers; (2) they are scheduling better advertiser service in terms of expanding sales territories, hiring more salesmen, making more calls, and (3) station managers and owners plan to intensify promotion and merchandising, primarily local level, but also regional and national.

Most Had 2 or 3 Salesmen

Wolf said the bulk of the Keystone stations had two or three salesmen in 1961, but in 1962 the number of stations planning a four-man sales staff is expected to triple the number in 1961. And the number of stations with one salesman in 1961 is estimated to be double the number with only one salesman in 1962.

Most stations report the bulk of their billing originates with local advertisers, followed by regional and then national (both spot and network, as 77 per cent of the responding stations have some kind of a national representation contract).

for NBC News in New York.

Experienced as a newsman and broadcaster, one of his new jobs will be covering President Kennedy on weekends as well as filling various capital news assignments.

Allen will become assistant news desk supervisor in Wash- ington.

All Together Now, By the Numbers!

Currently on WNBC-TV when the Jack Paar Show pauses for local station breaks, John Hill, who conducts a daily exercise program, "Slimnastics," on the station, appears in a two-minute taped segment and encourages the audience to participate in a few simple exercises right then and there "to tone up those muscles." Hill, who was named WNBC-TV's "Physical Fitness Director," is a proponent of the no-strain theory of exercise.

KDKA Signs Pirates For 6th Yr. Straight

Pittsburgh—The Pittsburgh Pirates baseball games again will be heard on KDKA Radio in 1962, L. R. Rawlins, general manager of the Westinghouse Broadcasting Company station, has announced.

This will mark the sixth consecutive year for the complete schedule of Pirates baseball on KDKA Radio.

Sponsors of the broadcasts will be the Atlantic Refining Company (N. W. Ayer, agency), the Pittsburgh Brewing Company (Ketchum, MacLeod & Grove) and, for the first time, Mellon National Bank (Fuller & Smith & Ross).

Initial License Struck

(Continued from Page 1)

Florida Amusement Company.

Publix Television is another applicant for the Perrine outlet permit and a third applicant has applied to the commission for authority to construct a station in South Miami.

Harry Golden on WLIB

Harry Golden, author, journalist and philosopher of Charlotte, N. C., will appear on WLIB tomorrow afternoon.

FINANCIAL

(Jan. 4)

NEW YORK STOCK MARKET

	High	Low	Close	Chg
Admiral Corp.	17 1/8	16 1/2	16 1/2	—
AB-PT	46 1/2	44 7/8	43 7/8	+
A. T. & T.	135 3/8	134 1/8	134 5/8	—
AVCO	24 1/8	23 3/8	23 3/8	—
CBS	41 1/4	40 5/8	40 5/8	—
Columbia Pic.	28 3/4	28	28	—
Crow-Collier	38 3/8	37	37	—
Decca	41 5/8	40 7/8	40 7/8	—
Disney	37 7/8	37 1/2	37 3/4	—
East. Kodak	109 3/4	108 1/2	109	—
Gen. Prec.	58	56 7/8	57 3/8	—
Gen. Tel.	28 3/4	28 1/4	28 1/2	—
Hazeltine Corp	31 7/8	30 3/8	30 3/8	—
Loew's Theat.	43 1/2	41 7/8	41 7/8	—
Magnavox	40 1/4	38 1/4	38 1/4	—
MCA	78	77 1/2	77 1/2	—
M-G-M	50 5/8	49	49 1/4	—
NAFI	33 1/8	32 1/4	32 1/4	—
Nat. Theatres	6 1/2	6 1/4	6 1/4	—
Plough	83 1/4	81 1/2	82 1/4	—
RCA	54 3/8	53 1/8	53 7/8	—
Storer	29 1/4	28 7/8	29 1/4	+
20th-Fox	36 3/4	36	36 3/8	+
United Artists	32 3/8	32 1/8	32 1/8	—
Warner Bros.	81	80	80	—
Westinghouse	38 1/4	37 7/8	38	—
Zenith Radio	71 1/2	67 3/4	68 3/4	—

AMERICAN STOCK EXCHANGE

Capital Cities	19 3/4	19 1/2	19 1/2	—
Desilu	10	8 3/8	9 3/4	+
Esquire Inc.	15 1/4	15	15 1/8	+
Movielab	12 1/2	12 1/2	12 1/2	—
MPO	12 7/8	12 3/4	12 7/8	+
Reeves Sound	7 1/2	6 7/8	6 7/8	—
Rollins	12 3/4	12 3/4	12 3/4	—
Screen Gems	21 7/8	21 3/8	21 7/8	—
Technicolor	25 1/8	23 5/8	23 7/8	—
TelePrompTer	15 1/4	14 1/4	15	—
Trans-Lux	16 1/2	16 1/8	16 3/8	—
TV Industries	3	3	3	—

* OVER THE COUNTER

	Bid	Ask
Bartell	4	4
Jerrald	7 3/8	8
Meredith	35 1/2	39
Metromedia	15 7/8	17
Official Films	2 5/8	3
Scranton	7 1/2	8
Sterling	2 3/4	3
Taft	19 1/2	21
Transcontinent	9 1/4	10

* Courtesy of National Association of Security Dealers.

'Int'l Zone' Presenting Nature's Power Plants

"Power on the Doorstep," episode in the "International Zone" TV series, hosted and produced by Alistair Cooke for U TV, will be seen on WNBC-TV Sunday.

The film will cover a meeting of 500 scientists in Rome discussing cheaper power by harnessing sun, wind and thermal springs.

The program is seen on 59 U independent stations and in U member nations everywhere.

City Controller Guests On 'Let's Find Out'

New York City Controller Abraham Beame will be the guest of WCBS Radio's "Let's Find Out" Sunday when the program returns to the air after a two-week absence.

Subserv Rundown Offered by Georgia

Atlanta — The Georgia Association of Broadcasters soon will submit to the FCC a report of public service activities, broadcast editorials and outstanding objects of its member stations in 1961. This is to be first in a contemplated series of regular annual reports, the GAB advised RADIO-TELEVISION DAILY yesterday.

Seeks Ruling on Renewals

The GAB has asked the FCC for a statement on the situation of license-renewals in Georgia. Dan Harrington, chief of the Complaints and Compliance Division, told the Georgia organization there were about 30 renewals in 1961 still pending, but only two of these are seriously combated. The rest were being held up on minor technical or paperwork problems, and many have actually been cleared, even without formal approvals were yet announced. Both "serious" situations involve sale and transfer.

Gerhart Wiebe Named Dean at Boston U

Boston—Dr. Gerhart D. Wiebe, who served many years ago as an assistant to CBS president Frank Buntin and as the broadcasting company's program analyst, has been appointed dean of Boston University's School of Public Relations and Communications. Most recently he was a partner with Elmo Roper and Associates, public opinion and marketing research firm. Dr. Wiebe, who is a certified psychologist in New York State, succeeds Dean Melvin Brodshaug who has asked to be relieved of administrative responsibilities and who will continue on the school's instructional staff.

WOR to Broadcast 'Girl of Golden West'

Muccini's "La Fanciulla del West" (The Girl of the Golden West) will be heard on WOR Radio's Metropolitan Opera broadcast Saturday. Soprano Dorothy Kirsten, tenor Richard Tucker and baritone Anselmo Colzani star. Fausto Cleve will conduct the orchestra. Milton Ross is host.

Gardner Host to Three

Actors Art Carney, Hugh Brian and Alfred Drake will be hosts Saturday on WOR-TV's "The Hy Gardner Show."

DJ Boards 'Ban'-Wagon; Foresees 'Banner' Year

Salt Lake City—Now that even "Tarzan" has been banned from the shelves of a library because of possible improprieties with his mate Jane, KALL's morning deejay Will Lucas has chartered his own "Ban a Book a Month Club." Anybody can join, whether able to read or not. Proposed next step is a Banned Book Review on the 6 AM show.

TV Guide Hits Record 8-Mil.

Radnor, Pa.—TV Guide has become the first weekly magazine to top the 8 million mark in circulation. Publisher James T. Quirk said the Dec. 30 issue had an estimated circulation of 8,073,608 copies, as 30 of its 63 regional editions set new sales records. The circulation was an increase of 289,861 copies over the Dec. 23 issue.

Runner-up Million Behind

The circulation figures place the magazine almost 1 million copies ahead of any other weekly magazine.

The magazine's previous all time high of 1,927,406 copies was set by the Nov. 4, 1961, issue. Quirk said the record-breaking issue had single copy sales of 5,006,754.

Ottawa Station to Beam Calgary Wrestling Series

"Big Time Wrestling From Calgary," with Sam Menacker at ringside, which is syndicated by the Foothills Athletic Club, Ltd., Calgary, Alberta, Canada, and produced by CFCN-TV, Calgary, has been purchased by CJOH-TV, Ottawa.

A one-hour videotape production, featuring the world's leading grapplers, "Big Time Wrestling From Calgary" is now being seen on five stations throughout Canada. It was recently selected for overseas viewing by the U. S. Armed Forces Radio-TV Network and is being shown in 22 foreign bases.

White House 'Tour of Duty'

Franklin Schaffner has been named to direct "A Tour of the White House With Mrs. John A. Kennedy," the special telecast to be video-taped inside the White House.

The full-hour program, which will be presented Feb. 14 on CBS-TV will be the first such tour of the executive mansion since President Harry S. Truman showed

Short License Slap Given Pa. Station

Washington Bureau of RADIO-TV DAILY Washington—A one-year license renewal for WTTT, Lewisburg, Pa., instead of the regular three-year renewal has been recommended by FCC hearing examiner Asher Hyde.

Hyde recommended the one-year renewal because of transfer of station control without prior FCC approval, and technical violations which have since been remedied. He did not charge lack of candor or misrepresentation, and he said the station should be allowed to furnish evidence of its ability to operate in the public interest.

Cobb, Meredith Signed For Westinghouse Spec

Lee J. Cobb will star, with Burgess Meredith as guest, in Robert L. Joseph's original drama, "Footnote to Fame," special "Westinghouse Presents" show Feb. 3 on CBS-TV.

Gordon Duff and Alex March respectively produce and direct the program, which will originate in New York and pre-empt "Gun-smoke." Sponsor is Westinghouse Electric, via McCann-Erickson.

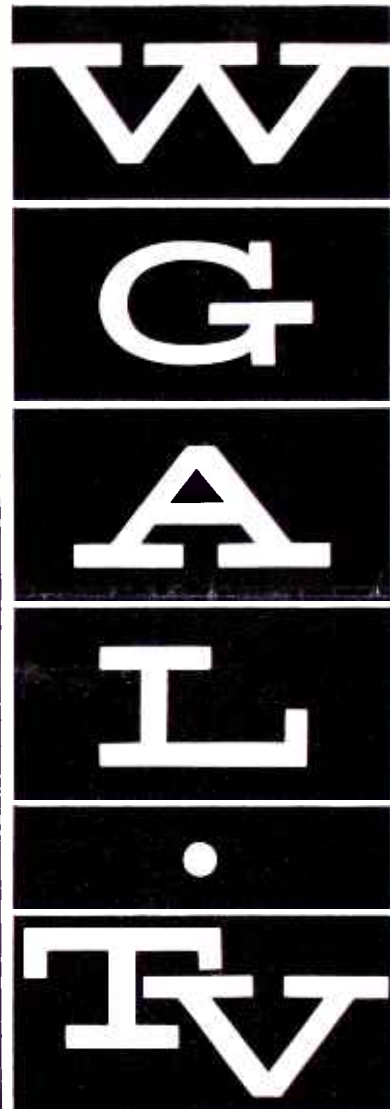
Music of 13 Countries To Debut on WNYC-FM

A new music series, "International Rostrum of Composers," with musicologist Oliver Daniel as host and commentator, will premiere on WNYC-FM Monday. The programs, planned and produced in cooperation with the International Music Council of UNESCO and the Broadcasting Foundation of America, will feature exclusively first U. S. performances of contemporary works from 13 countries.

Christmas Still to Come, In Eastern Church Rites

Pittsburgh—An Eastern Orthodox Christmas Eve service will be broadcast tomorrow at midnight on KDKA Radio. The Eastern Orthodox calendar places Christmas at a later date than the Gregorian calendar.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.



Representative: MEEKER

Probe 'College Panic' On 'Education Report'

The fear there may not be enough colleges to handle the flood of students 10 years from now will be discussed tomorrow in "The Truth Behind the College Panic," on WNBC-TV's "National Education Report."

2 Vet Broadcasters United After 20 Yrs.

Washington Bureau of RADIO-TV DAILY
 Washington — Two veteran broadcasters will be reunited on WWDC next week, some 20 years after their first station affiliation, when Harold G. (Hal) Stepler joins the staff to handle news and special features on the Art Brown morning show as well as news and special WWDC staff assignments at other broadcasting periods of the day.

Stepler started his radio career in Washington with the old WOL in 1942, when Brown was that station's morning man. Hal has also been with WMAL for 10 years, WTOP for seven and most recently was associated with WGMS, all in this city.

Bell Lauds Radio Code

(Continued from Page 1)

president LeRoy Collins' action in the past year to "accelerate the processes of self-improvement and self-regulation." A committee currently is studying consolidation of Radio and TV Codes under a single authority.

Bell cited the sharp increase in editorializing by both media as a significant contribution to public understanding. He said:

"A new voice has been added in our country. With only 1,800 daily newspapers, as opposed to more than 4,500 AM-FM and 550 TV stations, the broadcast editorial is frequently the only other voice on controversial issues."

Broadcasters, he contends, must be free to determine the public interest needs of their own communities and would be justified in crying "censorship" if the FCC sought to substitute its own judgment for that of the stations.

'Way to Go' Marks Mission's 150 Years

The 150th anniversary of the New York City Mission will be commemorated Sunday on WCBS-TV's "The Way to Go." Neal Finn will direct the program, and the Rev. Dr. Kenneth Miller, former executive secretary, will discuss the mission's efforts and accomplishments since its founding in 1812.



By TED GREEN

• • • Hal Levin, former newspaper advertising exec, has joined the sales staff of WINZ, Miami, as an account exec . . . New York's Fred Stettner, former NBC producer whose guiding hand made "Concentration" a top-rated daytimer, is now working out of NBC Hollywood, producing "Your First Impression," panel show of the new Art Stark-Monty Hall packaging outfit. Make this another winner, Fred!

☆ ☆ ☆ ☆

• • • Producer Bill Hobin is taping "Sing Along" shows well into May (they filmed their yule show in 92-degree Summer weather). . . Actress Evelyn Russell, featured in "Sail Away," received a poem from Noel Coward who wrote it in honor of her birthday. . . Bob Dixon of CBS Radio heard there's a new product to be put on the market—a toothpaste with food particles for people who can't eat between brushings.

☆ ☆ ☆ ☆

• • • Operation Give A Break: Harvey Victor, VP at Jayark Films, is in the market for a top-notch salesman to cover a southern territory . . . Interested applicants can reach him at TN 7-3232. . .

☆ ☆ ☆ ☆

• • • Meet: Carol Knox, (recent bride of Sam Cook Digges, administrative VP, CBS Films), stars on the daily "Family" show on WNBC-TV. Carol does everything from interviewing celebrities, presenting the latest fashions, illustrating sewing techniques and demonstrating recipes in the Family Kitchen. Carol joined WAVY-TV, Norfolk, in 1957 as continuity director and weather girl. She was soon promoted to women's director of the station, and three years later signed by WNBC-TV for her current position in the "Family" show, which has been aired since the Fall of 1960. Miss Knox is a member of American Women in Radio and Television and The Fashion Group, among others.



KNOX

☆ ☆ ☆ ☆

• • • Richard Tuber, creator and writer of "The Man and the Challenge," is now preparing a situation comedy TV series which will be slanted for youngsters and star the Harmonica Rascals. . . The Twist combo, The Orchids, set for an appearance on last Sunday's Ed Sullivan show, had to cancel when two of its members were hospitalized after their car was in collision with a bus. . . Delmer Daves is so enthused with Al Hirt's performance as a wild Russian in his new production, "Lovers Must Learn," that he's encouraging Warner Bros. execs to sign Al to a long-term acting-and-trumpeting contract.

☆ ☆ ☆ ☆

• • • Off the Record: Pat Boone has signed The Crosby Brothers on Agoom Agoom Records. Their first single release will be out shortly on the Dot label. It will be entitled "A Little Bitty Tear" and "Tennessee Twist." . . Bobby Edwards, the single-guitarist-composer who composed and recorded one of the year's most popular disks, "You're The Reason," and Ted Straeter, famous for his piano artistry and top-notch arrangements, have signed an exclusive recording contract with Capitol Records. . . Libby Papiernick has been promoted to supervisor, releasing and listing, library and catalog for Columbia Records. . . "The Gay Life," a new Broadway musical comedy set in old Vienna, has been recorded in original cast album form by Capitol Records. . . Darrell Rice, who joined the RCA Victor Record Division's West Coast office in June, has been appointed music director.

'3 Steps to New Year'

The Rev. Dr. Robert E. Goodrich, Jr., First Methodist Church, Dallas, will discuss "Three Steps to a New Year" on CBS Radio's "Church of the Air" Sunday. The program is produced by Ted Holmes of the CBS News public affairs department.

Koch, Chevlu in Pact

West Coast Bureau of RADIO-TV DAILY
 Hollywood—Howard Koch, executive producer of Essex Productions, announces completion of an agreement with Chevlu Productions, formed by Edmond Chevie and Charles Luftig, to supervise Chevlu's TV activity.

British Bands Blowing Trans-Atlantic Concert

Seattle—Two of Britain's outstanding brass bands, the Black Dyke and the Brighouse & Rastrick, will be heard in a special broadcast from the town hall in Huddersfield, England, Monday on KING-FM. The Black Dyke, one of England's oldest bands having been founded in 1854.

Famous Men Series In N.Y. Bow Monday

"Perspective on Greatness," new series of once-a-month, hour-long documentaries on the lives of famous men of our times, will have its premiere on WOR-TV tomorrow.

The initial offering will trace the career of Al Smith, former New York Governor and unsuccessful Democratic Presidential candidate in 1928.

In future weeks the program will present such subjects as Charles A. Lindbergh and Douglas MacArthur, among others.

H. V. Kaltenborn will introduce the Al Smith story. Luis V. Rooten will narrate. Program was written and directed by John O'Toole. Sponsor is Rheingold Breweries.

Don Luftig Appointed WINS Program Director

WINS has appointed Don Luftig program director. He has been with WNTA-TV and radio for 12 years, where he was producer-director of the "Clayton Record Wagon Show" and director of "Open End" with David Susskind, "One Night Stand," "Jazz Party" and others. Prior to that, Luftig was a Mutual Broadcasting System executive.

LIU Takes a 'Ride' On Joyce's Jazz Salute

In the second of a series of salutes to colleges and universities in the Greater New York area, WCBS Radio's Ed Joyce will present a special jazz program in honor of Long Island University Monday.

Seminary to Air Biogs

The Jewish Theological Seminary of America this Sunday will present on NBC Radio and ABC-TV respectively the story of Rabbi David Einhorn's struggle against slavery during the Civil War and "A Glimpse of the Inner Life of Marc Chagall," the artist. Formerly will be broadcast on the "Eternal Light," latter on "Directions '62—A Jewish Perspective."

'Planned Parenthood' Urged on New Outlets

MBS' Hurleigh Cites Overloaded Markets As Reducing Service

Mutual Broadcasting System president Robert F. Hurleigh has called for "a little planned parenthood" where new radio franchises are involved, to offset "the jamming of too many stations into a market and the jamming of a station into a market that simply cannot pay out for the facility involved."

In the latest issue of the MBS monthly newsletter, "Of Mutual Interest," Hurleigh said the situation is causing confusion to listeners and a dearth in adequate and proper services.

Calls for 'Waiting Period'

Urging "a waiting period until the number of people catch up to the number of towers now erect," he noted that "just as we are overproducing wheat and corn we are overproducing channels as well. The bald truth . . . is that the franchise explosion is growing even faster than our population explosion."

"With over 4,500 radio stations in business' as of this moment, we now have roughly one facility per over 10,000 homes in America. In some places this average sinks to one per 5,000 homes and less!

Affiliation Often Impossible

"With only four networks in the field," said Hurleigh, "many stations, even if they wanted it, are necessarily left without any affiliation at all. This may be no hardship to major operators but where the smaller station owners have the capital to originate the volume and quality of public service so devoutly wished for by the FCC?" he asked.

Hurleigh Host in L. A.

West Coast Bureau of RADIO-TV DAILY
Hollywood — Robert Hurleigh, president of the Mutual Broadcasting System, was host to trade press at a cocktail party at the Beverly Hilton Hotel last evening observing the affiliation of KHJ Radio, Los Angeles, with CBS, re-establishing a former long-time association.

30 Hours of Spanish Weekly on KWEX-TV

San Antonio—KUAL-TV, local Spanish language station recently purchased by the Spanish International Broadcasting Corp. headed by Mexico's Emilio Azcarraga, has changed its call letters to WEX-TV. Starting Feb. 3, it will broadcast 30 hours a week of Mexican recorded Spanish language shows.

Storer in News Hypo For Cleveland Outlet

Cleveland—WJW, Storer station here, has terminated its affiliation with NBC Radio and is now operating as an independent broadcaster after 18 years of network links. This gives Cleveland six independent outlets and two network-affiliated stations.

In line with the move, WJW is featuring "Total Information News" with "Beautiful Music," presenting eight 10-minute and 16 five-minute newscasts Monday through Saturday. In addition, the station is airing 14 special five-minute "Comment" programs daily on current topics, plus a Sunday schedule of specially prepared documentaries and local live discussion, religious and educational programs.

Press Services Used

To implement the news step-up, WJW's five-man local news team augments its own coverage with the services of Radio Press International, AP, UPI and Storer News Bureau. Being heard again as a newscaster is WJW program director Bruce MacDonald, while two other Storer veterans have switched to Cleveland from WG-BS, Miami. They are Dave Brigham, a former WJW staffer, and Dean Griffin. The other two newscasters are Michael Prelee and Lee Fowler.

Goldberger, Johnson To WPAT Sales Staff

Donald H. Goldberger and Buxton L. Johnson have been appointed to the sales staff of WPAT-AM-FM.

Goldberger joins WPAT from WERE, Cleveland, where he has held the post of account exec for the past 10 years. Johnson's previous post was as account exec for Blair TV. Prior to that, he held positions with Dunnan & Jeffrey; Moloney, Regan & Schmitt, and New York Times.

Yugo Visitor Likes Our TV

Houston — "American TV to some foreigners sounds as though it might be horrible—but after watching it, I think it is pretty good," stated Josip Grubisic, Yugoslavia's "cultural editor" of TV and radio, while visiting stations here. Grubisic is studying U.S. broadcasting as part of a four-month tour arranged by the Institute of International Education for the State Department.

Impressed by the numerous stations in this country, the Yugoslav said, "It is fantastic. London,

It's Moss Hart's 'Last Act'

A WQXR musical "special" featuring composer Frederick Loewe and the late producer-director Moss Hart will be broadcast as originally scheduled despite Hart's death, which occurred recently in California.

The program was recorded in New York by the two men several weeks before Hart died, and was

his last "public appearance."

Both Hart's widow (actress Kitty Carlisle) and Loewe agreed that the program, originally conceived as a review of Loewe's career, would now serve also as a fitting tribute to Hart. Entitled "Frederick Loewe and Moss Hart—Face to Face," it will be aired on WQXR Jan. 21.

Insurance Series Evokes History's Heroes, Cads

New Britain, Conn.—Beginning Monday, WHNB-TV will present "Men of Destiny," a daily series of five-minute films highlighting the lives of famous and infamous persons in history. Sponsor is Hartford Insurance Group, and Bob Considine is narrator.

New French Channel Asked for Quebec

Special To RADIO-TV DAILY

Montreal—The CBC has applied to the Board of Broadcast Governors for permission to operate a second French-language TV station in the city of Quebec.

There are now two privately owned TV stations in the city, one affiliated with the CBC's French network and the other affiliated with its English network. If CBC's bid for the third station is approved, it is expected the private French station will leave the network.

Buskett in KRLA Post

West Coast Bureau of RADIO-TV DAILY

Hollywood—Larry Buskett, former KLAC sales chief, has joined the administrative staff of KRLA as sales manager, it was announced yesterday by general manager John Barrett. Buskett was associated previously with KMPC, Los Angeles, and stations in Sacramento, Las Vegas and San Diego.

Name Brigham PGW TV Manager, 'Frisco

West Coast Bureau of RADIO-TV DAILY

San Francisco — Peters, Griffin, Woodward, Inc., station rep firm, has appointed John Brigham TV manager for the office here, effective Jan. 15. Brigham replaces John Sias who has resigned. He will report directly to Lloyd Griffin, PGW president-TV, in New York.



BRIGHAM

Brigham, currently TV account exec in the New York office formerly was with WCBS-TV and Edward Petry & Co. Prior to that he was with WHCT, Hartford, Conn. He is considered expert in spot-broadcasting.

WLIB Panel Considers Place of Jazz in U. S.

"The Editors Speak" on WLIB tomorrow will discuss the question "Is Jazz America's Classical Music?" Panelists will be Dave Walters, Symphony of the Air; Cannonball Adderley; George S. Schuyler, N. Y. Courier; Allan Morrison, Johnson publications; and George W. Goodman, WLIB news director.

TAC Enlists WLAC-TV

Nashville—According to T. B. Baker, Jr., VP and general manager of WLAC-TV, Inc., WLAC-TV has become the subscriber member of Television Affiliates Corp. for 1962.

East Coast Ski Reports Aired by WCAU Radio

Philadelphia—WCAU again this year is broadcasting ski reports on Thursday and Friday evenings and Saturday mornings. Reports cover snow conditions and weather forecasts for ski runs in the Poconos and New England.

WPIX Shedding Light On Airlines, Aliens

WPIX programs in the next few days undertake to shed light on the financial dilemma of commercial airlines and on the problem of 450,000 aliens in New York who show no interest in becoming American citizens.

A fare increase and mergers will be offered as solutions to the airline problem on "Your Right to Say It," a half-hour taped telecast, Sunday. The program is a weekly public affairs presentation of WGN-TV, Chicago, produced by Northwestern U. in cooperation with WGN public affairs department.

On Monday, a new weekly series, "Are You a Citizen?" will begin on "School for Adults" for nine weeks to ameliorate the alien situation. The program is a Regents Educational Television Project produced in cooperation with the Immigration and Naturalization service. The series, directed by Ed King, will guide aliens along the steps to take to become a citizen.

New Posts for Taylor, McCallion, in Phoenix

Phoenix — Al Taylor and Pat McCallion have been appointed to positions of program director and sales manager respectively, at KOOL.

Taylor has previously been with KMJ, Fresno; KGIL, San Fernando, Calif., and WOKY, Milwaukee. McCallion has been an account exec at KOOL for the past six years.

Northwestern U. Joins WGN in Music Series

Evanston, Ill.—WGN radio and Northwestern U. are cooperating on a new radio program, "Listen," featuring Robert Gay, associate professor in the NU Music School. It debuted Sunday.

"Listen," a new approach to serious music, was created by Gay to illustrate weekly, to the average audience, that serious music is "good" music and can be just as enjoyable, melodic, memorable as so-called "pop" music.

If Players Can See Ball, TV Eye Must, Also

Indianapolis — WLWI-TV will begin live color broadcasting of basketball under normal lighting conditions, with the Evansville-Butler game here Saturday night. Color coverage under existing light conditions is made possible by a nightly sensitive camera tube developed by Crosley.

TODAY'S PERSONALITY

• • • William F. Wallace, president of IVT (International Video Tape Recording & Production, Inc.), Los Angeles, is a seasoned broadcasting executive, well grounded in technical engineering and program production. A native of Newton, Mass., Wallace graduated from the Massachusetts School of Engineering and attended Harvard University. He began his radio career 15 years ago as chief engineer and announcer for WLNH, Laconia, N. H. He helped set up WCOP in Boston and, with TV's advent, joined Westinghouse Radio to aid in constructing WBZ-TV, Boston. After three years there as technical director, in December, 1950, Wallace became affiliated with NBC-TV, in New York, as an engineer. Nine months later, he transferred to the West Coast as cameraman for the Red Skelton shows, served as technical director for Albert McCleery's "Matinee Theatre" from '56 to '58. The following year he left NBC to join Ampex as program production co-ordinator. In November, '59, he formed his present company, spent nine months building his own facility, and early this year, entered production. Most recently, IVT taped the Jerry Lewis Muscular Dystrophy special, "High Hopes." Wallace owns an Emmy, awarded in '59 for his work as technical director on "An Evening with Fred Astaire."



WALLACE

"Hand That Writes Checks Writes Scripts"—Harmon

West Coast Bureau of RADIO-TV DAILY

Hollywood — Motion picture producer Larry Harmon, addressing a group of local business men, drew a parallel between FCC pressures and Congressional investigation of the licensed broadcasting industry and what would result from government subsidies for movie-makers.

\$100,000 Boat Used For Radio Remotes

WNBC will be on hand for the 52nd National Motor Boat Show at the New York Coliseum Jan. 15-17, airing remotes from the bow of the \$100,000, 50-foot cruiser, largest boat on display. Originating their "talk and turntable" shows from the Coliseum all three days will be WNBC personalities Sandy Becker, Art Ford and Wayne Howell.

"The hand that writes the checks writes the scripts," Harmon said, as he urged the film industry to keep its independence and make "what the public wants, without a Washington mortgage on their product."

Harmon, a leading producer of cartoon films, charged that the inevitable price of Washington aid is "advice censorship and direct, or indirect, control."

Twin Cities to View Documentary on SAC

Minneapolis—"SAC '61," a dramatic documentary of the "ready-alert" activities of the Strategic Air Command of the U.S. Air Force, will be seen on WTCN Jan. 12.

"SAC '61" has received a special Air Force commendation, and was awarded first place as the "most outstanding TV program presented by a sponsor" in the Fifth District of the American Federation of Advertising's competition for 1961.

"SAC '61" was produced by station WBNS-TV, Columbus, Ohio; written, produced and directed by Carl Papai; photographed by Darrel McDougle and Lou Phillips; narrated by Chet Long; cast comprised of officers and men of the SAC.

Communion Breakfast In Hollywood Feb. 4

West Coast Bureau of RADIO-TV DAILY

Hollywood — The eleventh annual Communion Breakfast for Catholics in the motion picture, television and radio industries will be held Feb. 4, at the Beverly Hilton Hotel following a Pontifical Mass by His Eminence, James Cardinal McIntyre at Blessed Sacrament Church at 9 a.m., committee president John E. Lavery has announced.

A.C.E. Deadline Jan. 7

West Coast Bureau of RADIO-TV DAILY

Hollywood—Names of theatrical, television and documentary films to be submitted by members of the American Cinema Editors for consideration in A.C.E.'s annual film editing awards balloting must be received by Monday, the A.C.E. board of directors has announced.

News Flashes From Coast-to-Coast

Sings on KING-FM

Seattle—Josh White, American ballad singer and guitarist, will be featured on two programs of ballads and spirituals today and next Friday and on KING-FM.

Debbie Drake's Parlay

Dallas — Debbie Drake, who gives her viewers expert tips on how to improve the human figure on WFAA-TV, has turned author. Her new book is entitled, "Debbie Drake's Easy Way to a Perfect Figure and Glowing Health."

'Age of Kings'

Detroit — "Age of Kings," a series of Shakespeare's historical plays, is being presented twice

each Friday on ETV station WT-VS. Teachers and students use this series as part of their class work.

One for the Ladies

Phoenix—KPHO-TV has begun a new women's show, "Open House," hosted by Betty Waters. The show features hints and short cuts to sewing, cooking and other information of interest to women. Special features include Debbie Drake with diet and exercise tips, and Eleanor Shano's "Gateway to Glamour."

KABC Helps Junior Blind

Los Angeles—According to VP and general manager Ben Hober-

man, the Foundation for the Junior Blind, serving all blind children in Southern California, will be KABC's January "Public Service Project of the Month."

Johnson Re-elected VP

Ft. Wayne—Merrill V. Johnson, manager of WGL, has been re-elected a vice-president of the Downtown Ft. Wayne Association for 1962.

Airs All-Star Game

Seattle—KOMO will carry the Western Hockey League All-Star game from Portland, Ore., on Monday. Bill Schonley will handle the play-by-play.

YOUR DIMITS WILL DO IT AGAIN!

✓ VACCINE
POLIO BIRTH DEFECTS ARTHRITIS

Your TIME will do it again!

SAY YES TO THE NEW MARCH OF DIMES!
Program These Unique Features
During January

TELEVISION

16 mm Films

"THE SCENE STEALERS"—1 hr.—Ed Wynn, Buster Keaton and Jimmy Durante headline this all-star Hollywood entertainment special.

"BILLY AND BEETHOVEN"—15 min.—Documentary narrated by Barbara Stanwyck.

"MEET DEBBIE SUE"—A series of spots featuring Poster Girl Debbie Sue Brown, appealingly filmed in New York City's Central Park. Narrated by Julie Harris.

SPOTS—1 min., 20 sec. and 10 sec.—Featuring patient aid, research and treatment for birth defects, arthritis and polio.

PLUS—Slides, buttons, cards, canisters and live spots.

RADIO TRANSCRIPTIONS

"ON STAGE FOR THE NEW MARCH OF DIMES"—5 min. musical shows—with top recording stars in every style, including Frankie Avalon, Chubby Checker, Connie Francis, Red Foley and Ella Fitzgerald.

SPOTS—1 min. and 30 sec.—By show business notables: Jack Benny, Mary Martin, Art Linkletter, Barbara Stanwyck, Ralph Bellamy, Joan Fontaine, Eve Arden, Faye Emerson, Arlene Francis, Polly Bergen, Bess Myerson, Tony Randall.

"DISCS FOR DIMES"—30 sec. deejay specials featuring favorites such as Paul Anka, Rosemary Clooney and Duke Ellington.

THE SPANISH SHOW—Special 15 min. musical show and spots for Spanish language stations.

Plus Something New! SPECIAL FOR FM

12 min. miniature concerts starting:

Van Cliburn with Milton Cross announcing.
Raymond Paige and The Radio City Music Hall
Symphony with Frank Gallup announcing.

GEORGE P. VOSS
Vice President
for Public Relations

1962 NEW MARCH OF DIMES

THE NATIONAL FOUNDATION • FRANKLIN D. ROOSEVELT, FOUNDER • 800 SECOND AVENUE • NEW YORK 17, N. Y. • OXFORD 7-7700

Tidewater TV Outlets Extend Joint Promo

Norfolk — The Tidewater TV Market Council, composed of the three stations in the Tidewater-Norfolk area of Virginia (WAVY-TV, WTAR-TV, WVEO-TV), has expanded its promotional budget and will continue the campaign for the first four months of this year and possibly through the remainder of 1962.

The campaign was begun in early 1961, and over a nine-month period more than 100 film showings of the group's promotional film on the Tidewater Market have been presented in every major city in the country. Twelve prints of the film have been kept in circulation and the stations, in cooperation with their national sales reps—Petry (WTAR-TV), H-R (WAVY-TV) and Katz (WVEC-TV), have shown the film to over 1,000 people.

Although continuing the promotional campaign, the group will change the theme from "Tidewater, the Most Misunderstood Major Market in America" to "Tidewater, 30th Market in the Country." Advertising for the extended campaign will continue to be handled by Liller, Neal, Battle & Lindsey, of Richmond, while Phil Dean Associates, of New York, will continue to handle publicity and promotion.

Ted Mack Amateurs To Tape Two in Miami

Miami — Auditions for the two programs of "Ted Mack and the Original Amateur Hour" which will be recorded on videotape at Miami Beach Auditorium, will begin next week, it was announced by WTVJ general manager Lee Ruwitch.

De Maupassant Probed

The second of a series of two programs discussing the writings of Guy de Maupassant, one of the most important figures of 19th century French literature, will be presented by Professor John Dando on WCBS Radio's "Backgrounds of Literature" Sunday.

Detroit Radio to Air School Closing News

Detroit — WXYZ this year is again cooperating with all schools in the area by announcing school closings during severe winter weather and other emergencies. All 978 public and parochial school heads in the Detroit area have received written instructions on how to handle such reports, including an identifying code number to assure validity of information.

AGENCIES

By WM. McCUTTIE

Grant Advertising has appointed exec VP Greg Sherry head of the Chicago office. He will direct all operations . . . Bennett Public Relations, New York, has been named to handle corporate and product publicity and PR for the American Radiotelephone Corp., Natick, Mass., effective Wednesday . . . Allied Van Lines has retained Young & Rubicam, Chicago office. Previous agency was Campbell-Mithun . . . Avery-Knodel, station rep firm, is distributing a study of the coverage of the nine-station Arizona Broadcasting System.

Admen Tracing Route Of Food Distribution

Hollywood — The movement of food merchandise through distribution channels will be traced at the Jan. 8 Hollywood Ad Club meeting at the Roosevelt Hotel. Richard Freed is chairman. Panelists are Tom Virgil, Star-Kist Foods marketing manager; D. V. Brown, Brown-Massie president, and George Carter, Von's Shopping Bag sales and merchandising manager.

A telephone survey by Ehler's Coffee Co., New York, of 100 housewives in the tri-state New York metropolitan area indicates that women shoppers look for bargains rather than brands in staple food and beverage items. Gals also go for products which offer premiums, the study shows. Most said shopping habits are based on where to shop rather than what to shop for. Loyalty to an outlet stems from consistency of product bargain advertising. Co-Ordinated Marketing is the agency.

Colgate-Palmolive Co. has named Richard C. Beeson group product manager in charge of all phases of advertising, merchandising, sales and packaging of Wildroot Cream Oil and Halo Shampoo . . . John Neale has been appointed P. Ballantine & Sons, Newark, assistant advertising manager.

State Assemblyman Faces 'Searchlight' Quiz Sunday

New York state assemblyman Mark Lane will face a panel of newsmen Sunday on WNBC-TV's "Searchlight," in a discussion of the conflict of interest charges leveled against speaker of the house Joseph Carlino. Participants will include moderator Ben Grauer and Gabe Pressman, of NBC News.

TV Camera Follows 200 Top Track Stars

"The Los Angeles Invitational Indoor Track Meet," one of the major events of the winter season, will be presented on "The Sunday Sports Spectacular" Jan. 21 on CBS-TV. Host Jack Whitaker will describe the action.

Two hundred of the top track stars currently in competition in the U. S. and foreign lands will participate in the third annual invitational meet, to be taped the evening before the broadcast. The meet is held each year under the auspices of the Southern California Sports Association.

Shark Habits Studied On ABC's 'Expedition'

"Shark Island," the film account of the continuing investigation into the feeding and attack habits of the shark, will be shown on "Expedition!" Monday on ABC-TV.

"Expedition!", produced by V. Fae Thomas, is sponsored by the Ralston Purina Co., via Guild, Bascom & Bonfigli.

Cerebral Palsy Telethon Names Musical Director

Impresario - maestro Tony Cabot will serve as musical director of the Cerebral Palsy Telethon Jan. 13-14 on WOR-TV, for his eighth consecutive year.

Youngsters to Compete

Boston — Youngsters from the Cape Cod area will compete against youngsters from the Springfield area as the "Winning Pins - Junior Candlepin Bowling" show premieres on WHDH-TV Sunday. Jim Britt is the commentator.

Victor Producing 'Kildare'

David Victor has officially stepped up to producer on MGM-TV's "Dr. Kildare" series, with Henry (Hank) Colman signed as associate producer to fill the post previously held by Victor.

Few 9-5 Laughs, Funt Finds

Allen Funt of CBS-TV's "Candid Camera" decided to test his observation that "people take their jobs seriously and rarely see the humor in preposterous situations involving their work."

First he called an electrician to his home outside New York and asked the tradesman to install an electric chair in his living room. Later he summoned several dry cleaning operators and obtained estimates on the costs of cleaning paper money—wholesale.

The electrician, taken in by Funt's con-man manner, detailed how the chair would be put in. He

Disk Spinning

Verve label stars are gathering plenty of green stuff—and it isn't moss. Phyllis Diller leaves Angelo's, Omaha, tomorrow and moves into Indianapolis' Crow Room Monday for two weeks. Ella Fitzgerald holds forth at New York's Basin Street East Thursday through Feb. 3. Stan Getz also in New York, winds up his Jazz Gallery appearance Jan. 1.

Capitol has streamlined its corporate structure into two complete business groups. Records & Phonographs is headed by V. Alan W. Livingston; Mail Order & Electronics by VP Daniel C. Bonbright . . . SESAC Recording star Til Dieterle, who recently appeared at the new Schine Inn, Chicopee, Mass., is booked at the Sheraton-Charles, New Orleans.

During the recent taped broadcast of the White House concert featuring Pablo Casals, KTOD AM-FM, Sinton, Tex., foiled home recordings by using an electronic device. A tone, inaudible to listeners, is broadcast with music. I taped at home, however, the tone is audible and the pickup disrupted.

The 37th monthly Musicaster Programming Conference, and the first to be held in Canada, takes place Jan. 21 at King Edward Hotel, Toronto. TV and radio stations are being offered a new Freedom jingle, "What Have You Done for Freedom Today," sung by Frankie Laine, as part of the 1962 Freedoms Roll-Call program Feb. 15-28.

N.Y. Bar Ass'n Backs TV Constitution Series

Binghamton — The New York State Bar Association, and the Broome County Bar Association are sponsoring a series of seven one-half hour TV programs titled "Decision: The Constitution in Action" over Binghamton Station WNBC-TV, commencing Sunday.

assured Funt there would be no dimming lights or "any of that Hollywood stuff." He also said he would install a control panel "just like the one at Sing Sing." He encouraged Funt to get a special permit and said he'd get right to work.

For the dry cleaners, Funt posed as a bank president. When all bids were in, Funt asked the men if \$100-bills would cost more to clean than \$20-bills. Each called his office and answered "yes."

The situations satisfied his curiosity but neither will appear on "Camera," Funt said.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF RADIO & TELEVISION



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MONDAY, JANUARY

Indiana University Library
Bloomington Ind

TRAFFICKING CLAMPDOWN NEAR

Stock Gains Reflect Industry Soundness

A comprehensive survey of the past year's action registered by securities representing 43 companies primarily engaged in broadcast or its allied electronic and entertainment fields points up the fact—if the stock market is a reliable indicator—that this industry has entered 1962 in topnotch financial shape.

In the "big board" (New York)

Kenney to Washington NBC Vice President

Peter B. Kenney has been elected VP, Washington, NBC board chairman Robert W. Sarnoff announced today. Kenney has held a variety of executive positions in the network in the past.

Leod Halifax GM

Special To RADIO-TV DAILY
Halifax, N.S., Canada — Bruce Leod has been appointed general manager of CJCH, Ltd., which operates TV Channel 5 here and Channel 10, which has transmitter facilities at Canning, Nova Scotia. McLeod joins the company on CKGN-TV, North Bay, Ontario.

Studio Vice Presidency M-G-M to Weitman

Robert M. Weitman, vice president of MGM-TV in charge of production, has been named vice president and studio administrator of Metro-Goldwyn-Mayer, it was announced at the weekend. Joseph R. Vogel, M-G-M president. Weitman formerly held vice presidencies at the ABC and CBS networks.

WARNING SOUNDS AGAIN ON TUBE 'SHENANIGANS'

Recalling a series of articles in Radio Daily several years ago exposing incompetence and fraud by set service and repair companies in New York—resulting in legal actions against some of the firms involved, the Empire State (New York) Federation of TV Electronic Servicemen's Association says many residents are being hoodwinked despite a law passed more than a year ago to safeguard them from misrepresentation on TV replacement tubes.

Association president Douglas W. Cook said the law requires all TV replacement tubes be labeled

Three Executives Shifted In Westinghouse Chain

John McClay has been named as his special assistant by Donald H. McGannon, president of Westinghouse Broadcasting Company. McClay, currently general manager of WJZ-TV, WBC outlet in

Mrs. Ensign to Manage Herald Tribune's WVIP

Mt. Kisco, N. Y.—Mrs. Jean Ensign has been appointed manager of the Herald Tribune Radio Network's WVIP here. Network president Martin Stone says she is now

Leeds Goes to London For 'Thomas' Locales

Hollywood—Howard Leeds, recently named story editor for CBS-TV's "The Danny Thomas Show," has planned to London to discuss shooting locales and production facilities. The series will shoot some episodes in Europe next year.

Three-Year Delay Proposed to Erase Quick Station Sales

Washington Bureau of RADIO-TV DAILY
Washington — In what is frankly labeled as a move to discourage "trafficking" in station licenses—and in the face of major industry opposition, the FCC has tentatively decided to require hearings on sales of radio and TV outlets within three years of their acquisition. For some time, the Commission has been considering adopting such a rule, with certain exceptions, principally in the case of death or bankruptcy.

Under the proposal, any person or company holding a station for less than three years and wishing to sell would have to convince the FCC of its good faith at a formal hearing. The latest action was in the form of a directive to the FCC staff to draw documents looking toward adoption of the new rule.

The action is not final, and will not be until the commissioners take a final vote.

Storer Ups David Bolton To WIBG Sales Chief

Philadelphia — David Bolton, local sales manager of WIBG, has been promoted to general sales manager, succeeding James P. Storer who is being transferred to

RE: OUR NEW LOOK
That new look of page one is our concession to Changing Times. It signifies the industry's global spread and this daily newspaper's determination always to be on top of the news wherever it breaks.

WHN Is Coming Back As A Storer Station

The call-letters of WMGM, New York, will be changed to WHN, the station's original designation, on Feb. 28, it was disclosed at the weekend as Storer Radio, Inc., formally took title and license to the 50,000-watt from Loew's Theatres Broadcasting Corp. The \$10,950,000 purchase is the biggest for a radio station in the industry's 40 years.

Storer officials said that when it begins using WHN, it will also introduce the station's new programming format. New York's

Code Fault Just a Faux Pas

Washington — NAB monitoring of KBEA, Mission, Kan., has revealed that the station did not willfully or grossly violate the Radio Code's prohibition against liquor advertising, but did reflect an overall "programming format of superior quality in content and production."

Actual violations were in copy broadcast only twice and consisted of mention of the code-forbidden word "liqueur" and mention of "liquor" once, but only as part of the name of the store. The store had its license suspended by the Kansas Alcoholic Control Board because it advertised on the air.

LIZABETH SEAL! TONIGHT ON PM EAST & PM WEST





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Dr. Preston Bradley Joins Bishop Sheen

Chicago—Dr. Preston Bradley, pastor of the People's Church of Chicago, will alternate with Bishop Fulton J. Sheen Monday evenings on WGN-TV.

Dr. Bradley was a pioneer broadcaster in the Chicago area and is a well known lecturer.

"The Bishop Sheen Program" and "Dr. Preston Bradley" will be sponsored by Magikist Rug Cleaners.

7 Arts in First Sale Of 3rd Post-'50 Pack

Eight New Year deals highlighted by the sale of Volume 3 of "Films of the '50s" to WCAU-TV, Philadelphia, have been negotiated by Seven Arts Associated Corp. WCAU-TV became the first station to contract for Seven Arts' third volume of 41 Post-'50 Warner Bros. features.

Other sales reported include Volume 1 to KRNT-TV, Des Moines, and Volume 2 to WINK-TV, Ft. Myers, Fla.; WTVP-TV, Decatur, Ill., and KID-TV, Idaho Falls. In addition to Volume 2, KID-TV bought Seven Arts' 191 Looney Tunes cartoons, which were also sold to KMSP-TV, Minneapolis, and WCCA-TV, Columbia, S. C.

Volume 1, in TV distribution since October, 1960, is now in 119 markets. Volume 2, released last May, is now in 83 markets.

23 Sponsored Hours Of Stereo on KMLA

West Coast Bureau of RADIO-TV DAILY Los Angeles — KMLA reports that it is now carrying 23 hours a week of sponsored FM stereo broadcasts, with an additional 15 hours planned after a first of the year.

Detroit Station Airing 4 Time-Life Newscasts

Detroit—CKLW is now presenting four daily Time-Life newscasts: Hollywood news with Pete Miller; "Topic A" with Dick McCutcheon; business reports with Ron Cochran, and sports with Jim McKay.

TV Commercials Producer Sees Bull-Market in '60s

Noting that the demand for filmed commercials is constantly growing at local advertiser levels, Cal Stadlen, A.T.U. Productions VP, predicted "we are in an era of growth which should extend throughout the '60s."

COMING AND GOING

E. R. SVIGALS, of Trans-Lux Distributing Corp., has left on a week-long business trip to Memphis and New Orleans.

PEGGY McCAY is in Chicago to publicize the new "Room for One More" TV series for ABC. She will also visit Boston, Philadelphia, Washington and New York.

RAYMOND MASSEY, co-starred in MGM-TV's "Dr. Kildare" series, and his wife, DOROTHY, have returned from a vacation near Phoenix, Ariz.

ROBERT SAUDEK, producer of "Omnibus" and president of Robert Saudek Associates, has left for Monte Carlo to attend the Second International TV Festival.

AV WESTIN, CBS News producer and director in Europe, has arrived in New York for a brief stay.

MARTIN ROSEN, head of the New York literary department of Frank Cooper Associates, has left on an eight-week, nine-city business trip.

STANLEY DUDELSON, syndicated sales manager for Screen Gems, to San Francisco and Hollywood on business.

Color Themes SMPTE Meet

West Coast Bureau of RADIO-TV DAILY Los Angeles — "Advances in Color Motion Pictures and Color TV" will be the theme of the 91st SMPTE convention here, April 29 through May 4.

Topic chairmen of various committees will include D. C. Yarnes, RCA, on closed-circuit TV systems; Fred G. Albin, Ryder Sound Services, on sound recording and reproduction; Edward E. Benham, Crowell - Collier Broadcasting, on TV equipment and techniques, and Eliot Bliss, CBS-TV, on TV recording.

Wheeling Station Joins TAC Affiliates List

Wheeling, W. Va. — WTRF-TV has become a subscriber member of Television Affiliates Corp., whose library encompasses over 100 programs of informational, cultural and educational subjects locally produced by stations throughout the country. TAC VP Robert Weisberg said subscriber stations began telecasting programs from the library on Jan. 1.

Jan Read Signed to Write 4th 'Zero One' Episode

Special To RADIO-TV DAILY London — Jan Read has been signed to write the script for "Fly Away Peter," fourth episode in MGM-TV's "Zero One" series. George Pollock will direct the episode, slated for release some time after the first of the year.

Burch Producer-Director Of Ernie Ford Series

William N. Burch has named producer-director of Tennessee Ernie Ford Show half-hour musical variety gram which debuts April 2 ABC-TV as a daily morning series.

Burch, producer of ABC-daytime series, "Queen for Day," since 1959, plans to move from Los Angeles to San Francisco in February when Ford-Betford Corp. opens new business offices in the northern California city.

Joining Burch as associate producer of "The Tennessee Ernie Ford Show" will be Bill Mays, formerly associate producer of ABC's "About Faces."

COVER AUGUSTA, GA AREA with WRDW-TV Ch. 12

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Select any program or spots from WRDW-TV on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

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WBOY-TV Clarksburg, W. Va.

WRGP-TV Chattanooga, T.

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This is a fulltime property in a medium size market. Station is profitable and has outstanding local acceptance. 29% down and balance over 7 years.

NORTHWEST \$200,000
This daytime facility serves an industrial and wholesale center. Has not realized its potential and needs an owner-operator. 29% down.

BLACKBURN & Company, Inc.
RADIO-TV-NEWSPAPER BROKERS
Washington, D. C.: RCA Building
Atlanta: Healey Building
Chicago: 333 N. Michigan Ave.
Beverly Hills: Calif. Bank Bldg.

ULING ON AD 'TRICKERY' ETTING NAB DOUBLE-O

Washington Bureau of RADIO-TV DAILY

Washington — NAB will notify subscribers to the TV Code the FTC decision against Colgate-Palmolive and ad agency Bates, NAB Code Authority Director Robert D. Swezey said in answer to queries about what should be done following the pending action.

The TV Code bulletin, he said, noted the hearing examiner's decision that the sandpaper shaving commercials were merely harmless exaggeration or puffery. He said the FTC decision should be handled similarly in the case of the bulletin to be published toward the end of January.

Swezey said that a possible Colgate-Palmolive appeal to the courts (Colgate-Palmolive has already indicated it will in fact appeal) would be noted in the bulletin item.

He noted generally that "in instances where we are advised of a complaint concerning copy that actually has been lodged with the FTC, which has particular jurisdiction in this area, it has usually been our practice to withhold the issuance of any code pending official action by the FTC."

Industry Stocks Sound

(Continued from Page 1)

(Continued from Page 1)
Exchange), aside from the usual ground-gaining of AT&T, enormous billings for broadcast use of its coax and other cables which closed the year 31% higher than it started, there was a 40-point rise; Zenith came through with a whopping 39 increase; Warner Brothers, 29%; Loew's Theatres, 27% and Plough Broadcasting, which went from 70 to 86.
Technicolor led the parade of jumpers on the American Exchange 13% ahead of its starting price for the year. In second place among the gainers is Capital Cities stock went from 10 1/2 to 12 1/2. TelePrompTer, which had a rough going in the final months, managed to emerge 5 1/2 points ahead of its starting price of 11.

Wometco Strong

In the wide-ranging over-the-airer listings, Wometco stands as the leader of the stocks listed, 14 points higher than its starting price. Two others who led ahead to the year's finish were the Taft company, 5 1/4 points, and Scranton, close on its heels with a five-dollar change in its 2 1/4 price when '61 began.

Lynch Joins CHUM

Special To RADIO-TV DAILY
Toronto — Lloyd Lynch has been appointed to head a new editorial and public affairs department for CHUM News.

Academy to Create Its Own TV Library

The New York Chapter of ATAS has named Stockton Helffrich to head a library committee to sort out and catalogue several hundred books and TV scripts now piling up in the Academy's offices here.

Helffrich's committee, to be formed later this month, will work with the national Academy's library and museum committee, now collecting films, kinescopes, tapes and other materials on the history and development of the industry.

Tentative plans call for a three-branch library to be set up with branches in Hollywood, Washington and here at the Lincoln Center for Performing Arts.

'Dr. Kildare' Operating As Top New Series

MGM-TV's "Dr. Kildare," according to the National Nielsen Top 10 for the second December report, is in eighth place among all programs with a rating of 27.5 and an audience share of 42.7 per cent. Only other new show in the top 10 is "Hazel," ranked ninth just behind "Dr. Kildare."

Arthur Kennedy Set For FDR Narration

Arthur Kennedy, TV, film and stage star, will be the narrator on the historic series devoted to the presidential years of Franklin Delano Roosevelt to be presented by ABC-TV next Fall. As announced previously, Charlton Heston will speak the words of the late President on the series dealing with the life and times of FDR.



KENNEDY

Kennedy has just completed filming, with Paul Newman, "Adventures of a Young Man," based on the late Ernest Hemingway's story. He is also starred in "Barabbas," filmed recently in Europe. Last year, he won critical applause for his portrayal of the cynical newspaperman in "Elmer Gantry." On Broadway, his recent appearances include the title role of "Becket," with Sir Laurence Olivier, and "Time Limit."

Mrs. Eleanor Roosevelt, FDR's widow, will serve as consultant and appear in the series, which ABC-TV is producing in association with Sextant, Inc.

Repairmen Warned

(Continued from Page 1)

as to their true condition—"new" or "used"—on both the tube and the carton it comes in, and that the technician give a written statement to the customer about the condition of the tube.

He said a recent survey of N. Y. TV technicians revealed that few or none of their customers knew the law existed. Half the technicians surveyed said most of their picture tube sales were rebuilt, but only one out of 10 customers complained about receiving the rebuilt tubes.

"The labeling of TV replacement tubes is only one of the factors pointing up the need for more rigid control in the TV service industry—a need which the majority of servicemen favor," Cook added. More than 75 per cent of the servicemen agreed with Cook that licensing law would help overcome these and other problems faced by the service industry.

Irwin Addresses 'Forum' On Peace Prospects

West Coast Bureau of RADIO-TV DAILY
Hollywood — TV producer and news commentator Lew Irwin will discuss "Prospects for Peace in 1962" tonight at the West Side Jewish Center's "Monday Evening Forum."

News Team Makes Own News

Pittsburgh—A KDKA-TV photographer and a KDKA Radio newsmen brought about the rescue of a local man who failed in a sudden attempt to swim the Allegheny River, then featured on-the-scene coverage on radio-TV newscasts.

Photographer Ed Romano spotted the man in the river a block and a half away from KDKA, and alerted Mike Levine in the KDKA

Radio mobile unit across the river.

Levine, who had been covering a rackets raid, hurried to the Allegheny and recruited two men and a boat to go out to the struggling man.

Levine and his associates pulled him into the boat, with Levine taping the rescue and interviewing the man in the ambulance en route to the hospital.

in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres

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

Representative: **MEEKER**

Car Radios Prove Major Sales Tool: RAB

Virtually All Drivers Listen While on Road

Motorists average 56 minutes of daily in-car radio listening, according to a new study by Radio Advertising Bureau, in which personal interviews were conducted by R. H. Bruskin Associates with nearly 1,400 drivers and car passengers at high-volume service stations on major arteries in and around two representative U. S. area.

The study which RAB is offering to major radio advertisers as a merchandising tool "to help excite their sales force about the potentials of their radio campaign," also found that virtually all (97.2 per cent) of car-radio owners are car-radio listeners, and that car-radio listening averages six hours and 34 minutes weekly.

Other facts contained in the report are: more than four out of five new cars are sold with radios; in 1949 only 12.1 million cars were radio-equipped, but RAB estimates that by 1965 the total will hit 65 million.

Teenagers' Show Bows As Bowl & Dance Combo

Washington Bureau of RADIO-TV DAILY
Baltimore—A combination bowling and dancing show, "Teens 'N Tens," bowed yesterday on WJZ-TV, with singing star Frankie Avalon and host Buddy Deane.

The show is produced by Ken Kalfe of Stallion Productions, and is intended for general syndication later.

Salinger to Address R-TV Institute in Ga.

Athens, Ga.—Pierre Salinger, presidential press secretary, will address the 17th annual Georgia Radio-TV Institute, Jan. 23-25, at Athens. Another item on the agenda will be a seminar on "Solving Georgia's Local Radio-TV Ilems."

The Georgia Association of Broadcasters president Randolph Holder has announced that membership is now 136 radio and TV stations, and that there are 54 associates.

In November and December 12 new stations joined, and four associates. The stations were WGFC, Covington; WKRW, Cartersville; WGKA, Atlanta; WPFE, Eastman; WMNZ, Montezuma; WSFB, Quitman; WSNT, Sandersville; WBRO, Waynesboro and WTOC-TV, Savannah.

New associates are Jon Farmer of John E. Pearson; Audrey Jones, Lowe & Stevens, and Milt Krueger and James Moffet of the Georgia Medical Association.

Provo AMer Progresses

Washington Bureau of RADIO-TV DAILY
Washington — FCC hearing examiner Herbert Sharfman has issued an initial decision looking toward grant of application of Champion Electronics, a joint John M. Bryan and William K. Bowes, Jr., venture, for a new AM radio station, 1 KW, daytime, in Provo, Utah.

Kahn Sideband Bid Denied

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has denied a Kahn Research Lab petition to permit AM radio stations to operate with a "compatible single sideband system of modulation" on the grounds that Kahn failed to make a sufficient show-

ing; that there is no evidence of sufficient public or broadcaster interest, and, most importantly, the possibility that the proposed system would interfere with other stations, while not conforming to the NARBA treaty definition of modulation.

Engineers to Attend Winter Skull Sessions

The Communications and Electronics Division, New York Section, American Institute of Electrical Engineers, starts a Winter Study Group, Jan. 15.

Lectures by outstanding men from industry and colleges will cover solid state switching, review basic switching theory, present methods of reducing circuits, etc.

On Jan. 17, the division will sponsor a meeting at United Engineering Center where Prof. Sid Deutsch of Brooklyn Polytech will discuss "Narrow Band TV."

Linkletter Goes Legit, Stars on 'GE Theater'

Art Linkletter, long active in youth organizations will star as a Boy Scout official who attempts to curb juvenile delinquency in "Badge of Honor" for "The General Electric Theatre." The program is scheduled for Feb. 11 on CBS-TV.

TELEVIEWS

Ken Murray's Hollywood

Ken Murray last night provided one of the season's most delightful hours in the NBC-TV "Du Pont Show of the week" series. For the past 35 years, Ken has ranged the movie colony, shooting footage of stars at play and work, in studios, at home and on location. These takes were arranged chronologically, expertly edited and narrated by him. The program was titled "Ken Murray's Hollywood, My Home Town." A lesser job of editing would have resulted in disjointed shots.

Films included Valentino, Fairbanks, Pickford and Barrymore, as well as some of today's top stars, such as Glenn Ford, Bob Hope and Jack Lemmon. Who wouldn't get a boot out of seeing Durante with hair, or Ralph Bellamy, Dick Powell, Gary Cooper and Clark Gable as youngsters?

Contributing importantly was Ken's informal running commentary. Perhaps his best line accompanied a shot of himself on Lou Costello's boat. He must have been feeling quite queasy in rough weather off Catalina. Quipped Murray, "I was the first of the sick comedians!"

Films collected, edited by Ken Murray. Music composed and conducted by Georgie Stoll. Produced and directed by William Martin. Narration written by Royal Foster. Production coordinator, Ralph Staub.

Larkay

News Flashes From Coast-to-Coast

Stitt at WKBW

Buffalo—Wayne Stitt, one of the original Storz air personalities of WHB, Kansas City, recently resigned from that group, and is now early morning deejay at WKBW.

Deejay Show in New Slot

Hollywood — Carl McIntire, for three years the "Midnight Sun" on KLAC with his all-night DJ show, has taken over the nightly 7 PM to midnight shift.

WDAK Picks Robin, Eger

Columbus, Ga.—WDAK has appointed Bob Robin, formerly of WABB, Mobile, as program director, and Bill Eger as news director. Eger was last with KSEL-AM-FM in Lubbock.

'Men of Destiny'

New Britain — WHNB-TV will

begin a new 5-minute program today called "Men of Destiny." The series highlights the important events in the lives of the most significant names in the history of the world, and can be seen each weekday at 6:40 PM.

Upped to Program Head

Denver—Stan Brown has been promoted to TV program director at KLZ. He was formerly crew chief of KLZ's "Denver At Night," and was the reporter on the 5 o'clock news program. Replacing Brown is Bill Osborne, formerly with KFBC, Cheyenne.

'Radiation and Man'

Boston—How exposure to radiation can damage the human being is the subject of "Radiation and Man," to be shown by WHDH-TV Sunday on the "Nuclear Age." Guests will Dr. James Neel, chair-

man of the Human Genetics Department at Michigan U., and Dr. D. E. Boblitt, professor in the Radiology Department.

On the 'March'

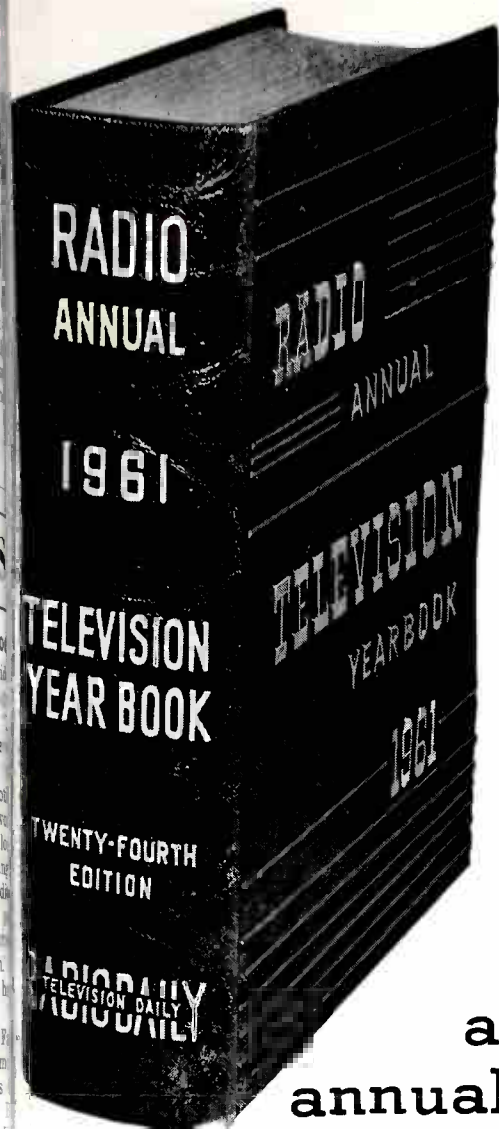
St. Louis — John F. Box, Jr., managing director of the Balaban Stations, has been named a member of the executive committee of the 1962 "New March of Dimes" in Greater St. Louis. Box was a member of the Publicity Committee for the 1961 March of Dimes.

Book Knows the Answers

Houston—Dewey Compton, the garden and farm director of KTRH, and voice of practical gardening for Texans since 1953, has written a book answering the most common questions people ask about gardening entitled "The Gulf Coast Gardener."

Minneapolis TV Airing Home Team's Hockey

Minneapolis—WTCN-TV's 1962 hockey series, spotlighting the league-leading Minneapolis Millers home games in the International Hockey League, moves into 1962 with three consecutive Sunday evening dates which began yesterday, plus two in February. WTCN sports director Frank Buetel calls the play-by-play, with color by former All-American Bob May.



**THERE IS ONLY
ONE
 RADIO ANNUAL
 TELEVISION YEAR BOOK**

and that has been published
 annually for the past 24 years by



The most comprehensive source of information in the RADIO and TELEVISION INDUSTRY

THE 25th EDITION — 1962

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Please enter my subscription to RADIO-TELEVISION DAILY, and send me my copy of the 1962 RADIO ANNUAL-TELEVISION YEAR BOOK as soon as it is off the press. I enclose \$15.00 (Foreign \$20.00).

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Street:

City: State:

USIA, FM Stations Taking Philly Ork

Philadelphia — Two more stations have subscribed to The Transcription Service offering of 65 weekly concerts of The Philadelphia Orchestra. They are KD-MI-FM, Des Moines, and WDGO-FM, Cleveland, with East Cleveland Savings & Loan sponsoring it in the latter city. The USIA has also purchased a second series of concerts for broadcast through its shortwave.

Taped during live performances at the Academy of Music in Philadelphia, the concerts feature music director Eugene Ormandy and guest conductors Leopold Stokowski, Leonard Bernstein and Pierre Monteux.

Each concert, available in stereo or monaural, runs some two hours and all come complete with commentary by William Smith, assistant conductor of the orchestra, and cut-ins for commercials.

Improved Insurance Plan Now in Effect at DGA

Hollywood — Improved insurance coverage for members of the Directors Guild of America, with the Woodman Accident and Life Insurance Co. underwriting the Guild's entire program, is now in effect.

DGA president George Sidney said added benefits include medical payments for dependents of members, and increased hospital payments.

VOA, Armed Forces Net Air CBS Radio Features

The Voice of America, through its world-wide English service, now broadcasts WCBS Radio's "Learning For Living" and "Debriefing" program, and Armed Forces Radio Service is beaming to American servicemen stationed overseas WCBS' "Opinion Please," "Ed Joyce Dixieland" and "Kenneth Banghart" shows.

D.C. Radio Circumvents 'Equal Time' in DJ Poll

Washington — The "Equal Time" provision for all "legally qualified candidates" posed quite a problem when WWDC decided to conduct an election among its listeners, to determine which announcer or personality would receive the greatest number of votes.

But president Ben Strouse came up with the solution. Listeners are now being asked to write WWDC, telling the name of their favorite announcer or personality, and why. There will then be a winner for each personality.

AGENCY NEWSCAST

By WM. McCUTTIE

Pittsburgh — Louis Dorfsman, creative director, sales, promotion and advertising for CBS-TV, tomorrow will address the Pittsburgh Radio and TV Club luncheon meeting here. Dorfs-



DORFSMAN

man will speak on the "Advertisers' Advertiser." His work, which has been the subject of articles in international graphic arts magazines, has been exhibited throughout the U.S. and Europe. He has received seven Gold Medals and six awards of distinctive merit from the New York Art Directors Club.

Sen. Barry Goldwater (R., Ariz.) will be the principal speaker at the Thursday night banquet of the 51st annual convention of the National Retail Merchants Assn. in the Statler-Hilton Hotel, New York.

Chrysler Corp. and its agency Leo Burnett Co., faced with a time problem, called in MGM Teletudios to videotape a couple of one-minute commercials for the new turbine car. MGM completed the ads in time for two football Bowl games via its single-camera and

European Ads Require More 'Sell'—Stewart

"There is a great tendency to create a beautiful ad for beauty's sake" in France and Italy, David C. Stewart, Kenyon & Eckhardt president, noted on Mutual Radio's "About Advertising" broadcast with the Herald-Tribune's Joseph Kaselow. Stewart predicted: "American influence will temper this tendency which perhaps will make the ad a little less attractive as an art form, but much more powerful in terms of selling."

mixing technique . . . Wayne Tiss, Batten, Barton, Durstine & Osborn VP, has retired after 25 years with the agency . . . Actress Zel deCyr, "voice expert," has completed TV commercials for Deluxe Toys. Zlowe Co. is the agency . . . Reach, McClinton & Co. has promoted William Knobler to associate research director and Herbert Stone to media research manager . . . Raymond D. Strakosch has joined William Esty Co. as an account exec. Formerly was with Erwin Wasey, Ruthrauff & Ryan.

Airing of House Proceedings Likely in 1962, Says Bolling

Washington Bureau of RADIO-TV DAILY

Washington — There is a chance that the House this year will vote to permit radio and TV broadcasts of its proceedings, Rep. Richard Bolling (D., Mo.) said on Sunday on the Mark Evans show on WTTG-TV here.

Under questioning by Mark Evans and Metropolitan news director Martin Weldon, Bolling said that in his own personal opinion it would be better to televise major house proceedings, rather than committee hearings. It has been the other way around in the Senate. He explained that hearings are to gather information for those with the responsibility of drawing up bills and said he feared that at hearings with TV "we might have more of a road show" and less of an information-gathering process.

Bolling said he would not, himself, introduce a bill on the subject because he feels he should not introduce bills because of his membership on the House Rules Committee.

The former Speaker, the late Sam Rayburn (D., Tex.) banned radio and TV coverage of all House proceedings.

Tube Sales Glowing, Says Westinghouse

Westinghouse electronic tube sales in 1961 had a gain of 12 per cent over 1960, B. W. Sauter, general manager, electronic tube division, Elmira, N. Y., said.

"For the coming year," he predicted, "our sales growth in power, receiving and TV picture tubes should increase at a faster rate than that of the tube industry. We anticipate an advance of around 10 per cent in 1962 tube sales for Westinghouse."

Sauter noted that the South American market for TV and radio is beginning to develop and should be an increasingly important outlet.

WEJL Staffer

Scranton—Mary Connolly, student at Marywood College, has joined the WEJL staff.

'Saturday's Children' To Be Breck Special

Robert Emmett's adaptation Maxwell Anderson's Broadway comedy, "Saturday's Children" will be the Breck "Golden Showcase" special Feb. 25 on CBS. Leland Hayward is executive producer of the program and Marshall Jamison produces. The director and cast are yet to be chosen.

This production will pre-empt "Candid Camera" and "Wh My Line?" on that date only.

"Saturday's Children," first formed 167 times during 1926-'27 season, centers about marital problems of a young couple and their life on a string in a big city. It is the first of the Breck "Golden Showcase" specials sponsored by John Breck, Inc., via Reach, McClint-

Storer Ups David Bolton To WIBG Sales Chief

(Continued from Page 1)

the position of assistant general manager at WJW, Cleveland. Both are Storer Broadcasting stations.

Bolton began his radio career in 1956 when he joined WIBG as time salesman. Previously, he had been associated with Bennett Productions, a firm, and Penn Fruit where he had been in the promotion department. In 1959, Bolton



BOLTON

was named local sales manager of WIBG.

The new WIBG general manager is a member of the board of governors of the Television Radio, Advertising Club of Philadelphia, and a member of the Poor Richard Club, the Penn Athletic Club and Radnor Hunt Club.

Pan-Am Music Series

"Pan American Musical," a series featuring folk and contemporary music from members of the Pan American Union, premieres today on WNYC-FM.

No Loafing on Beach For Chi Newscaster

Chicago — "Life was softer in Honolulu," sighs WBKB Radio newscaster Alex Dreier. When the station and the network, the Hawaiian-born Dreier is now doing six shows a week and the only thing he swims in is cigar smoke.

Indiana University Library
Bloomington Ind



Established February 9, 1937

NO. 90, NO. 6

TUESDAY, JANUARY 9, 1962

TEN CENTS

315' REPEAL UP TO WHITE HOUSE

BOWLING PITCHES TIMED AT WOMEN

AMF's Four Daytime Buys to Carry 'Relax' Message
AMF Pinspotters, Inc. has signed a sponsorship in four CBS daytime programs — "Calendar," "I Love Lucy," "Video Village" and "Your Surprise Package" — effective Monday, Jan. 29. Contract is through Cunningham & Walsh, Inc. Commercials, and at the large daylight women's audience, will urge them to relax at their favorite bowling establishments before their breadwinners return from business.

Chester B. Bahn, 68, Dies on West Coast

West Coast Bureau of RADIO-TV DAILY
Hollywood — Chester B. Bahn, editor of The Film Daily and until recently a vice-president of RADIO-TELEVISION DAILY, died yesterday following a heart attack. He was 68 years old. Ehn was at a general picture studio, en route from the commissary to an executive's office, when he collapsed. He was



BAHN

(Continued on Page 8)

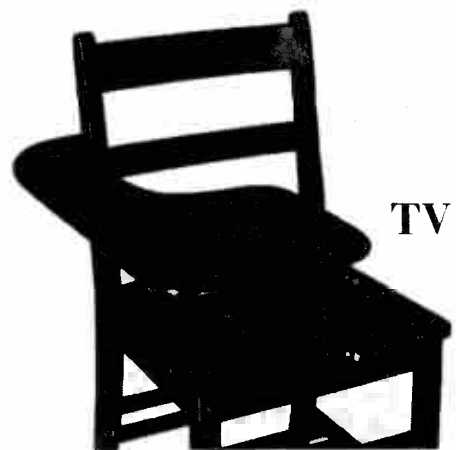
LIB to Give Officials Backing Slum Aid

LIB, New York, today went to Sen. Rockefeller state-ments and petitions urging enactment of a receivership bill to repair of slum tenements.

Ervin Named D.C. VP in an NBC Director

Thomas E. Ervin, VP and general attorney for NBC since 1953, has been elected a

(Continued on Page 6)



TV chair

Over 1,000,000 New York area students view WPX-Regents educational TV, 9 AM to 3:30 PM weekdays. This is the only major association in the nation between educational TV and a commercial TV station.

NEW YORK'S PRESTIGE INDEPENDENT



Advt

JFK Advisors Told By NAB 'Equal Time' Is 'Discriminatory'

Washington Bureau of RADIO-TV DAILY

Washington—That irksome Section 315 of the Federal Communications Act which compels broadcasters to grant political candidates "equal time" is now a matter for White House consideration.

Over the weekend, a strong recommendation for repeal of the provision as a discriminatory measure was made to President Kennedy's Commission on Campaign Costs by NAB president LeRoy Collins. Addressing himself to Alexander Heard, Commission chairman, Collins expressed confidence that wiping 315 off the books would result in more impressive campaigns and "assist substantially" in reducing the financing of drives for the nation's presidency.

He cited the broadcasters' "full discharge of their public responsibilities" during the Kennedy-

(Continued on Page 5)

State of Union Message Carried Live on 7 Nets

President John F. Kennedy's State of the Union message before a joint session of Congress Thursday will be carried live on all three TV and four radio networks at 12:30 PM, EST.

Weitman Sets Gabel For 'Poirot' Series

West Coast Bureau of RADIO-TV DAILY

Culver City—In one of his first acts since being appointed VP and studio administrator for MGM, Robert M. Weitman yesterday announced the signing of Martin Gabel by MGM-TV to star in a new half-hour mystery series, "The Adventures of Hercule Poirot," for CBS-TV. The series is based on the stories by Agatha Christie.

Signed to direct the opening

(Continued on Page 3)

Head of NBC Chosen For VFW Gold Medal

So. St. Paul—Robert E. Hansen, VFW, commander-in-chief, last night said that NBC president Robert E. Kintner, will receive the veterans' gold medal award for "outstanding achievements in the field of news and public affairs programming."

The award will be made at the VFW Dinner in Washington, D. C., Feb. 9.



KINTNER

Plains Television Names Milton Friedland a Veep

Springfield, Ill.—Plains Television Corp. has appointed Milton D. Friedland a vice president. He

(Continued on Page 5)

Smerling Plans for NTA

Sheldon Smerling, whose election as president and chief executive officer of National Telefilm Associates, Inc. was announced yesterday, said he will shortly announce plans for expanded NTA activities.

Unionist Sues Akron Station

Special To RADIO-TV DAILY

Akron—Carl Baker, who was defeated in an October run-off for re-election as president of Good-year Local 2, United Rubber Workers of America, has filed a \$100,000 defamation suit against Summit Radio Corp., operator of Station WAKR, Akron, charging a broadcast on Oct. 27 portrayed him as a "poor loser."

The petition, filed in Summit

County Common Pleas Court, charged the newscast on the election results reported Baker as "leveling charges" at both the union and the rubber company. Baker has charged the broadcast influenced union members to stay away from a caucus he called, and undermined his reputation. A station spokesman said the information it broadcast came by telephone from Baker, himself.

TELEVISION DAILY



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St. Louis Club to Hear Gals' Effect on R-TV

St. Louis—Arthur E. Pickens, Jr., VP in charge of programming and production of Walter Schwimmer Inc., Chicago, will address advertising and radio-TV women here on Thursday. Speaking at a joint meeting of the local chapter of the American Women in Radio and Television, Pickens will discuss: "How Can Women Best Be Effective in Improving Radio and Television?" Mrs. Marion Dickey is president of the Women's Advertising Club and Esthler Lee Bride is president of the St. Louis chapter of the AWRT.

OBITUARY

Ellis A. Yost
Washington—Ellis A. Yost, former government radio official, died Sunday in a hospital in near-by Takoma Park, Md. at 89. He was appointed chief examiner of the Federal Radio Commission, the forerunner of the FCC, in 1930. He is survived by his widow, Mrs. Lenna Lowe Yost, and a son, Leland.

COMING AND GOING

TIMMIE EVERETT, to Los Angeles from New York, to star in a TV episode of "The Outlaw"

FRED WOLF, WXYZ, Detroit, radio personality, is in Florida on vacation. While there he will m.c. the National All-Star Bowling Tournament to be televised from Miami Jan. 13.

JOHN L. KOUSHOURIS, **RICHARD R. RECTOR** and **ROBERT C. TROUP**, of VHF, Inc. to Bedford, Massachusetts, for meetings with Hanscom Air Force Electrical System personnel.

MONIQUE VAN VOOREN has left New York for New Orleans, for TV and personal appearances. Tomorrow she will go to Chicago for additional engagements.

EDWARD L. SAXE, VP, operations, CBS-TV Networks, has returned from a vacation at Montego Bay, Jamaica.

MILBURN STONE, featured in CBS-TV's "Gunsmoke" series, was in Huntington, W. Va., over the weekend for the March of Dimes.

ALLAN H. KALMUS, owner of the public relations firm, to Florida to set up a "Sunshine Rally" for Vespa motor scooters in eight cities.

JOE SWAVELY, head of Columbia Pictures TV commercials and industrial film division, and director **JACK DANIELS**, have arrived in New York for the premiere of their "Fantasy in Fortrel" film for Celanese.

'REACH' OF VIDEO CITED AS FASHION SALES NEED

Television is the advertising medium to sell fashions to mass audiences, Howard P. Abrahams, TvB vice president for local sales said yesterday at the 51st annual convention of the National Retail Merchants Association in New York.

Store after store has found TV fashion shows reach new customers previously untouched by newspaper advertising, Abrahams pointed out.

"Selling fashions is the most important part of a store's activity... distinctly different from every other part of a store's operation," he said, "and needs the power of TV today."

WNJR Repeats Series On Disaster Programs

Newark—WNJR is rebroadcasting "Operation Survival," its specially produced series of Civil defense programs Saturday evenings. The 10-part, pre-recorded public service series covers all phases of this city's Civil Defense and Disaster Systems.

Topics include shelters, fallout and chemical and biological warfare.

Modern Greek Music Offered by KMOX-TV

St. Louis—Marina Roe, Athenian born actress, singer and dancer, who has appeared in clubs throughout Europe and the U. S., will present a program of modern Greek music on KMOX-TV's award-winning "Montage" Jan. 21. She will demonstrate, through such songs as "Never on Sunday," "Nina Nah," "Golden Earrings," the influence of the West on Greek music.

Carolina Outlet Cops Traffic Caution Cup

Raleigh—WLOS TV, Asheville, has been awarded the gold cup for best highway safety program in the state, at the first annual meeting of the North Carolina Traffic Safety Council here. Arthur Whiteside, public affairs director, accepted the award for the station.

11-Station MBS Gain In Top-10 Markets

Robert F. Hurlleigh, president of Mutual Broadcasting, has announced that MBS ended '61 with "affiliations in 97 of the country's top-100 marketing areas." This represents an 11-station gain over the preceding year, Hurlleigh said. He also reported a nine-station gain in the next 50 markets, and a six-station gain in the 50-markets beyond that.

FINANCIAL

(Jan. 8)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	16 3/8	16 1/4	16 3/8 +
AB-PT	45 1/4	43 3/8	44 3/8 +
A. T. & T.	133 3/8	131 1/4	132 -
AVCO	23 3/8	22 3/8	23 1/2 +
CBS	40 1/2	39 1/8	39 1/4 -
Columbia Pic.	28	26 3/4	28 -
Crow-Coller	36 1/4	34 1/4	35 1/4 -
Decca	40	39	39 1/4 -
Disney	38 1/4	37	37 3/4 -
East. Kodak	107 3/4	105 3/4	107 1/8 +
Gen. Elec.	57 3/8	56 1/2	57 1/4 +
Gen. Tel.	26	25 3/8	26 +
Hazeltine Corp	30 3/8	29 1/8	30 -
Loew's Theo.	42 1/2	40 1/4	42 1/2 +
Magnavox	41 1/4	38 3/8	41 1/4 +
MCA	74 3/8	72 1/2	73 -
M-G-M	48 3/8	46 3/4	48 3/8 +
NAFI	32 3/8	30 3/8	30 3/8 -
Not. Theatres	6 3/8	6 1/8	6 3/8 +
Plough	81 1/2	78 1/8	81 +
RCA	52 1/2	51 3/8	52 1/4 -
Storer	30	29	29 1/2 -
20th-Fox	37 1/2	36 3/8	37 -
United Artists	32	31 3/8	31 3/8 +
Warner Bros.	78 1/2	78	78 1/2 +
Westinghouse	37 3/8	37 1/8	37 3/8 -
Zenith Radio	69 1/4	65 1/4	68 1/4 +

AMERICAN STOCK EXCHANGE

Capitol Cities	17 3/4	17 1/2	17 3/4 -
Dezilu	10 1/2	10 1/8	10 3/8 +
Movielob	14	13 1/4	13 1/4 -
MPO	14 1/4	13 1/4	14 -
Reeves Sound	7	6 3/8	6 3/8 -
Rollins	12 1/2	12 1/4	12 1/2 -
Screen Gems	21 1/2	20 3/4	21 1/2 -
Technicolor	23 1/4	22 1/2	23 -
Tele-Prompter	15	14 3/4	14 7/8 +
Trans-Radio	16	15 3/4	16 -
TV Industries	4 3/8	4 1/2	4 3/8 +

OVER THE COUNTER

Bortell	4 1/2
Jerrold	7 3/8
Merodith	35 1/2
Metromedia	15 3/8
Official Films	2 3/8
Scranton	7 1/2
Sterling	2 3/8
Tott	19
Transcontinent	9 1/4
Wometco	26

* Courtesy of National Association of City Dealers.

KMOX's Robert Hyland Elected C of C Director

St. Louis—Robert Hyland, president of CBS Radio and general manager of KMOX Radio has been elected to the Board of Directors of the Chamber of Commerce of Metropolitan St. Louis.

BONDED TV FILM SERVICE

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CHICAGO
LOS ANGELES
TORONTO

A Division of
NOVO INDUSTRIAL CORP

Q. What does BONDED's show print service include?

A. EVERYTHING — integrating and scheduling commercials, examining and repairing after use and reporting each step along the way.

Execs to Study Editorializing Ins-and-Outs

Two-Day D.C. Meet Sponsored by NAB Show R-TV How

Washington Bureau of RADIO-TV DAILY
 Washington — Radio-TV executives attending the first Public Relations-Editorializing Conference March 1-2 will receive practical advice on legal and ethical responsibilities in broadcasting trials, learn of successful campaigns and techniques and background information essential in the preparation and production of on-air editorials. Principal speakers at the event, sponsored by the NAB Editorializing Committee, will include Secretary of State Dean Rusk and State Department officials. The conference will offer a background briefing the afternoon of March 1 on information needed for editorials national and world events. Chairman Newton Minow will be the luncheon speaker that

New Haven Mayor to Speak
 March 2, New Haven (Conn.) Mayor Richard C. Lee will give an address during a general discussion of the need for leadership in attacking problems of urban communities. Also participating will be William L. French, U. S. commissioner of Consumer Affairs and a Renewal.

During the two-day conference, representatives of various state associations of broadcasters will be guests, it was announced. Arrangements chairman Howland Bell, NAB VP for industry relations.

Star Tagliavini Back on WPIX Sunday

Enrico Tagliavini, renowned tenor, who returns to the Metropolitan Opera on Saturday, after an eight-year absence from the American scene, will appear on WPIX's international music program, "Continental Miniatures" the following day, it was announced by William L. Cooper, manager of Film Programs.

'Meet the Professor,' to Be His 'Telemation'

Michael Petrovich, Wisconsin associate professor of Russian history, the special guest on ABC-TV's "Meet the Professor" program, will be seen lecturing to students with the aid of the "telemation" device used at the university. Installed for him, the machine features three-screen projection, which permits students attending lectures to take in perfectly normal lighting while they see the visual images on three screens at once—either as television or motion pictures.

Public Clamor Brings 'Jones' Back on ABC

ABC-TV, "in response to widespread public demand," will return "The Law and Mr. Jones" as a weekly feature on April 19, spotting it in the Thursday 9:30-10 PM slot now occupied by "Marge."

The series stars James Whitmore as Abraham Lincoln Jones, a dedicated lawyer with old-fashioned principles and an explosive temper.

"Marge" will move to Fridays, 7:30-8 PM.

ABC-TV president Oliver Treyz noted: "Thousands of viewers across the country, including members of the American Bar Association, had asked that we bring 'Mr. Jones' back. Many of the newspaper critics who acclaimed the program when it premiered in the Fall of 1960 wrote columns recommending its return."

"After protracted negotiations," said Treyz, "we are able to return (the series) to a prime evening viewing period. This exemplifies a factor at work in the network programming process."

Weitman Signs Gabel

(Continued from Page 1)

In the episode, "The Disappearance of Mr. Davenport," was John Brahm. The teleplay was scripted by novelist and screen writer Barre Lindon, and Buck Houghton will produce during a production hiatus on "Twilight Zone," on which he currently is producer.

Gabel guest-starred for MGM-TV earlier this season in the opening two episodes of the "Cain's Hundred" series. He won a Tony award last year for his New York stage performance in "Big Fish-Little Fish."

Whisnand on Concert Bd.

Boston—Roy V. Whisnand, an owner of WCOP and its general and station manager, has been elected a director of the Concert Network, Inc., which consists of WBCN here; WXCN, Providence; WHCN, Hartford, and WNCN, New York. Whisnand is also president of Coupon Jamboree, Inc., and owner-operator of Whizzer Enterprises.

PGW Cites 2 'Colonels' of '61

Station representatives Peters, Griffin, Woodward have named Arnold K. Knippenberg and George B. J. Adkisson TV and radio Colonels of the Year, respectively.

Adkisson is a radio colonel in the Chicago office of PGW, and has been with the firm for nine

Dayton Set to Grab It, If New Channel Arrives

Dayton, O.—Gem City TV has been incorporated here, with authorization to issue 100,000 common shares of stock at no par value. This is the fourth new TV corporation formed here for the purpose of applying for operation of the city's third TV channel when and if opened.

'Today' Marks First Decade

A special reunion program will mark the 10th anniversary of the "Today" show, Friday on NBC-TV.

Several former staff members and the eight former producers of the show will appear in informal discussions of past programs. Jack Lescoulie, a former member of the cast and an accomplished trombone player, will join in a jam session with musicians who have appeared on the show over the 10 years of its existence.

Hudson Named Manager, Corning TV Development

Corning, N. Y. — William H. Hudson has been named manager of TV product development in the Electrical Products Division of Corning Glass Works. Joining Corning in 1954 as a physicist, he most recently was supervisor of product engineering for the TV Bulb Sales Department.

A Whale of a Role

West Coast Bureau of RADIO-TV DAILY
 Hollywood—Al Checco has been cast in a featured role in "A Scent Of Whales," a Warner Bros. "Hawaiian Eye" drama on ABC-TV being directed by Charles Rondeau for producer Charles Hoffman.

Color Climb Continuing

Jules B. Weil, president of Colorama Features, yesterday said his company is now servicing 18 TV stations with color films. In their Paramount package, 19 of the 22 films are in Technicolor.

Mexico City Channels Curb Violent Shows

Special To RADIO-TV DAILY

Mexico City—Emilio Azcarraga, owner of Channels 2, 4 and 5 here, has completed classification of his program content preparatory to switching shows deemed unsuitable for minors to late evening hours.

In the new lineup, morning hours will be devoted to advice to housewives, music, cultural reviews and news. All afternoon shows having violent themes will be moved to late evening and labeled "for adults only." In their place, Azcarraga is scheduling more live shows aimed at youngsters as well as cartoons and contests.

Loew's Appoints Tolchin Assistant to President

Arthur M. Tolchin, executive VP and director of WMGM, New York, until its transfer to the Storer Broadcasting Co., has been appointed assistant to the president of Loew's Theatres, Inc., by Laurence A. Tisch, president and chairman of the board. His association with Loew's began 24 years ago as a time salesman for WHN (later changed to WMGM).



TOLCHIN

Tolchin's new assignment will encompass the coordination of all departments, activities and projects involved in the company's theatre operations. He will be responsible to the president and to Preston R. (Bob) Tisch, chairman of the executive committee.

Brussel Sales Rep

Detroit — Jack C. Brussel has joined WJBK as senior sales rep.

Canadian Justice Eyed In Two-Part TV Show

Toronto—A two-part discussion on "Justice in Canada" will lead off today on CBC-TV's "Inquiry" series with an examination of problems in sentencing criminals in Canada, entitled "Guilty, Then What?" The second program next Tuesday, "The Persistent Ones," will deal with the sentencing of "repeaters." "Inquiry" is a public affairs program originating from the CBC-Ottawa studios.



THE BIG BEEF

I do not share the foolish but widespread belief that Mr. Minow and his colleagues are out to "get" the broadcaster. This kind of beefing makes as much sense as cursing the cop who enforces unpopular laws.

The real bully threatening the broadcaster is not one man or a group, but rather, a batch of antiquated laws originally conceived in the crystal set days of radio. Willy nilly, the same concepts governing radio were broadened to include television, on the grounds that television is nothing more than radio with pictures! (By this line of reasoning, the airlines should demand less stringent regulation, on the grounds that an airline is merely a car with wings!)

All of us, I think, are greatly alarmed by the growing tendency to make of television a giant Cultural Campus. But if I may be entitled to free opinion, I do not believe that this trend can be curtailed by squabbling with Mr. Minow. The industry should take its problems to the lawmakers, not to the people who interpret and enforce the laws. And in men like Saroff, Stanton, Goldenson and LeRoy Collins, we have men who are certainly qualified to plead the broadcaster's case before the Congress. And time is running out.

—JACK DOUGLAS

Adv.



By TED GREEN

• • • Is CBS Newsman Allan Jackson planning to write a textbook for college on how to prepare a news script for radio and TV? . . . Publicist Martin Pine into Mt. Sinai Hospital for minor surgery. . . Nancy Tribush, ingenue lead in the national company of "Bye Bye Birdie," formed a small entertainment group of her associates to perform in Cleveland and Detroit children's hospitals during Christmas. . . Anita Bryant's five-figure guarantee with Columbia Records will help pay for her new Miami home. . . The Jim Franciscus' (She's Kitty Wellman, daughter of famed Hollywood director) have been blessed with a special event. She's Jamie Allen, weighing in at 6 pounds.

• • • Goes on at Decca: Publicity exec Marty Hoffman reports wide-awake reaction to the McGuire Sisters' LP of "Subways are for Sleeping" . . . A&R boss Dick Jacobs is popping his buttons with pride over his son's brilliant gridiron season for his Brooklyn high school. The lad has the college scouts taking a second look . . . Cab Calloway is sure to score big with the kids when his new "Blues Makes Me Happy" album is released next week . . . Teresa Brewer's latest disc is "Step Right Up," an English-lyric version of the popular "Sucu Sucu" . . . The Ivy League Trio has been signed by the ITA Agency for concert bookings . . . Pete Fountain, "Mr. New Orleans," touring the South for the March of Dimes this month.

• • • Meet: Saverio Saridis, Brooklyn-born policeman who has turned in his shield in favor of a singing career, is now keeping a beat instead of walking one. An auto mechanic and railroad switch tender and brakeman before Army duty, he won a talent contest in the service for his voice, an incident which paved the way for his newest career. However, Saridis was appointed a patrolman in June, 1957. Still retaining his singing ambitions, he dubbed his voice over a Kostelanetz record and took it to the Grundig Majestic hi-fi showroom which was on his beat. Neal Lang, VP and general manager of the Plaza Hotel, heard the disk and was so enthused he signed Saridis to a five-week contract at the Persian Room. From there, the ex-cop received an exclusive contract from Warner Bros. for its pictures and recording company.



SARIDIS

• • • WMAL-TV, Washington, joins the growing list of TV stations using the Cellomatic animation projector . . . William C. Parker is now manager, public information, for Campbell Soup Co. in Camden, N. J. . . Claire Cox, feature writer for UPI and author of "Newtime Religion," guested yesterday on "The Elizabeth Morgan Show" on WNTA. Bennett Public Relations, Inc., has been named to handle corporate and product publicity and public relations for the American Radiotelephone Corp., Natick, Mass.

• • • Jack Low, general manager of the Biltmore Terrace in Miami Beach, called to inform us of a sensational new find, Al Fike, who Jack caught in action in Ft. Lauderdale and immediately booked for 14 weeks with an option. Fike is a former superintendent of Schools in St. Joseph, Mo. Faye Emerson was the one that suggested he make a career in show biz. . . Robert Dhery, who directed and is currently starring in "La Belle Americaine," will be a live guest on the Bob Dixon CBS radio show, "At Your Service," on Friday.

• • • Tom Ward (he's one of the top casting agents in Town) of the Ward-Kemp Agency and the beautiful and talented Nina Paige (she just finished the film, "Hey, Let's Twist") finally walked the last mile. They were married at the Marble Collegiate Church last week. Incidentally, Milt Wohl is now associated with Tom at the Agency. . . WBNS-TV, Columbus, O., is putting finishing touches on a million dollars' worth of new plant and equipment. Studio space doubles that with which the station has operated for the past 11 years, and the equipment is the most up-to-date obtainable.

Canary Leaves Show To Return to Nest

Toronto—Singer Mary Franco has resigned as a feature vocalist in the permanent "Country Hoedown" cast on CBC-TV. Mi Frances decided to leave the show in order to be able to devote more time being a wife and mother. She is married to TV commentator Rick Hart.

Jordan Starts 3d Musical Year

Lee Jordan, host of the weekend feature "Music from Broadway," today is celebrating his third anniversary at WCBS Radio. Coincidentally Armed Force Radio has selected this date to begin beaming the show as a regular feature to servicemen overseas.

The show-music program was increased a half-hour last summer and the '61 rating is reported as a 50 per cent jump over '60. A program feature is taped interviews with Broadway stars backstage.

Night Owl

Los Angeles—Deejay-personality Dick Whittington has begun a midnight to 6 AM nightly show on KLAC.

says **ARB...**

says **NIELSEN**

FIRST
IN DETROIT

WJBK-TV

2

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

Represented by
Storer Television Sales

Canada TV Set Sales Growing in '62

Special To RADIO-TV DAILY
Montreal — S. D. Brownlee, president of Canadian Admiral Ltd., has forecast Canadian TV set sales volume in 1962 of 100,000 TV receivers, an increase of 20 per cent over 1961 sales of 80,000 sets.

Brownlee said his company's TV set sales were 10,000 above 1960 sales, and except for a shortage of wood cabinets in November and December would have been at least 15,000 sets more than in 1960.

He said the company's year-end inventories were the lowest in 15 years and it entered 1962 with a considerable backlog for TV, radio and hi-fi receivers of all types. He added that the company had a backlog on color sets to be first time.

His Television Names John Friedland a Veep

(Continued from Page 1)

continue to serve as general manager of the company's WICS here; WCHU, Champaign - Urbana, and WICD, Danville, all NBC affiliates in Central Illinois.



Friedland joined Plains in July, 1953, as general manager assigned to establish WICS, parent station for WCHU and WICD. WICS began operations in September, 1953. WCHU was established in Champaign in April, 1959, and the corporation purchased WICD in August, 1960, he assumed the duties of general manager of the new properties.

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... would welcome interview regarding N. Y. Metro. area connection. Salary reasonable and negotiable, commensurate with job requirement, responsibility and challengeable opportunity.

... References, of course.

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GA. AMERICANISM PARLEY IN LIVE, TAPE COVERAGE

Atlanta—WAGA-TV on Jan. 16 will present a live address by Rep. Walter H. Judd (R., Minn.) at the Seminar on Americanism, sponsored by Georgia's State Board of Regents at the Biltmore Hotel. The 90-minute morning telecast will also include a review by Gov. Ernest Vandiver of the national problem of communism as it relates to the Georgia legislature's strong support of positive policies in the ideological battle.

'Van Dyke' Episode Entered for Emmy

Hollywood—The "Sally and the Lab Technician" episode of the "Dick Van Dyke Show," which starred series regular Rose Marie, has been selected by producer-writer Carl Reiner as the show's Emmy entry in the writing, producing and directing categories. John Rich was the director.

Showbusiness News, Religion in 'PM' Sked

Authors Abe Burrows and Ilka Chase, pianists Alec Templeton and the team of Rose & Stevenson, singers Monique Van Vooren, Lillian Briggs and Monique LeMaire, actor Michael Wilding, Bishop James A. Pike, Hearst Newspaper chief European correspondent, Serge Fleggers, comic Soupy Sales, and magician Milbourne Christopher in a return appearance are among guest stars of "PM East" and "PM West" next week.

'315' Plea to JFK

(Continued from Page 1)

Nixon debates after Congress waived the "equal time" ruling for splinter party entrants in the contests for President and Vice President.

Concerning the discriminatory aspect, Collins said:

"We see no valid reason for requiring the broadcasting industry to bear the full brunt of this expense, while exempting entirely other media of communications such as newspapers and magazines. No inherent characteristic of broadcasting can justify this distinction.

WEDDING BELLS

Blaug-Freiberg

George Blaug, European Sales manager for Screen Gems, was married to Astra Shaw Freiberg on Dec. 30. The Blaug's will reside in London, where Screen Gems maintains its European sales headquarters.

Matthews-Kelley

Jim Matthews, newscaster and editor at KLAC, Hollywood, was married to Antonie Falk Kelley, former West Coast head of Broadcast Advertiser's Reports.

Rainbow on NBC-TV Bathes Net Schedule

NBC-TV, "proud as a peacock," has announced a galaxy of color telecasts for late January and early February.

The NBC Opera Company's production of Mozart's "Don Giovanni" will be repeated in color Jan. 28. Metropolitan Opera stars Leontyne Price and Cesare Siepi head the cast.

Thirty hours of color, more than 75 per cent of the network's schedule, will be broadcast Feb. 5, 7 and 10. Programs making color debuts include "National Velvet," "Young Doctor Malone," "Our Five Daughters" and "Here's Hollywood," as well as color presentations of "Wagon Train," "The Joey Bishop Show," "NBA Pro Basketball" and other programs normally broadcast in black and white only.

Knight Stations Airing Female Fashion Reports

Boston—Mildred Albert, of the Academie Moderne, is giving on-the-spot fashion news and interviews with designers at the Couture Group Press Week, this week in New York. The talks will be carried on the six Knight Quality stations in Massachusetts and New Hampshire.

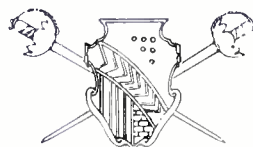
Review on Jan. 17

On Jan. 17, WAGA-TV will present a video-taped review of the all-day seminar in an hour prime-time program. This will include portions of an afternoon address by Sen. Thomas Dodd (D., Conn.) plus highlights of a panel discussion moderated by Sen. Richard Russell (D., Ga.).

Others invited by the Board of Regents to address the seminar include Dr. Frank Barrett, Rhodes Scholar and research director for the Richardson Foundation, and Maj. William Mayer, U. S. representative at the Panmunjom negotiations.

KORL Appoints Rep

Honolulu—KORL has appointed Venard, Rintoul & McConnell, Inc., national sales representatives.



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MARTIN HIMMEL, President

Mark 35th Birthday Of Nashville's WSIX

Nashville — WSIX - AM celebrates its 35th anniversary this week, having just moved with WSIX-FM into a new broadcast center here, which will soon include WSIX-TV. Established in Springfield, Tenn., in 1927, the station was switched to Nashville in 1936.

Louis R. Draughon, who with his late brother Jack M. Draughon founded the station, is its current president and owner. WSIX Radio manager is Paul L. Ruhle. The station has been a continuous affiliate of ABC since joining the old "Blue Network" in the late 1930s when Wood was president.

To mark the anniversary, WSIX is playing music popular in 1927 and presented a special half-hour program featuring Harding Conn, Nashville attorney who was the first announcer for WSIX; Tenn. Gov. Buford Ellington, and Mayor Ben West.

WWJ-TV Picks Bill Guy As 'House Detective'

Detroit—Bill Guy, who has been a broadcaster for more than 20 years, is the new host of WWJ-TV's "House Detective" series. He succeeds Jim Blair, who was recently named to the WWJ-TV sales staff.

Frankie Laine to Host 'Great Male Quartets'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer Ben Brady will star Frankie Laine as host in an hour TV series through his Davana Productions. The "Great Male Quartets of America" will appear in the weekly segments.

Real Marshal on TV

Ramon House, Marshal of Dodge City, Kansas, for the past six years, has been signed by producer Norman Macdonnell to make his acting debut in "Reprisal," a segment of the "Gun-smoke" TV series. House will enact a scene with Jim Arness, who plays the fictional Marshal Matt Dillon of Dodge City.

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By PETER C. DAVALLE

Soloman Sagall, president of the U. S. Teleglobe Pay-TV System Inc., was recently in London to discuss with the Government-appointed Pilkington Committee, now probing TV and radio in Britain, chances of extending his system in this country . . . While here, Segall also weighed possibilities of introducing to Britain the Teleglobe system of hi-fi music, provided free during off-TV hours.

There's strong U. S. interest, I learn, in the new animation process perfected by Britain's Visimotion Company. Plans are to produce a 10-12 minute film every week . . . It can be worked for a live broadcast. Puppets are jointed and are worked by a magnetic device but stop action is needed for lip movement. Visimotion is expecting great things of its system in the commercials field . . . Its first five-minute film "CID Sid Investigates" is now complete. Inventor of the system is James O'Hara Wright.

Production on ITC's TV film series "Man of the World," now on the floor at Shepperton Studios, has been seriously hit by the dismissal of 100 technicians. Sackings followed the stop-work order imposed on the technicians by Equity, the actors' union, currently in dispute with the independent TV companies. A split seems certain between Equity and the other five unions in the Federation of Film Unions.

Rosemary Clooney and conductor-arranger Nelson Riddle starred in the first of the "Parade" series from CBC which ARTV screened this week . . . "Postscript to Empire," first U. S. production in the Intertel series, will be screened on all ITV networks next week.

Hollywood clairvoyant, Maurice Woodruff bows on British Television screens in TWW screens on January 10 with the first of a weekly series in which he will predict the future for people picked at random from the studio audience and advise viewers on their personal problems . . . ARTV's fortnightly movie program "Close Up," relegated to an off-peak-hour spot some months ago, becomes a weekly program from this week—and gets a peak-hour slot . . . Elia Kazan made a lightning trip to London for TV interviews in connection with British launching of "Splendor in the Grass."

It looks like a reprieve for "Ghost Squad," the ITC—Rank Organization 60-minute series. Some months ago, ATV (ITC's "mother" company) announced that production on the series would cease after the first 13 episodes had been completed . . . Latest proposal is to switch from filming the series to taping them live, with film inserts. This will bring down production costs, at the same time ensuring that the series will be suitable for such vital markets as the U. S. and the Commonwealth.

Viewer and critical reaction to the first five of the 13 made-in-Britain episodes in the "One Step Beyond" series which ARTV are putting out in Britain, has been favorable. "One Step" was eighth in last week's TAM ratings . . . Of the 13 half-hour films made over here, 10 were written by English writers and the rest by Americans. The series is sponsored by the Aluminium Corporation of America. Not surprisingly, I hear that a further 13 episodes may now be filmed over here.

Teresa Wright to Star On Steel's 'Big Laugh'

Teresa Wright and Arthur Hill will co-star in "The Big Laugh," about the hapless victim of a cruel practical joke, to be seen on the "U.S. Steel Hour" Jan. 24 on CBS-TV. The teleplay, written by Bernard Slade, will be presented "live." Tom Donovan will direct "The Big Laugh." The Steel Hour is produced by The Theatre Guild, George Kondolf, executive producer.

Snow-Service Reports For Scholars & Skiers

WABC-Radio has begun a snow-service to inform nearby New York, New Jersey and Connecticut listeners of school-closings due to heavy snows. The service will cover colleges and universities as well as public and parochial schools. As an added feature deejay Herb Oscar Anderson will announce ski conditions in Central Park and lower Yonkers.

Cleveland Sets Series Of Pubserv Remote

Cleveland—The first of a series of public affairs presentations be carried by WJW-TV has been partially completed. A remote video-tape rig, which the station rented for an indefinite period has been traveling the city with a full camera and sound crew, and recently prepared the "Cleveland Report" documentary, "They Shall Have Music," for Thursday presentation.

Plans are also being formulated for an on-the-scene documentary dealing with the inside story of a modern hospital, and a special hour program dealing with a new John Carroll U. project.

The station will soon draw final plans for a cooperative project with Baldwin-Wallace College, which will also deal with America's music. There is a possibility that, when complete plans are formulated, the Baldwin-Wallace project will spread out over 13-weeks.

Ervin, Kenney Named

(Continued from Page 1)

director of the network, which at the same time announced the appointment of Peter B. Kennedy as VP, Washington.



ERVIN

Ervin joined the NBC Legal Department in March 1948, and was appointed assistant general attorney for the network in July of that year.

Kenney, who came to NBC in December, 1956, is filling a position formerly held by Frank M. Russett until he became a consultant to NBC several years ago, a position in which he continued. Kenney joined NBC when the network purchased WKNB, Hartford, where he was general manager.

But Will They Find Way To Cut Driving Time?

"The Airport Jam," a documentary on some of the problems facing airports as the jet age develops, will be presented on "The Twentieth Century" Jan. 21 on CBS-TV, with CBS News correspondent Walter Cronkite as reporter. To illustrate how airports may cope with problems of access the program will show various beat-the-traffic proposals put forward by planners: monorails, express highways restricted to airport traffic, special trains and helicopter service.

'Camera' Participants Sing for Their Supper

Dorothy Collins, Allen Funt and Howard Kirby, "Candid Camera's" Big Three, create musical drama in a New Jersey diner is Sunday on CBS-TV. Dorothy plays a waitress, Kirby a chef and Funt an irate customer who complains of salt in his coffee. Funt arouses the other customers to air their complaints, but before Kirby has to defend himself Dorothy breaks into song, and the customers join in.

Levene, Schary Chat On Jewish Heritage

A TV visit with Dore Schary, playwright, author, and producer, will be presented on "Directions of a Jewish Perspective" on ABC-TV Sunday.

The program will be the second in a series of four entitled "A Godly Heritage of Jewish Tradition: Television Portraits of Distinguished Men of Our Time." The religious series, telecast on four Sundays in January, is produced by The Jewish Theological Seminary of America in cooperation with the Public Affairs Department of ABC.

Sam Levene, noted actor, will interview Schary, and the program will follow a script by Irving Berlin. The program will center on the sources of Mr. Schary's inspiration, and his vision of the purpose of the theatre.

Eastman WINS Sales Reps

Robert E. Eastman & Co. have appointed national sales representatives for WINS.

National Spot Radio Sales in Slight Drop

National spot radio gross time sales for the first nine months of '61 are estimated at \$147,595,000, a slight drop from the \$148,769,000 figure for the same period of '60, according to the Station Representatives Association. Estimated figures for '61 have been calculated on a total of \$202,102,000 gross spot time sales in 1960, as reported by the FCC.

First quarter spot sales last year hit \$43,194,000, 8.3 per cent less than 1960's \$47,115,000. The second quarter total of \$51,870,000 in 1961 was 1.8 less than the preceding year's \$52,827,000. But the third quarter's \$52,531,000 was 7.9 per cent ahead of 1960's \$48,827,000, pulling the nine-months total for both years nearly even.

Web's Foreign Scribes In Forum on NBC Radio

"Great Decisions '62," the fifth annual forum of NBC News' foreign correspondents under the auspices of the Foreign Policy Association in New York, will be broadcast tonight on NBC Radio. It will be presented at a Foreign Policy Association luncheon and recorded for tonight's broadcast.

Moderated by NBC News correspondent Chef Huntley, the forum will cover major world problems. Participants are Piers Anderson (Berlin), Frank Bourgholtzer (Moscow), Bernard Fritzell (Leopoldville), Wilson Hall (Rio de Janeiro), Wells Hagen (New Delhi), Joseph C. Harsch (London), John Rich (Paris) and James Robinson (Hong Kong).

Midget Actors Ride 'Supercar'

"Supercar," the new Saturday evening children's science-fiction series on WPIX co-sponsored by Drake Bakeries, has a cast of 30 whose average height is 20 inches. The "performers" are lifelike figures moved by almost invisible wires and electrical solenoid cells in tiny "brains."

Star of the series is "Supercar"

itself which speeds like a racer, travels on or under water, flies like a jet or a helicopter and contains some useful accessories such as a fog and darkness dispeller.

The set on which the programs are produced by ATV and A.P. Films, Ltd., London, is a veritable Lilliput. Independent Television Corp. is the distributor.

CBS Puts Right Man In the Driver's Seat

Roger Barlow, who directed "Sports Cars: The Rage to Race" for presentation on CBS-TV's "The Twentieth Century" Jan. 14, was about as perfect for that assignment as could be. He was founder of the Sports Car Club of California and raced for two years at Pebble Beach, Calif., Elkhart Lake in Wisconsin, Golden Gate Park in San Francisco and Palm Springs, Calif. Barlow won every race he entered, driving a light Simca.

'Way' in 48 Markets As Banner Adds Segs

A total of 48 markets are now presenting Dr. Albert Burke's "A Way of Thinking," half-hour TV tape series being syndicated by Banner Films, Inc., it was announced by Banner president Charles McGregor.

McGregor said "A Way of Thinking" originally consisted of 39 episodes, but his company is now releasing additional segments for syndication.

L. A. Paper Closings To Hypo Local Radio

West Coast Bureau of RADIO-TV DAILY Los Angeles—Local radio, widely used by Los Angeles theatre circuits as a medium for exploitation of saturation bookings, stands to experience increased popularity in consequence of last weekend's shutdown of two of the community's four metropolitan newspapers. Such expansion was uppermost among the proposals advanced yesterday at a meeting of studio publicity directors in the offices of the Association of Motion Picture Producers.

Papers Can't Do the Job

It has been generally agreed, among circuits booking pictures in simultaneous release to from 20 to 40 theatres and drive-ins, that no combination of newspapers can reach the all-out advertising coverage required in such a wholesale booking.

Showmen queried yesterday said the revenues of radio and TV stations from this type of advertising are certain to shoot sharply upward.

Bollen Joins Visual Corp.

Visual Electronics Corp., New York, has appointed Robert Bollen field engineering supervisor. Formerly, he was with Allen B. Du Mont Laboratories.

News Flashes From Coast-to-Coast

WBG PM Line-Up

Philadelphia—Jack Star is the new 8 PM-1 AM personality, and Don L. Brink the new all-night mayor" of WIBG. Bill Jones, George Gilbert and Jerry Stevens are the other key members of the "Live Five."

WRVA Makes Changes

Richmond, Va.—M. Earle McDonald, II, WRVA sales manager, has been named to the newly created post of regional sales manager. O. Broaddus Jones, Jr., has moved up from account executive to Richmond sales manager.

Early KDKA-TV Exec

Pittsburgh — William J. Early joined the staff of KDKA-TV sales account executive. He was previously with WDAU-TV, Scranton, where he was responsible for

the servicing of both regional and national accounts.

Tax Tale on TV

Birmingham, Ala. — TV advice on ways to save money and time on the filing of the 1961 Federal and State income tax will again be available to area viewers when "Your Income Tax" returns to Channels 10, 7 and 2 tomorrow.

Suburb Salute

Chicago—Suburbs will be saluted every Friday on "The Lee Phillip Show" on WBBM-TV. Lee

STORK NEWS

Laurence Joachin, film and TV producer, and his wife Barbara Loden, actress, are parents of a boy, born Jan. 2 in Mt. Sinai Hospital.

Phillip will air clips of the suburbs and interviewing its civic and community leaders.

Chapman to Replace Breece

Indianapolis — Jerry Chapman, promotion manager for WFBM, has been named acting program manager by Hank Franz, effective Jan. 15 when Chuck Breece leaves for an extended tour of active duty with the U. S. Army.

Mullins Joins Judges

Hartford—Bernard L. Mullins, VP, radio programs, of the Travelers Broadcasting Service Corp. (WTIC-TV-AM-FM), has been named to a panel of judges for the 15th Annual Voice of Democracy broadcast script writing contest sponsored by the Veterans of Foreign Wars of the U. S.



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Syndie Stripping Set For 'Divorce Court'

Storer Programs, Inc. yesterday made "Divorce Court" available on a Monday-thru-Friday basis. Until recently, the syndicated series of 130 hour-long programs has been available only on a once-a-week basis and was programmed in nighttime or weekend slots.

In announcing the stripping decision, sales manager Jacques Liebhenguth said, "Syndication now is the only feasible means of programming dramatic entertainment during daytime local option time."

Seven stations have already signed for the series daily. Liebhenguth said. They are in Atlanta, Chicago, Cleveland, Los Angeles, Miami, Milwaukee and Salt Lake City.

Chester B. Bahn Dies

(Continued from Page 1)

taken by ambulance to St. Joseph's Hospital, where he was pronounced dead on arrival.

Services will be held at 10:30 AM Friday from St. Matthews Episcopal Church in Pacific Palisades, Calif.

A veteran newspaper man from Syracuse, N. Y., where he had handled news, reviewing, column and editorial page assignments, Bahn came to New York in 1936 as managing editor of The Film Daily, and was made editor in 1937. Over the intervening years, Bahn developed a world wide circle of friends in the motion picture industry. Bahn's writings, particularly his pungent editorials, made him widely known throughout the film world.

In late 1960, Bahn and his wife moved to California, where he made his headquarters at the Film Daily office in Hollywood. He maintained homes at 238 Encina Vista Drive, Thousand Oaks, Calif., and at Reeves Beach Park, Riverhead, L. I., N. Y.

Survivors include his wife, Mrs. Irene Bahn; three sons, Gilbert, Chester B. Jr., and Philip, and several grandchildren.

Radio Traps Soviet in Lie

Researchers for Radio Liberty, which broadcasts to the Soviet Union in 18 languages from transmitters in Western Europe and the Far East, again have caught Soviet propagandists red-handed—this time in an attempt to smear West Germany's Adolf Heusinger, a high official of the North Atlantic Treaty Organization stationed in Washington.

The Soviet Army newspaper, Red Star, documenting an article on "Hitlerite Heusinger Must Be Tried," showed a photo of soldiers

AGENCY NEWSCAST

By WM. McCUTTIE

Miles David, Radio Advertising Bureau VP, will discuss "Radio" at the 10th annual Retail Advertising Conference Jan. 20-21 at the Palmer House, Chicago. Other topics are "TV" by

Admen's Post Is Host To Visiting Frenchman

The American Legion's New York Advertising Men's Post will conduct an executive meeting tomorrow evening at the East 66th St. Armory. On Monday the Post will hold a luncheon meeting at the Hotel Lexington. Georges Fieschi, Deputy Council General of France, will be the guest.

Comic's Life Plane & Fancy

Cleveland — Comedian Dick Gregory this week is appearing on Mike Douglas' 90-minute KYW-TV afternoon program here, but has to commute each day by Jet from Chicago in order to get to the studios in time. Gregory is holding down the top spot at Chicago's Playboy Club each evening, in addition to co-hosting Douglas' show through Friday.

In order to get to KYW-TV in time to rehearse for the 1 PM show he must jet from Chicago each morning at 7 AM and then cab to the studios. To make it back to the Windy City for his Playboy appearances, he has to make a 4 PM return flight. His schedule is so tight, that Cleveland newspaper people conduct interviews in cabs to and from the airport so as not to interfere with late morning TV rehearsals.

Shari Lewis Sets Return Of Ohrbach & His Walrus

Jerry Ohrbach, of "Carnival," will make another appearance Jan. 20 on NBC-TV's Shari Lewis show. He will be accompanied by his puppet walrus companion, "Horrible Harry."

watching a fire and captioned it: "Fascist arsonists have surrounded a Soviet village and have set it afire."

However, the Radio Liberty researchers unearthed an identical photo in Volume I of the book, "History of the Great Patriotic War (Sino-Japanese)", which was published in Russian last year in Moscow. Only that time it was captioned: "Japanese interventionists set fire to a Chinese village in the district of Shanghai (in 1932)."

Norman Tatman, Patterson Fletcher Co., Ft. Wayne, Ind.; "Direct Mail" by Paul J. Bringe; "Discount Stores and Department Stores" by Joseph Pollard, and "Sales Promotion" by Nat Engel, Ralph Heine man, Ralph Heine man, Inc., is RAC co-founder and VP.



DAVID

Lever Brothers Ltd. has earmarked over \$500,000 for full sponsorship five days a week for 22 weeks of "A Kin to Win" on the new CTV-TV network, Toronto. The company will co-sponsor the once-a-week nighttime version of the show with Miles Laboratories Ltd. Lever's agency is MacLaren Advertising; Miles' is Baker Advertising.

Charles E. Claggett, Gardner Advertising president, estimates that a record billings total of \$50,000,000 will be reached in 1962—a 25 per cent rise over 1961. Aljanvic S. A., Paris, under the terms of an agreement, will represent Benton & Bowles' interests in France on an exclusive basis. Aerotest Laboratories, Deer Park, L. I., has retained Rose-Martin Jaylis Industries (window decor), Los Angeles, has appointed Kenyon & Eckhardt to help boost distribution nationwide.

WFLN - AM - FM, Philadelphia, Feb. 17 will broadcast a 30-minute program of parade-band music of all nations complete with crowd noises, etc. Entitled "Pass in Review," the four-phase stereo broadcast will be sponsored by Kirk & Nice, Philadelphia funeral home, an active institutional advertiser on radio.

Pollinger Now Chairing Palsy Unit in Queens

David Pollinger, director of WFFM, Long Island, has been appointed commerce and industry chairman of United Cerebral Palsy of Queens. He is assisting in publicizing the annual all-star telethon to be held Saturday on WOR-TV.

Glen Lahman Named WJZ Chief Engineer

Baltimore — Glen H. Lahman, WJZ-TV assistant chief engineer will assume the position of chief engineer with the departure of present engineering head Ben Wolfe for the West Coast.

Lahman joined the staff of WJZ-TV (then WAAM-TV) in 1948 and was promoted to assistant chief engineer in 1950. Before coming to Baltimore, he worked for several Ohio Michigan radio stations.

Ben Wolfe, who has been named chief engineer of KPIX, San Francisco, came to WJZ-TV in 1949 from the United Broadcasting Company in Washington.

Golf Champs to Compete In \$20,000 TV Match

Hank Saperstein, producer of TV's "All-Star Golf," has matched 1961 winners of the U. S. Open, PGA and Masters Tournament against each other in head-to-head, 18-hole, medal play for the new title "Golf Champion of the USA." The 90-minute championship struggle will be televised March 18 on NBC from Quinta Country Club, Pacific Springs, Calif., a course where the match is 72.

Competing for \$20,000 in prize and recognition as the first champion of the U. S. will be Gene Littler, Gary Player and Jerry Barber.

Homeier in 'Diamonds'

West Coast Bureau of RADIO-TV, DA Hollywood — Skip Homeier has been signed by producer Babe Lerner to guest star in "The Mixers," a "King of Diamonds" segment now rolling at ZIV-U.A.



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DL. 90, NO. 7

WEDNESDAY, JANUAR

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CENTS

SPONSORS STARTING COLOR BLITZ?

On-Air ID's Will Tag Red-Hued Sponsors

Washington—Broadcasting stations have been advised by the FCC, that if they broadcast programs by the Communist Party, this announcement must be aired: "The following program is sponsored by the Communist Party of the United States, a Communist organization." The commission cited a section of the Subversive Activities Control Act of 1950, requiring such identification with respect to any organization found to be "Communist-infiltrated," and required to register under the act, or with respect to any person acting for or on behalf of such organization.

Mass. Stations Seek Overtime Exemption

Washington Bureau of RADIO-TV DAILY
Washington—The NAB yesterday urged Massachusetts' Senate Labor and Industry Committee to support a move to exempt small market broadcasters from overtime provisions of the state's wages and hours law.

Proposed by the Massachusetts Association, the exemption would be similar to that of the Fair Labor Standards Act which Congress exempted small market operators

(Continued on Page 2)

General Foods Firms Thomas for 1962-63

CBS-TV's "The Danny Thomas Show" has been renewed for the 1962-63 season by General Foods Corp. through Benton & Bowles. Sheldon Leonard, who has been producer-director for the past three years, will become executive producer.

Curto to GM at KFRE

Fresno, Calif. — Kenneth M. Curto has succeeded H. George Carroll as general manager of KFRE, a Triangle station. Carroll has been assigned to the Triangle stations headquarters staff. Since Curto was sales manager of Triangle's WFIL-TV, Phila.

Nets Excerpt Coverage On Opening of House

Opening session of the House of Representatives and ceremonies involving swearing in of the newly elected speaker, Rep. John W. McCormack, will be carried today on a delayed basis in excerpts by all radio and TV networks. House rules bar live total coverage.

ARB Doubles Sample In New York Market

The American Research Bureau Division of C-E-I-R, Inc. yesterday disclosed a plan to double the number of sample homes and electronic units in the metropolitan New York Arbitron sample, to exceed 400 units.

James W. Seiler, ARB director, said that until now the extremely

(Continued on Page 6)

Inauguration Fills Sked

WNTA will tape interviews with principal supporters of New Jersey Gov.-Elect Richard J. Hughes at a victory dinner Sunday night, for airing Monday night as a prelude to its inauguration coverage. Elizabeth Morgan will tape her show at a luncheon with Hughes and former Gov. Meyner for airing Wednesday.

CBS' Foreign Sales Leap 74% in 2 Yrs.

CBS Films Inc., International Sales Dept. recorded a 74 per cent increase in gross sales last year over '59 and a 32 per cent increase over '60, according to a yearend report yesterday by the CBS-TV Stations Division.

Responsible for all non-network functions, the division comprises the five CBS over-the-air TV stations, CBS-TV Stations National Sales

(Continued on Page 5)

Ford Is in Near Future Of Pro Bowl Grid Game

Ford Motor Co., through J. Walter Thompson, New York, has purchased national sponsorship of Mutual Radio Network's broadcast of the annual Pro Bowl football game in Los Angeles Coliseum Sunday. Teams consist of all-stars from the NFL's Eastern and Western Conferences. Van Patrick will handle the play-by-play.

Huntley on Speech-Tour

Omaha — NBC News correspondent Chet Huntley, undertaking a nationwide speaking tour, today will address KMTV's fourth annual awards dinner here, when local citizens are cited for outstanding civic contributions. He will appear in Seattle Friday and Brownsville, Texas, Tuesday.

Disney Series Shift With Kodak in Tow Seen Prime Example

By ARTHUR PERLES

With NBC the only network broadcasting color on a regular basis for an anticipated total of 1,670 hours this year . . .

With set sales certain to soar far above the million-mark in '62 as ten major manufacturers follow along the rainbow path to retail sales blazed by RCA . . .

Informed circles yesterday agreed on one prime fact:

The sponsor holds the magic key that will unlock the door for color on every important broadcast front.

On that score, General Sarnoff's executives contend that the advertiser demand is constantly growing stronger. They point to

(Continued on Page 5)

WABC-TV to Present Civil War Pix Series

WABC-TV will present "The American Civil War," thesylvania award-winning series created from the original Mathew B. Brady photographs, Sunday afternoons starting Jan. 21. The 13 half-hour programs were produced last year by Westinghouse Broadcasting Co. and distributed by Trans-Lux TV Corp. The series was written, directed and produced by Roy Meredith and William J. Kaland. Narration is by Allyn Edwards.

Ga. Ass'n Roster Now 200

Atlanta—The Georgia Association of Broadcasters is celebrating the new year with enrollment of its 200th member, WPEH, Louisville, Ga., the 140th radio-TV member of the association, which also has a total of 60 associate members.

The GAB, which played a

prominent role in the recent license renewal form-logging requirements controversy, had only 70 members in April, 1961. The association now represents 87 per cent of all radio-TV stations in Georgia. There are 149 radio stations and 12 TV stations now on the air in the state.

7 PM EAST & 6 PM WEST

is television for grownups! It's the newest sight in the night in Baltimore on **WJZ-TV** Get the complete story from TvAR





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ARTHUR PERLES : : : : Editor

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COMING AND GOING

STEVE FLEISCHMAN, CBS Reports producer, to Chicago with a camera crew, to shoot film for an upcoming program.

GENE DEPORIS to Washington today, to interview U. S. Secretary of Agriculture Orville Freeman for his upcoming CBS Reports: "The Fat American."

JOHN BOX, JR., managing director of the Balaban Stations, to New York from St. Louis, for meetings with Robert Eastman and Katz Agency.

ARTHUR M. SWIFT, WTCN station manager, has returned from a two-week vacation in Florida.

BILL DEAN, sales manager of KMOX, St. Louis and BOB SCHELLENBERG, director of radio sales for WGOR in Washington, D. C., will be in New York until Friday.

DON TREVOR, VP and director of the radio-TV department of Doyle, Dane & Bernbach, leaves Saturday on a 10-day business trip to Germany.

PHIL COWAN, Metromedia public relations director, to the West Coast for Foster and Kleiser conferences, the company's outdoor advertising division.

MILTON ROGIN, president of Cello-matic Corp., to Hollywood Beach, Florida, for audio-visual planning for Coats & Clark sales convention.

GERTRUDE BERG and SIR CEDRIC HARDWICKE, co-stars of CBS-TV's "The Gertrude Berg Show," arrive in New York today before going to Atlantic City to receive an award from the American College Public Relations Association.

Supreme Court Refusal Costs MacRae \$130,000

Washington—Gordon and Sheila MacRae must pay nearly \$130,000 in back taxes following Supreme Court refusal to hear their tax case. This refusal leaves in effect a tax court decision, upheld by the appeals court, that deduction of interest paid on loans to buy bonds is merely a method of avoiding taxes, and that consequently such interest is not deductible for tax purposes.

Florida Views Cuban Influx

Jacksonville—"The Cuban Confusion," a special report on the impact of the Cuban refugee influx on Florida will be presented tomorrow on WJXT-TV.

Refugees from Cuba are entering Florida at the rate of more than 1500 per week, and to date some 80,000 have arrived. There is disagreement among native Floridians as to whether this immigration is beneficial or harmful to the area, and both sides of the question will be considered in ... report.

Mass. Stations Seek Overtime Exemption

(Continued from Page 1)

after years of hearings and debate. James H. Hulbert, NAB manager of broadcast personnel and economics, backed the proposal in a telegram sent yesterday to Maurice A. Donahue, chairman of the State Senate committee. Hulbert said:

Granting the exemption would "relieve Massachusetts broadcasters from the difficulty of complying with two laws covering the same area but containing differing requirements."

U.S., Mexico Stations Beam Art 5-Parter

New Orleans—"Seen Not Heard: The Calling of St. Matthew," a discussion of light and dark in Caravaggio's masterpiece, inaugurated the 10th annual presentation of the "Tulane Close-Up" series dealing with the arts on WDSU-TV.

The station and the university produce the programs as a public service feature. Principal co-producer is the Newcomb College fine arts department. The five-parter is telecast the first Sunday of each month. Producer is John Kent, director, John Domec.

The series will be shown on 50 stations across the U. S. and also will be shown with Spanish-language soundtracks on all major Mexican TV stations by the Tele-sistema Mexicano. Later the programs will be available in both video tape and kinescope for other major stations in South America.

Lichtenstein Back in Capito

Washington Bureau of RADIO-TV DAILY Washington — After four years of teaching the big city more about promotion than he learned from it, Irv Lichtenstein has returned to WDC here in his old post as VP. Station owner Ben Strouse, announcing the Feb. 1 return of the prodigal, said he looks on Lichtenstein's New York adventure as a "leave of absence." During that time, Lichtenstein was director of exploitation and

WCBS' Dixon Hosts Gallic Comedy Team

Robert Dhery and Colette Brosset, French husband and wife theatrical comedy team, will guest on WCBS Radio's Bob Dixon "At Your Service" program Friday.

FINANCIAL

(Jan. 9)

Table with columns: High, Low, Close. Rows include Admiral Corp, AB-PT, A. T. & T, AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Prec, Gen. Tel, Hazeltine Corp, Loew's Thea, Magnavox, MCA, M-G-M, NAFI, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Movielab, MPO, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Bartell, Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Priority Dealers

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Broadcasting is an industry with great power and potential for good. (Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)

PEOPLES BROADCASTING CORPORATION 246 North High Street • Columbus, Ohio WMAX, Yankton, S. D. WTTM, Trenton, N. J. WMMN, Fairmont, W. Va. WGAR, Cleveland, Ohio WRFD, Columbus—Worthington, Ohio KVTY (TV), Sioux City, Iowa

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Production Hits Record Peak for MGM-TV

Series in Works; More Than Double Last Year's Sked

MGM-TV hit the highest production peak in its history this year, with a total of 12 current new series now in various stages of work. The schedule, which the studio said even exceeded its own expectations, more than doubles MGM-TV's production program of a year ago when it had two shows airing and three in series — all of which were in preparation.

"Human Comedy" Filming
Final preparation for filming this month are "The Human Comedy," a half-hour series for ABC-TV, starring Oscar Homolka and Joan Crawford, and based on the MGM film written by William Saroyan and "Andy Hardy," a half-hour series for NBC-TV.

Five pilots have completed production and are now in final editing and scoring. They are "John G. Edler," directed by Blake Edwards as the first Project III Enterprises production for MGM-TV, which William Bryant starred; "The Arch," starring Jeremy Slate, "The Eleventh Hour," starring William Corey. The latter two are both hour series for NBC-TV.

8 New "333" Episodes
Production is set to begin filming among the new shows are "333 Montenegro" and the just-announced "Adventures of Hercule Poirot," which is being produced in association with the networks—"333" with NBC-TV and "Poirot" with CBS-TV. Currently filming at MGM British Studios is "Zero One," which will premiere next month on BBC-TV and is distributed in the U. S. by NBC-TV. In addition, the studio has four series now airing and in production—"Cain's Hundred," "Dr. Killdeer," "Father of the Bride" and "Abner Velvet."

Cousin' Has Two Guests

Young actors Ricky Kalman and Penny Lynn will guest star in "A Country Cousin," an hour series of the MGM-TV "Dr. Killdeer" series.

AR Buys Million-Watt Radio Transmitter

Dallas—A \$1,250,000 contract to manufacture and install a 1-million-watt standard broadcast transmitter for the United States Republic was announced today by Continental Electronics Co., subsidiary of Ling-Temco, Inc., Dallas. The transmitter will be as powerful as any in non-military use.

Broadcasters Reveal Heart for '62 Fund

Leaders in the broadcasting and advertising industries are organizing to support the 1962 Heart Fund campaign planned for February.

The broadcasters' committee held a luncheon at the Friars Club to brief industry leaders on plans for the campaign and materials to be used.

Hosts were Sylvester (Pat) Weaver, chairman of the board of McCann-



WEAVER

A series of talks on the treatment of heart disease begins Sunday on WMGM, presented jointly by the station and the New York Heart Association.

Erickson, and James T. Aubrey, Jr., president of CBS-TV.



MEAGHER

Speakers and guests included Joe Floyd, president of KELO, Sioux Falls; John F. Meagher, radio VP of the NAB; Ted Bergmann, advertising VP at Revlon; Dr. J. Scott Butterworth, president of the American Heart Association; and Walter Cronkite, Tony Randall, and Mike Wallace.

Winthrop Baker Named WJZ-TV Program Mgr.

Baltimore—Winthrop P. Baker has been named program manager of WJZ-TV from his post as assistant manager of WBZ-TV, Boston, both Westinghouse stations.

He has been associated with TV news eight years at WJMR-TV, New Orleans; WBRZ-TV, Baton Rouge; KLFY-TV, Lafayette, La., and WMBD-TV, Peoria.

Anka, Abbe Lane, Cugat Guest on CBS Radio

Paul Anka, Abbe Lane and Xavier Cugat and his orchestra will be the musical headliners on CBS Radio's "Entertainment U.S.A." Sunday Dennis James is "Entertainment U.S.A." host.

'Supercar' Registers WPIX Hi-Octane Rating

"Supercar," first British-produced children's science-fiction series on American TV, blasted off into orbit last Saturday on its WPIX premiere and soared to a 16.3 AKB rating — the station's highest scoring children's show. That figures out to an estimated 1,630,000 viewers, mostly moppets, in the New York area.

Garroway on 'Today' For Show's Birthday

Former "Today" host Dave Garroway will be on hand when the NBC-TV Monday-through-Friday program marks its 10th anniversary Friday with an on-the-air two-hour celebration. He served as host from the program's premiere until July 17, 1961, when John Chancellor became host.

Garroway will recall events on the very first "Today" show Jan. 15, 1952, and reminisce about some of the most exciting moments on the series over the years. He will also discuss with Chancellor changes in the world as well as in TV over the past decade.

Former Producers Slated

Another highlight of the anniversary will be an informal discussion by eight of the program's former producers of what they remember of the series. Among them will be "Today's" present producer, Robert J. Northshield, who is also a former producer, having helmed the show from the Fall of 1960 until early 1961.

Others are: A. A. (Abe) Schechter, now head of his own New York PR firm; Richard A. Pinkham, now senior VP for radio-TV at Ted Bates & Co.; Mort Werner, now NBC-TV programs VP; Robert Bendick, now a producer for NBC Special Projects; Gerald Green, now a producer of NBC News specials; Jac Hein, now an independent film producer, and Fred Freed, now a producer of special programs for NBC News.

I'm No Actor, Sullivan Admits

Ed Sullivan believes TV critics are off-base when they evaluate him as a performer on his Sunday-night show.

"My function is to assemble and routine a variety show," Sullivan says. He is appearing daily this week on CBS Radio's "Personal Story," and reminiscing candidly about his own 14 years in television and 40 as a working

ABC Radio Switching Its Outlet in Denver

Denver—John C. Mullins, president and owner of Mullins Broadcasting Co. and Robert Pauley, ABC radio president, have announced that on Sunday, the network will move its Denver affiliation to KBTR.



MULLINS

KBTR was purchased by TV Denver, Inc. early last year from the Star Broadcasting Company and has been operated as an independent station. In October, 1961, Mullins purchased William Zeckendorf's stock interest in TV Denver, Inc. and converted the corporation title to Mullins Broadcasting Co., which also owns KBTB, the ABC-TV affiliate in Denver.

Ross to Concentrate On KNX Documentaries

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KNX Radio News Department has added Don Ross, KFMB, San Diego, newscaster and public affairs director, to its staff. He will serve as a moderator and weekend newsmen and will concentrate on the preparation of documentaries.

While at KFMB, a CBS affiliate, Ross received an AP award for the best documentary of 1959, "USS Ranger," a 30-minute program on the Navy carrier which he wrote, produced, directed and narrated. He also initiated the new program, "Montage," patterned after a magazine-of-the-air format.

Burke Paris Correspondent

Toronto—Stanley Burke, CBC correspondent at the UN in New York for the last four years, has been appointed permanent CBC correspondent in Paris, to cover continental Europe. He leaves for Paris Jan. 19 to take over his new assignment.

newspaperman.

"If these critics were to say the acts I select are inferior I'd be hurt but not nettled, because the criticism would at least be to the point. But when some critic moans, 'Why does CBS permit Ed Sullivan to be on TV Sunday nights?' he's evaluating me as a performer rather than a showman, and he's off-base."



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-I. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I 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 Atlanta

Crosley Broadcasting Corporation



By TED GREEN

• • • WABC radio last week-end aired the dramatic story of 27-year-old Saavas Alexandriades' trip to the U. S. for open-heart surgery, his successful operation and his need for funds to return home to Greece. Within minutes of the broadcast, a listener called the station and pledged \$400, enough for the return trip.

• • • My Stetson's off to: Hugh Downs, celebrating his 23rd anniversary in the industry. He did his first telecast 18 years ago on WBKB, Chicago. Incidentally Hugh's NBC-TV show, "Concentration," has a 49.9 rating. . . . NBC Guides and Guidettes, who really explain to the tourists what makes radio and TV tick on the one-hour tour of the network. . . . NBC-TV producer Jack Kune; film editor John Teeble and writer-director Mort Silverstein, for their "1, 2, 3, Go!" show Sunday eve, based on a young boy concerned about people being careless in starting fires and his dreams of becoming a fireman.

• • • That was quite a party in the Mon Plaisir Room of the Hotel Drake the other evening. The Drake's VP and general manager, Max Blouet, really had things well organized. First, there was a symposium on "Is The Twist Necessary?" and then over 200 celebrities answered by twisting away 'til the early hours of the morning —but who cared? Not even Larry Lowenstein. (Wonder how his sacroiliac is today?)

• • • Addy Amor, recalled as producer of the late Koussevitsky's Boston Symphony and Arthur Fiedler's Boston Pops programs, has come up with a real winner for the Westminster label as composer of "Scotch and Soda, Please," a top pop-concert album. Pathe Records also released a half-dozen of Amor's tunes, and John Hammond, among others, thinks he is one of the best pop song stylists around. Many of the nation's deejays agree.

• • • There may be an answer to Fats Domino and Chubby Checker. Mitch Leigh has a new singing protege called Slim Dice . . . Frank Gifford is a happy lad these days. He's just been told that he'll continue through '62 on those Lucky Strike commercials. Incidentally, Frank on the Coast this week on personal business, but is still being heard on WCBS in New York through the cooperation of KNX, Los Angeles. . . . Bill Leyden is doing a fine job hosting "Your First Impression" on NBC. And Linda Darnell is prettier than either George Kirgo or Dennis James, who are proving to be darn fine panel members.

• • • Oren Hood, deejay from Hawaii (KMVI), planned to New York to participate in the first annual "Bowllathon" today at the Roxy Bowling Alleys. Dozens of celebrities from radio, TV and sports will also be on hand for the great event. Guy Lombardo will roll out the first ball. . . . Brook Benton advises that if you're interested in finding a good Chinese restaurant, look for a place where the Chinese truck drivers stop. . . . Bandleader Sal Salvador's "Ruffle" click is leading to TV offers, including one for a show to be originated from Freedomland. . . . The Britania Club will be the locale of an upcoming "Naked City" episode. . . . Conrad Janis, starring in Broadway's "Sunday in New York," continues to double as the trombone-playing leader of a jazz band.

16 Bowlers Compete In Puerto Rican Tourney

Sixteen of the world's top professional bowlers will compete in the Puerto Rican Invitational bowling tournament to be televised Saturday on ABC-TV's "Professional Bowlers Tour."

Chris Schenkel and Jack Buck will describe the two semi-final and final championship matches that will be carried on the telecast.

Jacques Bergerac Joins 'GE Theatre' Comedy

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jacques Bergerac has been signed by executive producer Stanley Rubin to co-star with Patricia Barry and Tommy Noonan in "The Free Wheelers," comedy segment of CBS-TV's "GE Theatre" rolling this week at Revue. Sherman Marks directs the teleplay by Robert Riley Crutcher.

Kitty Calls Mayoring Tougher than Gunsmoke

Reseda, Calif.—Amanda Bl who plays "Miss Kitty" in C TV's "Gunsmoke" and "Mar Dillon" shows, is in real-life honorary mayor of this small Fernando Valley town. But from whiffing any gunsmoke h or having to call on the town r shall for assistance, Miss Bl finds life made hectic by ribb cutting ceremonies, building-d cations and a host of public fu tions. Her term expires in Feb ary, and she says she is ready have someone else take over responsibilities.

Michigan U. Shows In Daily N.Y. Airing

WOR-TV this week is prese ing five different Michigan programs under the headi "Understanding Our World," ginning at noon each day. T first program, "Schoolhouse the Moon," explored new c epts in school design.

Tomorrow, "Report on E ucation" compares the educati of English and U. S. teenage and. Friday's Michigan U. p gram will feature a half-hc panel discussion on "Program the Aged."

Chicago Outlet Adds Siegel, Drury to Staff

Chicago—John Drury and win Siegel have joined the st of WBBM-TV, as announcer a station account executive resp tively.

Siegel was previously with t Katz Agency. Drury began career at WSUI, Iowa U.'s ec cational radio, and has had e perience with several stations the Midwest, most recently w WTMJ and WTMJ-TV, Milwa kee.

Soprano, Pianist to Solo On 'Music for Young'

Metropolitan Opera sopra Phyllis Curtin and 12-year-c pianist Pamela Paul will guest soloists with Arthur Fiedl host and conductor of the Al Symphony, in "Music for t Young," Friday on ABC-TV. T is the second of three special p grams for youngsters and tee agers.

HOWARD E. STARK

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ETV Corp. Filing UHF Channel 37

Metairie, N.J.—The N. J. Educational Television Corporation is filing an application for filing the FCC for a construction permit to utilize UHF Channel 37. The station would have an effective radiated power of 500 kilowatts and cover a radius of 35 to 40 miles.

The station would be in operation during the '62 school year, covering the counties of Bergen, Hudson, Middlesex, Morris, and Union. Present plans, according to Orville J. Sather, corporate president, are to erect the station's broadcasting tower on the Rock Reservation in Montclair, with studios located in Glen

Radio & Tv Sales KUBO, San Antonio

Hughes, executive vice president and general manager of the percent Spanish radio station WJIC San Antonio, announces the appointment of Tele-Radio & Television Co., New York, rep firm specializing in Spanish media, as national sales representative.

OBITUARIES

John A. Wales

Wales — Services have been held here for John A. Wales, 40, national sales manager of WWJ-TV. Funeral took place in Winnemucca, Nev. Surviving are his wife, Edith; a daughter, Sally; and a son, Andrew.

Fred Zieg

Wayne, Ind.—Fred Zieg, pioneer of radio in the midwest, first owner and president of WJLB-TV, has died. In 1936, he sold the station to Westinghouse. His wife, Edith, and three sons survive.

Ben Nedow

Weslaco, Tex.—Ben Nedow, 60, station and general manager of station KECK, died at his home here, after a heart attack. Survivors include his wife, a son, Lee Nedow and a daughter, Sylvia Nedow Greenberg.

George Prader

Winston-Salem—George Prader, 50, station Negro disc jockey, died here in a local hospital. Prader gained national prominence with his show on KGBC because he was one of the few Negro disc jockeys in the southwest and also because he was totally paralyzed. Prader's radio show from his bed was heard with the help of his wife and some friends.

Tucson 'Penny Project' Aids Overseas Orphan

Tucson—KCEE raised \$180 in pennies for Foster Parents Plan Inc., in its November and December "Penny Project." Through the foster parents organization, persons or groups in the U. S. may support an orphan overseas. The station intends to repeat its "Penny Project" in 1962, to provide continuing support for its "adopted" orphan.

Globetrotters to Kibitz In Weekly Sports Tver

Basketball's "Harlem Globetrotters," famed on all six continents, bound into the spotlight for their third appearance in as many seasons on "The Sunday Sports Spectacular" Jan. 28 on CBS-TV. They play the Washington Generals in a game taped Dec. 16 at Fort Myer, Va.

Host Jack Whitaker and Easy Ed McCauley, former St. Louis Hawks coach, will describe the court antics.

The network has retitled the Jan. 14 "Spectacular" to "Steam Boat Springs Winter Festival."

CBS' O & O's Increased Billings; Foreign Biz Up

(Continued from Page 1)

and CBS Films, Inc.

The year '61 marked the first investment by CBS in a TV station outside the U. S. Merle S. Jones, president of CBS-TV Stations, announced in November that CBS had obtained an interest in a TV station in Trinidad which begins operations next November.

Also in Argentina, Peru

The company also has an interest in local production studios in Argentina and Peru and a mutual assistance agreement with Radiotelevisione Italiana, the Italian broadcast system.

A new income record was also set by the Licensing Dept. of CBS Films as five new series were put into domestic syndication—the third consecutive record-breaking year in terms of gross and net profits.

In the vital area of local public affairs programming, CBS-TV's 60 stations allocated approximately \$15-million worth of time and facilities, an increase of more than a million over '60.

Airport Dedication Remote

Minneapolis — WTCN Saturday will carry a live, remote telecast of dedication ceremonies at the new International Airport, World-Chamberlain Field.

The pickup will include talks by Minnesota's Governor Elmer

Pirates on KDKA-TV With Three Sponsors

Pittsburgh—For the sixth season, KDKA-TV will telecast a minimum of 33 games of the Pittsburgh Pirates, general manager Jerome R. Reeves announces.

Returning sponsors are the Pittsburgh Brewing Co., through Ketchum, MacLeod & Grove; and the Atlantic Refining Co., through N. W. Ayer. For the first time this year the Mellon Bank, through Fuller & Smith & Ross, will sponsor one-third of the games.

Color Set Sales Soar Over the Million Mark

(Continued from Page 1)

The excitement generated this past season by NBC's broadcasts of Disney's "Wonderful World of Color," a series which came from ABC, where it was aired in black-and-white, and brought with it a CBS sponsor, Eastman Kodak; there's no doubting that the Disney shows triggered the enthusiasm of dealers across the country. They cite the example of Cities Service which brought its six shows in color to NBC. And, they contend, no one can argue against the impact of product selling on the air via palette signals as compared with black-and-white.

Set-Makers Eager

If there are reluctant broadcasters in color, certainly there's little backwardness on the part of the set-makers.

Speaking at the annual convention of the National Appliance Radio-TV Dealers Association in Chicago yesterday, Raymond W. Saxon, RCA Sales Corp. marketing vice president, said color TV, which has become the industry's "favorite rich uncle" in the past three months, will lead the retailers to greater profitability.

Both Zenith and Admiral Corp. have reported virtual sellouts of their color sets, with heavy backlogs on orders carried forward into the new year.

Customer Demand Vital

Among the manufacturers there is ready admission that customer demands forced them to go the color route. The big question within the broadcasting fraternity remains: how soon will the sponsors be in a position to nudge ABC and CBS in a similar fashion? Over in Radio City, the word is "real soon."

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 July 10, 1960.)

3 TELEVISION COVERAGE: WKZO-TV reaches more homes daily, weekly, monthly than any other station in Michigan outside Detroit. (Source: NCS No. 3.) This coverage area represents one of America's top 20 television markets.

4 AUDIENCE: In every NSI and ARB Survey in recent years WKZO-TV has dominated ratings. For example, WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 9 p.m.-Midnight (NSI — Oct. 17-Nov. 13, 1960).

5 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 WFTV, Cadillac, to your WKZO-TV schedule.

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
Exclusive National Representatives

L.A. Station Airing Youth Symphonies

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Calvin J. Smith has announced that KFAC will broadcast "Symphonies For Youth," a special concert series, direct from the Los Angeles Philharmonic Auditorium.

The series will be heard on Saturdays starting Jan. 13 and continue through March 31. It is presented in cooperation with the Los Angeles City Board of Education.

Henry Lewis will conduct the orchestra and act as narrator. Carl Princi, announcer, will be station coordinator for the series.

ARB Doubling Sample For New York Market

(Continued from Page 1)

high line charges and unit maintenance costs created a nearly insurmountable financial barrier to sampling more than 200 homes, despite industry views that larger samples would remove many of the current problems encountered in New York rating data.

ARB indicated it will assume most of the financial burden to break the research stalemate in the nation's Number One TV market. The expanded sample will proportionately cover all of the recently defined 17-county consolidated New York Area, and data will be derived entirely from the Arbitron instantaneous electronic transponders placed in all sampled TV sets. Completion of the entire program is expected to require a year or more, although it is now under way on a priority basis. As of this date, transponders have been installed in more than 20 newly selected sample homes.

Swiss TV Fete Opens Apr. 23

Special To RADIO-TV DAILY

Montreux, Switzerland — The Second International Festival of TV Arts and Sciences will be held here from April 23-May 5. TV specialists from all over the world will participate in the following: April 23-28, a TV program contest; April 28-May 5, a TV equipment trade fair, and April 30-May 4, an international TV symposium. An international jury will pre-

sent the contest winner with the "Golden Rose of Montreux" award and a substantial cash prize. Leading manufacturers of TV and electronic equipment will display and sell their merchandise at the exhibition. The TV symposium, sponsored by the International Telecommunications Union, will bring together scientists, engineers and specialists from East and West in discussions and presentations.

Barrels, Schmarrels, TV Leaps Continent

Even the TV camera will be making a long leap Sunday, when ABC-TV's "Wide World of Sports" covers first the famous high-divers at Acapulco and then shifts to Grossinger, N. Y., for the world barrel-jumping championships. Jim McKay, Jim Simpson, Stew MacDonald and Curt Gowdy will provide narration.

Dillion Switches Outlets As Executive Producer

Chicago—Don Dillion has been appointed executive producer of WBKB-TV. He comes to the station from WBBM-TV. CBS-TV in Chicago, where he served for the last two years as executive producer in charge of all live programming. His last major effort for CBS was the creation and production of the "Repertoire Theatre" series, 13 half-hour dramatic shows featuring Chicago talent.

WITI-TV Comptroller

Milwaukee—Harold A. Jellison has been named comptroller of WITI-TV. He replaces Bernice Bucholz, who recently resigned.

TV Is a 'Haste-Land,' Says B&B's Lee Rich

Washington Bureau of RADIO-TV DAILY

Washington—The clock was pictured as a tyrant over 450 TV stations broadcasting 10 billion words per week, as Benton and Bowles vice president, Lee R. Rich delivered a fighting defense of television in a speech at an Advertising Club luncheon meeting here. He said "It might be more fitting to call television an intellectual "haste-land" rather than a "wasteland."

Rich said that in attempting to assess how well the medium is doing, it is necessary to realize that different people expect different things from it, which often leads to suspicion of the other fellow, "an attitude of distrust simply because he is seeking to attain different objectives."

'Cain's Hundred' Fills 'Murder by Proxy' Cast

Juanita Moore, Gerald Hiken and Oliver McGowan join Fay Spain and Charles McGraw as guest stars in the "Murder by Proxy" episode of "Cain's Hundred," starring Mark Richman. The new episode is being directed by Elliott Silverstein.

Aqua Show Interest To NBC Enterprises

The NBC Enterprises Division will have an active interest in the 1962 Aqua Carnival at the New York Coliseum this Summer. Produced by John McKnight in association with NBC Enterprises it will feature more than swimmers, divers, aquatic clown and specialty acts in a two-a-day performance from June through Sept. 3.

An ultra-modern aqua theater will be constructed at a cost more than \$250,000 for the production, the first of its kind presented at the world's largest show center.

'Queen for a Day' Ups Ed Kranyak to Producer

Ed Kranyak, associate producer of ABC-TV's "Queen for a Day" for the past three years, has been promoted to the rank of producer and Hap Wyman, who directed "The Soupy Sales Show" on KABC-TV, Hollywood, was named director.

Kranyak replaces producer William N. Burch who leaves "Queen" next month to become producer-director of "The Tennessee Ernie Ford Show," new musical variety daytimer which stars Apr. 2 on the network.

Buena Vista Syndication For 'Mickey Mouse Club'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Walt Disney's "Mickey Mouse Club," which ran two years on ABC-TV as a half-hour show and one year in half-hour length, will be put on the market for syndication through Buena Vista Distributing Co. for 1962-63.

Radio, TV Industry News Flashes from Coast-to-Coast

Heads Chamber PR

Ft. Worth — The Chamber of Commerce has named Jack E. Nunnery, WBAP-AM-TV newscaster, to head its public relations department. Nunnery, who succeeds the late M. W. Taggart, will also be the editor of the Chamber's magazine, "Fort Worth."

News of WWCO

Waterbury, Conn.—Sam Hamilton has been appointed host of the 7 PM to midnight show of WWCO, and Bob Rinaldi and Brian Matthews have been added to the announcing staff on a part-time basis.

Sister Snaps-Up Hickox

Omaha—John Hickox has been

appointed local sales manager of KOIL. Hickox formerly served as an account exec at KISN, Portland, Ore., a sister station of KOIL.

'The Gearhart Show'

Pittsburgh—James E. Gearhart has been chosen host of the new morning feature to be heard on KQV Monday-Saturday. "The Gearhart Show" will be a session of fun, music and information.

'Clothes' Dress WJW-TV

Cleveland—The overwhelming power of a lie in a world dominated by fear and suspicion is the theme of Gorge Tabori's drama, "The Emperor's Clothes," to be presented as "The Play of the

Month" Jan. 24 on WJW-TV. Stars are Viveca Lindfors, George Voskovec and Jules Munshin.

Oregon CD Honors KEX

Portland, Ore. — Col. Arthur Sheets, Oregon CD director and Jack Lowe, Portland CD director, have presented a special award certificate to KEX in recognition of its "Operation Survival" project, which included a blast shelter test.

Collecting Stamps?

Cleveland — WERE has begun an "S & H Green Stamp Bonanza." The first listener who calls the station having the magic number announced during the day (the last digit in his phone num-

ber) will be asked a music question. He can win up to 300,000 stamps if he answers correctly.

Sweeps Gals Off Feet

St. Petersburg — Every afternoon Bill Shupert of WSUN devotes a special segment of his "Home and Highway" show "the ironing board set" by setting the mood with soft music and inviting the lady of the house sit down, put her feet up and relax with two selections especially for her enjoyment.

Band Plays On KUON-TV

Lincoln—KUON-TV's "University Artists Series" on Jan. 18 will feature the Nebraska U. Symphonic Band conducted by Donald Lentz.

30 Categories for American TV Ads Fest

Given Certificates Seminar of RTES

The Radio and Television Executives Society added an innovation to the new format of the Buying and Selling Seminar chairman Erwin Ephron of Nielson Co., announced the distribution of completion certificates to 46 of the 84 who registered for the eight-session classroom lecture course. He said tentative plans call for a comparable seminar starting in late Winter.

Those who will receive certificates for the first series and the one for which they work are: Irvington, Righter & Parsons; Adams, Leonard Feldman, Heaney, Peal J. Moskowitz; H-R Reps: Kenneth Baerga, H. Baliff; Sports Network: Harold E. Bailey, Jr.; Promotional Service, Inc.: Leona Beal; Bates & Co.: June J. Buckingham & Walsh; Fred J. Busciglio, Carson H. Wors; D'Arcy: Maryanne Cameron; Robert C. Sorensen; Don Clifford, Steers & Sherman; Kenneth Castelli, Leonard Robert Walsh; Edward & Co.: William C. Coldwell; Young: Stanley Feinblatt, Martin Roslin.

Ab, NBC: Frank Fraysur, Roy Melan; Papert, Koenig & Lois; Anca Goldstein; CBS: Lennox Hoffman, Nancy Kunz, Joan McLaugh, Jack McDonough, Frank J. Linnan; Advertising Time: Raymond R. Kaelin, James McMullin; TV Bureau of Advertising: Robert Levenstein; Mmus, John & Adams; John & J. Walter Thompson: William L. Losee, Jr.; Blair: Ralph M. Lermid, Jr.; Peters, Griffin, Howard; Joseph F. Mahan; J. Williams & Saylor: Dave Sapport; Arkwright: Robert K. Linnan; H. J. Siesel: Daniel S.; Al Paul Lefton; Richard Simpson; WNTA: Sid Sirulnick; McCann-Erickson: Philip Sumbo; William Esty: Joseph E., Jr.; Grant: Bob Williams; MA: John Williams; WMID: William H. Freedman. Also, Ruth Beard and K. A. Jadassohn.

One Word or More

Mother-in-Law Is ...

Everybody who has a mother-in-law that they love ... or hate ... is invited to enter Jack King's "Mother-in-Law Contest" on WCBS. Just complete, in a number of words, this sentence: "My mother-in-law is ...". The entry Jack reads on his show winner and gets two tickets to the ice show.



By HJORDIS LINDELOW

The Emco Co., St. Louis, has appointed Shaw-Hagues, Inc., Chicago, to handle its national advertising and professional relations. Total '62 billings are estimated at \$400,000.

H. F. Johnson, chairman of Johnson's Wax, traveled 2,000 miles to be with Red Skelton at Harrah's club on the seventh anniversary of their talent-sponsor relationship.

Hal Stein, producer of WGN-TV's Dick Tracy show, setting up a Junior Crimestopper Club. Initial enrollment: 8,000 members.

John Chancellor and nine NBC correspondents will discuss the world situation at an Executive Club meeting Friday in the Sherman Hotel. This will be the second annual "Great Decisions" meeting held by NBC correspondents in Chicago.

Zenith Radio Corp. has received a \$2,000,000 contract from Army Ordnance for production of safety-arming device for the new M-72 Law rocket grenade.

WBKB's "The Heart Story," a study of the Michael Reese Hospital's research on heart disease, was a tribute to the late John H. Mitchell, general manager of the station.

Lawrence F. Haeg, general manager of WCCO, Minneapolis, is guest speaker at Jan. 16 luncheon of the Broadcast Advertising Club of Chicago in the Sheraton-Chicago Hotel.

Tribute to George M. Cohan Scans Era of Song-&-Dancer

The story of the life, times and tunes of George M. Cohan, America's great song-and-dance man, will be a "Du Pont Show of the Week" colorcast on NBC-TV March 4, with Peter Lind Hayes as narrator.

NBC Special Projects will produce the program, "Regards to George M. Cohan." William Nichols will produce and write the program and James Elson will direct. Prominent in the cast will be vocalists Paula Hayden, Lester James, Danny Meehan and Dorothy Loudon. Bernard Green will arrange and conduct the music, and Felisa Conde will stage the dances and musical numbers.

Boston Radio Airs Optimistic New Look

Boston — The Greater Boston area is scheduled to have a boom 1962, according to projections by Greater Boston business, civic and governmental leaders in a series of exclusive broadcasts on Plough Radio's WCOP.

Basic cause for optimism was the rebuilding and construction boom now under way in the central city and the projections of population gains and consumer spendable income gains for the year ahead.

Among those interviewed by WCOP were Lt. Gov. Edward McLaughlin, Jr.; State Senate president John E. Powers; Harold Hodgkinson, chairman of Filene's; Robert Shays, president of Raymonds, Inc., and Ephraim Catlin, president of the Greater Boston Chamber of Commerce and executive VP of the First National Bank.

CBS Names Alice Weel Assoc. Producer-Writer

Alice Weel, news writer for CBS-TV's "Douglas Edwards with the News," has been promoted to associate producer-writer. She will continue as a writer and, in addition, will have expanded creative and supervisory functions, in which activity she will work with Don Hewitt, the program's producer.

Bell VP on Satellites

Hollywood—Richard Huff, vice president in charge of engineering for Bell Telephone, will speak on "Satellites in Space" in their relation to broadcasting at the Jan. 18 meeting of the Los Angeles chapter of the Academy of Television Arts and Sciences.

Tapes, Film Eligible In 3rd Annual Event To Cite Commercials

Details of the Third American TV Commercials Festival in 1962 have been announced by Wallace A. Ross, festival director, who said the entry deadline for the national professional competition is Feb. 15. All film and videotaped commercials shown on TV in the U. S. and Canada in the period from March 1, 1961, to March 1, 1962, are eligible for awards in 30 product categories and citations for technique, where voted by the judges.

Awards will be presented at the Waldorf-Astoria in New York on May 4. Subsequent award presentations have been set for Chicago on May 11, Toronto on May 16, Dallas on June 7 and Los Angeles on June 13.

Judging an expected 1,000 or more entries (last year's total was 1,352) will be advertising executives organized into five regional Councils—East, Midwest, Southwest, West Coast and Canada. Chairing the group for the third year is John P. Cunningham, of Cunningham & Walsh.

NBC Appoints Rukeyser Info-Director in D.C.

Merryle S. Rukeyser Jr. has been appointed to the newly-created position of director, news information, Washington, Ellis O. Moore, NBC vice president, press and publicity, announced yesterday.

Rukeyser has been manager, business and trade publicity, since April, 1959. He joined the NBC Press Department in Jan. 1959, as a staff writer. A year later, he was named press editor, news and public affairs, heading a unit which handled all publicity for NBC News and educational television.



RUKEYSER

STORK NEWS

A son, their seventh child, to Mr. and Mrs. Harry Reasoner. Father is CBS Newsman and host of CBS-TV's "Calander" series.

Mr. and Mrs. Ralph Brent are parents of a boy, born Jan. 7. Dad is president of WRUL.

It's a girl for KXYZ's Mil Willis and his wife, Margaret.

BBC-TV Carries Off 8 Top '61 Trophies

Special To RADIO-TV DAILY
London—Eight of the 12 Guild of TV Producers awards for 1961, corresponding to the film industry's "Oscars," were carried off by the BBC.

Three of the eight won by the BBC went to principals in its "Maigret" series: Rupert Davies, who plays Inspector Maigret, Andrew Osborne, and Giles Cooper, who adapts the stories for TV, were named best TV actor, drama producer and writer, respectively.

The other five went to: David Attenborough, for his travel programs; Eric Sykes, light entertainment artist, and George Inns, light entertainment producer; the Davis award for outstanding services to TV went to Michael Barry, and a special award on the occasion BBC-TV's 25th anniversary was made to Cecil Madden.

One-Act Saroyan Play Displays Chicago Tyros

Chicago — WBBM-TV's "Repertoire Theatre" tomorrow will present "Hello Out There," a one-act play by Pulitzer Prize-winner William Saroyan, never performed on TV.

The cast includes Tony Mockus and Nancy Priddy. "Hello Out There" is produced by Charles Hinds and directed by Phil Ruskin.

Anthropology Course Offered on Indiana TV

Bloomington, Ind. — Indiana will present a TV course in anthropology on WTTV, Indianapolis, during the Spring semester. Course, to be taught by George K. Neumann, associate professor of anthropology, will be entitled "Survey of Anthropology: Prehistory and Races."

AGENCY NEWSCAST

By WM. McCUTTIE

Celanese Fibers Co. has launched a coast-to-coast campaign to reach teenage girls with yesterday's New York trade premiere of "Fantasy in Fortrel" (Fortrel is a polyester fiber) at the Plaza. The 22-minute film, which will be made available to TV stations throughout the country, was produced in Hollywood by Columbia Pictures' TV commercial and industry film division in cooperation with Seventeen magazine. The film, depicting the dream adventures of a teenager, was produced by Joe Swavely and directed by Jack Daniels.

The owners of Lady Greyhound, noting that the canine winner of 150 national and international awards will be five years old Jan. 28, have asked pet lovers not to send gifts. They request instead that contributions to be sent to charities in her name.

Moore & Bellows, Toledo, has elected Theodore M. Eleston, Jr., president. Most recently he was a Storer exec. . . . Gardner Advertising has elected Raymond C. Largo and Donald J. Slattery VPs. . . . Roger L. Schwab, formerly Ashe & Engelmore VP, has resigned to join Krupnick & Associates as account supervisor. . . . Robert F. Bruno has been named national sales manager for Im-Pac Television Sales, New York. Formerly was Reach, McClinton senior broadcast media buyer. . . . Wade Advertising has appointed Harvey M. Andersen, Jr., marketing director. . . . William Esty Co. has named Charles Mortimer program manager and Clarence Thoman news and sports director, both in the TV department. . . . Theodore G. Heck has been appointed director of information services, N. W. Ayer & Son. He will headquarter in Philadelphia. . . . Philip Klein Advertising, Philadelphia, has named Ralph Collier PR director.

David Wermen, president of Wermen & Schorr, Philadelphia,

Solon Is Type-Cast In 'Farmer's Daughter'

Rep. John V. Lindsay (R., N.Y.) will play a Congressman in a cocktail party scene in "The Farmer's Daughter," live color drama Sunday on NBC-TV's "Theatre 62." The story, a political satire, stars Lee Remick, Peter Lawford, Charles Bickford and Cornelia Otis Skinner. Lindsay, a theatre buff, narrated a 1959 off-Broadway production of "John Brown's Body."

Admen's Art Show Ends

The Art Show and Sale sponsored by the League of Advertising Agencies at the National Arts Club, New York, concludes tomorrow.

has been appointed PR and publicity committee chairman of the Federation of Jewish Agencies. For several years he has headed the Allied Jewish Appeal campaign publicity committee . . . N. W. Ayer & Son, Chicago office, has moved into new and larger quarters at the same address . . . Don-De Coffee Division of Woolson Spice Co., Toledo, has retained Nelson Stern Advertising, Cleveland.

Arch Johnson in 'Kildare'

Arch Johnson, who starred in the "Asphalt Jungle" teleseries, has been signed by MGM-TV as guest star in "The Country Cousin" episode of "Dr. Kildare."

Torts, Tempo Taught Via Courses at KNX

West Coast Bureau of RADIO-TV DAILY
Los Angeles—"Everyday Law" a one-credit course, and "Covering Music," a non-credit course, will be available to "home" college students on KNX beginning Jan. 22. The 16-week courses will be conducted in a manner similar to classes on University of Southern California campus.

Viewers who wish to obtain credit for the law course may register through the University. Mortgages, divorces, leases, will be covered. The music course explores instruments, technique, etc.

One-Man Health Wave Sweeps Into Cleveland

Cleveland — Clevelanders may see muscle-flexer Jack Lanne's show on WJW-TV. Lanne is an athlete and author of seven books on health and nutrition.

Radio Gives Green Stamp

Cleveland—WERE Radio plans to give away 63 miles of green stamps, in a music contest using magic numbers to be announced on the air once every hour.

BEST by TEST!

Leadership Stations in Selling and Programming!

A

"Joe" Rahall

Station



N. Joe Rahall

WLCY — TAMPA-ST. PETERSBURG, FLA.

First in Hooper and Pulse
Sam Rahall, Manager

WKAP — ALLENTOWN, PENNA.

First in Hooper and Pulse • soon . . . 5000 watts
"Oggie" Davies, Manager

WWNR — BECKLEY, WEST VIRGINIA

First in Hooper and Pulse
Tony Gonzales, Manager

WNAR — NORRISTOWN, PENNA.

First in Hooper
John Banzhoff, Manager

WQTY — JACKSONVILLE, FLORIDA

"Our New Baby"
Jack Faulkner, Manager

RAHALL RADIO GROUP — Represented by ADAM YOUNG

Well Known Sales Executive Radio-TV

... successfully experienced in representation, network operations, station management, station relations, agency contact, etc.

... would welcome interview regarding N. Y. Metro. area connection. Salary reasonable and negotiable, commensurate with job requirement, responsibility and challengeable opportunity.

... References, of course.

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1501 Broadway New York 36, N. Y.
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RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Established February

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Bloomington Ind

90, NO. 8

THURSDAY, JANUARY

CENTS

MBS SIGNS \$9.3-MIL. GRID PACT

C Chooses Heads R-TV O&O Outlets

Julius Barnathan has been elected president of ABC-TV, and Stephen C. Riddleberger president of ABC Radio o&o's. Ron B. Siegel, executive vice president of American Broadcasting-Paramount Theatres, Inc. and announced yesterday.

"tremendous gains in the past few years" by ABC station Siegel said:

"These gains have brought with them new complexities which

(Continued on Page 6)

Charleston, W. Va., Grant Arundel for AMer

Washington Bureau of RADIO-TV DAILY
Washington—Arthur W. Arundel, owner of WAVA-AM-FM, Arlington, has been granted an initial decision for construction of an AM station on 1550 kc, daybreak in Charleston, W. Va., by hearing examiner Thomas H. Thue.

Big-Vaughn Stations Get Collie Vice-Pres.

Marillo—George C. Collie, Jr., regional sales manager, has been named VP of Southwest States, (Continued on Page 5)

Outlets Pick Bolling

WAT-TV and WEAT-Radio, both in West Palm Beach, Fla., and WINQ Radio, 50,000-watt Tampa, have appointed The Bolling Co. as exclusive national rep. All three properties are in Broadcasting Co. o&o's.

Wayces Name Minow Outstanding Young Man'

NBC Chairman Newton N. Minow, 55, has been selected by the Junior Chamber of Commerce as one of the nation's "Ten Outstanding Young Men of the Year." The men, ages 21-36, were elected by a committee of 100.

\$100 Ends 100-G Suit

Washington—A \$100,000 suit in which author Ralph De Toledano claimed that MBS correspondent William Costello "copied" from his 1956 book, "Nixon," has been settled for \$100. Costello's articles appeared in the New Republic magazine and later in book form.

Grand Jury Dates 'Open End' Stripper

A guest on David Susskind's "Open End" has been subpoenaed to appear before a Manhattan grand jury tomorrow, in connection with remarks made on the show.

Libby Jones, a strip-tease artist, mentioned during her New Year's (Continued on Page 4)

Conn. TV Elects Bray VP

New Britain, Conn.—Robert W. Bray, general manager of WHNB-TV, UHF station here, has been made a vice president of the parent Connecticut Television, Inc.

Net Chiefs in Probe To Get Triangle Air

Philadelphia — Triangle radio stations will carry highlights of the FCC hearings on TV network programming, including full testimony of all network presidents in Washington. The highlights will be aired live from the committee room during the day, with significant remarks taped for re-broadcast on special programs in the evening.

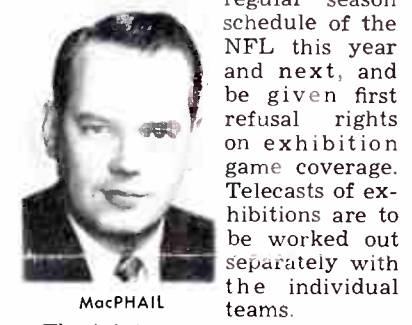
Coverage will be presented as a public service on Triangle's WFIL, Philadelphia; WBNF, Binghamton, N.Y.; WFBG, Altoona, Pa.; WN- (Continued on Page 6)

Palm Springs Golf Sold For NBC-TV Airing

Windup of the third annual Palm Springs Golf Classics at the Bermuda Dunes Country Club in California will be aired on NBC-TV Feb. 4, sponsored by Wilson Sporting Goods Co., via Campbell-Mithun. This will mark the first time NBC-TV has covered this tournament.

Celler Bill Cracked Legal Jam to Permit Two-Year NFL Deal

Miami Beach—The National Football League and CBS yesterday signed a contract in which the TV network will exclusively broadcast the 14-week regular season schedule of the NFL this year and next, and be given first refusal rights on exhibition game coverage.



MacPHAIL

The joint announcement by NFL Commissioner Pete Rozelle and William C. MacPhail, vice president of CBS Television Sports, said the league's 14 teams would (Continued on Page 8)

Radio-TV Nets Cover JFK Press Conference

President John F. Kennedy's news conference, announced for 4:00 P.M. Monday, will be covered by all seven radio-TV networks. CBS-TV will broadcast a videotape at 5-5:30 PM, EST. CBS radio will carry it at 4:40 PM, EST. ABC radio-TV will air it at 5-5:30 PM, EST. NBC will cover; but late yesterday was seeking permission to carry the conference live. MBS also is asking permission for live coverage.

Space Shoot Activity Delays Hearings 1 Day

Washington—The start of the FCC's network phase of its programming hearings here has been delayed for one day, from Jan. 23 to 24, at the request of CBS. The FCC yesterday said the network request was prompted by its participation in the space shoot scheduled for Jan. 23.

Let's Talk It Over	What's Really Behind The Educators' Demand For 'Public Defender'?
By ARTHUR PERLES	

THERE are two ways of selling products and ideas. One is to call attention to their merits. The other—certain to generate more publicity—is to torpedo the competition. Sound businessmen respect the former and generally look askance at the latter.

Critics of our nation's commercial broadcasting system know they can grab off more space in a sympathetic press through the attack technique than with constructive recommendations for the world's best and greatest mass medium. It is small comfort to note their ulterior purposes become exceedingly transparent and erode in time.

Today's horrible example is supplied by the so-called Continuing Conference of Communications and the Public Interest, whose executive committee certainly should know better, since it is comprised of such distinguished men as Gilbert Seldes, TV programming pioneer and now a U. of P. dean; Kenneth Bartlett, Syracuse U. vice president; Charles Siepmann, N. Y. U. communications and educational chairman, and Dallas Smythe, Illinois U. research professor.

How could they have been led so far astray from the paths of wisdom

(Continued on Page 7)



Vol. 90, No. 8 Thurs., Jan. 11, 1962 10 Cts.

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ARTHUR PERLES : : : : Editor

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Teens of 36 Nations In New Forum Series

"Young Worlds '62" will debut Jan. 20 on WCBS-TV as a 13-week series of half-hour discussion by teenage representatives of 36 countries participating in the 16th annual New York Herald Tribune Forum for High Schools. They arrived in this country two weeks ago for a three-month visit. Each week four Forum delegates will join in telling how attitudes and ideas in this country differ from those in their homelands. Serving as moderator will be Mrs. Virginia Graves Wieschoff, Forum director.

WDAU TV SCRANTON WILKES BARRE
VERACE PLUS
AN ADDITIONAL 52 COMMUNITIES EACH WITH A POPULATION OF 5000 OR MORE.
FOR AVAILABILITIES CHECK HERE OR CALL CONWAY IN SCRANTON.

COMING AND GOING

DENNIS JAMES, panelist of "Your First Impression," has left the West Coast for New York to m.c. a cerebral palsy benefit on WORT-TV Jan. 13-14.
THOMAS HOWELL, executive VP of Cellomatic Corp., to Toronto on business.
FRANK BOEHM, director of research and promotion for RKO-General national sales, to Boston on business.
LEONARD ANDERSON, president of Leonard Anderson Associates, Inc., to Los Angeles and Palm Springs for production conferences.

BRUCE EELLS, film distributor, due to arrive on the Coast from the Orient.
GEORGE F. HARTFORD, VP and general manager for WTOP-TV, Washington, D. C., is in town visiting TVAR offices.
HUGH FERGUSON, WCAU farm director, has left for Washington D. C. to be a member of U. S. Secretary of Agriculture Orville Freeman's Committee on Food and People.
BOB SCHELLENBERG, director of radio sales for WTOP, Washington, D. C., is in New York.

LOCAL RADIO TO QUERY WEB EXECS ON INDUSTRY

Stamford, Conn.—Top executives of three major networks will appear Monday night on WSTC's live "Community Affairs" program and answer questions by educators and other interested area residents concerning the state of the communications industry today. The series is moderated by Ethel Kweskin and is aired direct from Bloomingdale's in downtown Stamford.

Appearing will be Robert B. Pauley, ABC Radio president; Frank J. Shakespeare, Jr., WCBS-TV vice president and general manager, and Ernest Lee Jahncke, Jr., NBC vice president in charge of standards and practices.

Mrs. Kweskin said she has invited members of the Stamford, New Canaan and Greenwich Education Associations, who represent most of the teachers in these communities, to question the broadcast execs as "they are particularly aware of the tremendous influence of the communications media on the minds of America's youngsters." Others may participate by appearing at the scene of the program or calling Mrs. Kweskin with their questions during the broadcast.

Doug Lambert to Star In 'Timberlake' Series

Doug Lambert has been signed for the starring role in the new hour adventure series, "Timberlake," for next season. The program, co-produced by Wilbur Stark and CBS-TV, centers on activities of a family in the Pacific Northwest. "Timberlake" is now shooting at Los Olivos, Cal. Lambert was last seen in the starring role of the Dec. 23 "Dr. Kildare Show" as a young psychopath.

Editor Visits Martha
Herbert Brean, editor of "The Life Treasury of American Folklore," will be the guest on WCBS Radio's Martha Wright "At Your Service" program today.

Tune Opens Disk-Door For Donna Reed's 'Boy'

Paul Petersen, the 15-year-old who plays Donna Reed's son in Screen Gems' "The Donna Reed Show" on ABC-TV, has waxed his first record, "She Can't Find Her Keys," for Colpix Records. He will sing the tune in a dream sequence on the Jan. 18 show.

Hawaii Star, Outlets Combine News Staffs

Honolulu — News resources of the Star-Bulletin have been amalgamated with those of its wholly-owned subsidiary, KGMB Radio and TV. The paper has announced its intention to "remedy the deficiency" in news coverage by radio and TV. John D. Ramsey, city editor of the paper, has been placed in charge of the combined staffs, and all newscasts will originate in the news room of the Star-Bulletin. Regular newsmen at the KGMB stations will be Bob Barker, Richard Whitcomb, Terry O'Connell, Peter Burns, Terry Braverman, Frank Valenti and Ted Shibuya. Whitcomb was till recently with KHVH-TV.

Sen. Goldwater on WEEI

Belmont, Mass. — Broadcast-journalist Paul Benzaquin, heard daily on WEEI's "Listen" program, will moderate the Belmont Forum here tomorrow at 8:15 PM, at which Sen. Barry Goldwater of Arizona will be guest speaker. WEEI-CBS Radio, Boston, will also broadcast the Senator's speech.

FINANCIAL

(Jan. 10)

NEW YORK STOCK MARKET

	High	Low	Close	Ch.
Admiral Corp.	17	16 1/8	16 1/8	—
AB-PT	45	44 1/2	45	+
A. T. & T.	132 1/4	131 3/8	131 7/8	+
AVCO	23 3/4	23 3/8	23 3/8	—
CBS	39 1/2	38 1/2	39	+
Columbia Pic.	27 1/4	26 3/4	27	—
Crow-Collier	35 3/4	34 1/8	34 1/8	—
Decca	39 1/2	39	39 1/4	—
Disney	39 1/8	38 1/2	38 1/8	+
East. Kodak	108	106 5/8	107 3/4	+
Gen. Prec	58 1/4	58	58	—
Gen. Tel	27 7/8	27 3/8	27 5/8	—
Hazeltine Corp	29 3/4	29 1/4	29 1/4	—
Loew's Thea.	42 3/8	41 1/2	41 1/2	—
Magnavox	41 3/4	40 1/4	41 1/2	+
MCA	74 1/4	74 1/4	74 1/4	+
M-G-M	48 1/2	47	48	—
NAFI	31 3/8	30 5/8	30 3/4	—
Nat. Theatres	6 3/8	6 1/8	6 1/4	—
Plough	81 3/8	80	81 3/8	+
RCA	52 1/4	51 3/4	51 3/4	—
Storer	29 3/4	29 3/4	29 3/4	—
20th-Fox	37 3/8	36 3/4	37 5/8	—
United Artists	31 3/4	31	31 1/2	+
Warner Bros.	79	78 1/2	78 1/2	—
Westinghouse	37 1/2	36 5/8	36 5/8	—
Zenith Radio	68	66 1/4	67 1/8	—

AMERICAN STOCK EXCHANGE

Capital Cities	17 3/4	17 1/2	17 1/2	—
Desilu	11 1/4	10 1/2	11 1/8	+
Esquire Inc	14 3/4	14	14	—
Movielab	13 3/4	13 1/2	13 1/2	—
Reeves Sound	7 1/4	7 1/8	7 1/8	—
Rollins	12	12	12	—
Screen Gems	20 3/4	20 3/4	20 3/4	—
Technicolor	23 7/8	23 3/8	23 3/8	—
TelePromTer	16 7/8	16 1/4	16 1/4	—
Trans-Lux	16 1/4	15 3/4	15 3/4	—

* OVER THE COUNTER

	Bid	Ask
Bartell	4	4 1/2
Jerrold	7 1/8	8
Meredith	34 1/2	38
Metromedia	15 3/8	16
Official Films	2 1/2	2 1/2
Scranton	7 1/2	8
Sterling	2 5/8	3
Taft	18 3/4	20
Transcontinent	9 1/4	10
Wometco	25 3/4	27

* Courtesy of National Association of Security Dealers.

'World of Fashion' Signs GAC as Talent Reps

General Artists Corporation has become talent representatives for "The World of Fashion," syndicated radio series now entering its seventh year.

Jewish Artifacts Shown

Rabbi Abraham M. Heller exhibits and describes a number of ceremonial objects that contribute to "Making a Jewish Home Jewish" when he visits "The World to Go" Sunday on WCBS-TV.

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VOL.3—"FILMS OF THE 50's"—NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS



**SEVEN ARTS
ASSOCIATED
CORP.**

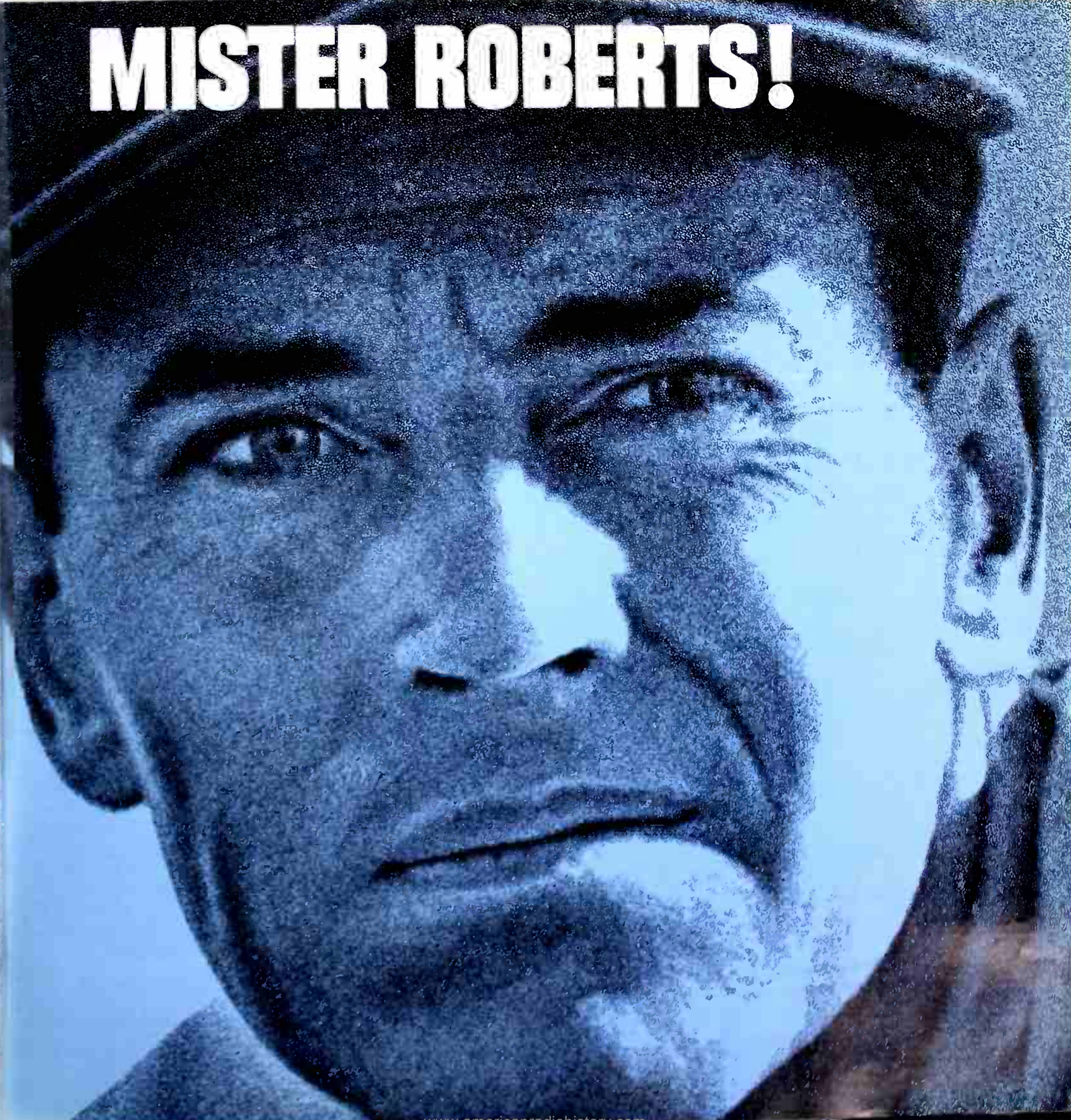
HENRY FONDA JAMES CAGNEY WILLIAM POWELL
JACK LEMMON BETSY PALMER WARD BOND PRODUCED BY LELAND HAYWARD
DIRECTED BY JOHN FORD AND MERVIN LE ROY SCREEN PLAY BY FRANK NUGENT AND JOSHUA LOGAN

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 3-8276

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

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

MISTER ROBERTS!



Mel Hall Op's Director At Pittsburgh Outlet

Pittsburgh—Milton R. (Mel) Hall has been appointed operations director at KQV. He comes to the station from WJJD, Chicago, where he served in a similar capacity. In addition to directing programs, Hall will also be heard on regular daily morning programs.

Rosen in Europe Trek For Frank Cooper Co.

Martin Rosen, head of the New York literary department of Frank Cooper Associates, is in Europe to conclude negotiations on a number of TV and motion picture projects and establish closer working relationships with the agency's representatives in overseas production centers.

In an eight-week trip, Rosen will meet with foreign network heads, motion picture producers, publishers and agents, as well as agency clients, in London, Paris, Vienna, Zurich, Basle, Ascona, Rome, Copenhagen and Stockholm.

Borgnine to Narrate ILO Feature on MBS

Actor Ernest Borgnine will narrate a "Sound in the Night," true-life featurette of a labor dispute in Peru that was resolved with the help of the ILO (International Labor Organization), on this week's edition of "Around the World" on the Mutual Broadcasting System. WOR, New York, will air the program Saturday.

"Around the World" is a 25-minute program produced weekly by the international staff of UN Radio.

Jury Dates Stripper

(Continued from Page 1)

Eve chat with Susskind that strippers "peddle drinks" in New York, among other cities. This would be a violation of the Alcoholic Beverage Control law. The district attorney's office has summoned Miss Jones to tell them what she knows of the practice here.

Susskind's office, called for comment, said he was out of town and would not be back until Monday.

WEDDING BELLS

Broderick-Farrelly

Anne Broderick, formerly in the promotion department of WIL, St. Louis, has announced her engagement to Pete Farrelly, WIL account executive.



By TED GREEN

• • • The much-heralded presentation, "The Good Years" on CBS-TV, starring Lucille Ball, Henry Fonda and Mort Sahl, has several film sequences assigned to Maurice H. Zouary, for production by the Leland Heyward office. Exclusive films were researched and edited by Zouary and drawn from the vast 11-million-foot stock film library, controlled by Filmvideo Releasing Corp. of New York, of which Zouary is president.

☆ ☆ ☆ ☆

• • • WNEW's unbeatable team, Klavin & Finch, hitting an all-time high with their fan mail. Hey fellers, dija come across my letter? . . . Donald H. Gabor, president of Continental Records, announces the appointment of Lillian Tookman as public relations director. She previously handled publicity for Decca, Coral and Brunswick Records and is the National Academy of Recording Arts and Sciences' executive secretary. . . . Dante, the Long Island beauty expert, is in line for his own radio show . . . Sherman Billingsley may soon be back on TV, with a cigaret sponsor.

☆ ☆ ☆ ☆

• • • Meet: Trude Adams, beautiful, titian-tressed singer, heading for TV stardom in '62. Keep your eye on her (that isn't hard to do!) Last season, Trude's alluring and swiny way with a blues, ballad or rhythm tune attracted Ed Sullivan's attention; she was consequently signed up for 12 appearances on his TV show. In addition, Trude recently completed a series of appearances on London's BBC and has several starring stints on major TV shows lined up for the Spring. Trude's career got into high gear when Phil Silvers invited her to join the "Sgt. Bilko" troupe as star vocalist during their appearances in Las Vegas. Her success landed her contracts for both nightclubs and TV. In private life, she's the wife of song-writer Norman Martin. A great deal of Trude's material is written by her husband, who also pens material for Carol Channing and other stars.



ADAMS

☆ ☆ ☆ ☆

• • • Merv Griffin's April 4 starrer on the Sullivan show will have one of the biggest housewives' audience in the country—all members of Merv's fan club. . . . Cannonball Adderley back in New York for a nightclub stint. . . . Jazz pianist Horace Silver a smash in Japan. He's on a tour there. . . . Apartment huntress Pat Palmer has a new group of dwelling places for people in the entertainment business—all on special low-rental basis. . . . Malmaison, one of the ritziest restaurants, resembles Napoleon's private dining room. . . . Emily Banks and Ruth Haseley are sharing the modeling assignments on the Goodson and Todman "Say When" show, celebrating its first anniversary on NBC-TV.

☆ ☆ ☆ ☆

• • • Jazz virtuoso Kai Winding is planning on opening a kennel. He'll call it "Rin Tin Pan Alley." . . . Overheard at Ratiazzi's: "The trouble with life is that by the time you know your way around, you don't feel like going." . . . TV dancer Yolanda Moreno's definition of a committee: "A group that keeps minutes and wastes time." . . . Jerry Vale's new album is really something. It's full of foreign stamps.

☆ ☆ ☆ ☆

• • • Gloria Okon, WPIX's weather gal, is our town's double Twist gal. In one night she learned to do the twist. In so doing, Gloria twisted her knee and is hobbling around with the aid of a cane. . . . Lee Jordan, WCBS Radio host of "Music of Broadway," who celebrates his third anniversary with the CBS Radio flagship station, is the lone survivor of nine personalities who started on the station three years ago. . . . Anne Broderick, formerly in the promotion department of WIL, Balaban station in St. Louis, has announced her engagement to Pete Farrelly, account exec of WIL. . . . Les Keiter off tomorrow to L.A. to do the NFL Pro football game . . . Incidentally this is the last game of the year.

Here's How (and Why) To Pay Those Taxes

Boston—"You and Your Income Tax" will run for 13 weeks beginning Jan. 19 on WEEI Radio. Frank J. Cavanaugh, head of local income tax office, will discuss federal tax procedures regulations for the benefit of listeners who feel that radio general is too cheerful.

Texas Station to Feature Area French Teachers

San Antonio—KAPE, this city's newest AM station, will host teachers of French from some 30 southern Texas schools and colleges at a luncheon on Sunday, introducing educators of the area to the "French in the Air" series, a transcribed course in everyday spoken French, produced on American radio by Radiodiffusion Télévision Française.

The luncheon will feature a discussion on the most effective way to be made by the area's schools from the broadcast of the series. During the discussion, to be moderated by KAPE program director Tom Fredericks, a taped greeting from the actors and a sample program of the show will be played.

KTLA Shows Methods Of Gangs Behind Bars

West Coast Bureau of RADIO-TV DAILY

Los Angeles—A young Southern California inmate tonight on KTLA's "Crime and Punishment" will reveal the story of gang life and how it has affected his life. He also will explain how gangs exist in prison, and how "accidents" happen to members who try to break away. Clete Roberson is the interviewer. The half-hour program is videotaped.

N.Y.U. Produces Series For Experimental WUHF

"Pleasures of Learning," a new TV series produced by New York University, will be presented on WUHF beginning Jan. 19.

The first six half-hour programs will be conducted by Dr. Ivor Nagy, assistant professor of international relations. Professor Warren Bower, assistant dean of the division of general education at NYU, presents "The Book World" on WUHF biweekly.

Finns Polka on Chicago TV

Chicago—The Lake Forest Finnish Dancers will be featured Saturday on WBKB-TV's "Polka-Corner."

Program host is singing MC Bob Lewandowski, and producer and director is George Paul.

Producer Urges Viewers Learn 'TV Twist'

Draper Praises Fare, Says Media Critics Need Self-Discipline

Coast Bureau of RADIO-TV DAILY
Title—"TV viewers today, instead of shooting off their mouths about lousy programs, need a good dose of self-discipline. They'd better learn to do the TV twist—the knob," according to San Francisco TV producer Benjamin Draper.

Speaking at a joint meeting of the Seattle Ad Club, the Round Table and Academy of Television Arts and Sciences, he said: "There is more good viewing on air every week than any one individual can possibly watch. There is a great deal for every kind of viewer."

However, Draper admitted that there may always be programs which lack the quality and taste of the advertising dollar will not always be spent for what everyone regards as the public good or in the viewer's interest. Some program managers will always put ratings ahead of everything else."

The Knob the Solution

As it is right now, none of the great imperfections, omissions, or objections need affect the viewer, he said. All he needs is guts enough to turn a knob.

When a viewer can go a long way to correct these situations himself by inserting bad programs and getting good ones. He has to get freedom to solve his own problems. He can set his own standards and further, no one can do it for him. He can turn to the channel or he can shut the set. He has only to do the twist, Draper declared.

Irwin, O'Donnell Unite

Coast Bureau of RADIO-TV DAILY
Hollywood—Lew Irwin and Edward O'Donnell have announced the formation of Irwin-O'Donnell Productions to make TV and theatrical films.

OBITUARIES

Mrs. Julia O'Connor

Pittsburgh — Funeral services for Mrs. Julia O'Connor will be held Saturday in Wilmerding, Pittsburgh.

Mrs. O'Connor, who died Tuesday at her home in that community, was the mother of Thomas J. O'Connor, national sales coordinator of KDKA Radio, Pittsburgh.

Marvin Fitzpatrick

Chicago — Marvin W. Fitzpatrick, 21-year-old son of Denver's KHOW news sports director Jack Fitzpatrick, was killed when his automobile overturned near there. He had just graduated this Spring from Columbia U.

Communism, Liberty Analyzed in St. Louis

St. Louis — "Communism and Freedom," KMOX-TV's informational series to give viewers a sound understanding and sound criticism of a political force threatening our existence and the existence of all non-Communist nations, launches a new lecture series on Saturday.

Participants in the 15 new programs include Dr. Thomas P. Neill, history professor, Institute of Communism and Freedom; Dr. James D. Collins, philosophy professor; Robert D. Tice, geography instructor, and Father Martin Hastings, S.J., dean of the College of Arts and Sciences, all of St. Louis U.

Trigg-Vaughn Group Elects Collie a Veep

(Continued from Page 1)

Inc., parent company of KVII-TV, Amarillo; KOSA-TV, Odessa, and KR-OD-TV and KR-OD Radio, El Paso. The announcement was made by Cecil Trigg, president of the Trigg-Vaughn organization.

Collie has served as national sales manager for this group of stations since August, 1958, and continues to act in this capacity. He previously served as merchandising manager, local sales manager, commercial manager and national sales manager since he entered the industry with WOAI-TV in November, 1949.



COLLIE

St. Catherine of Siena Drama on 'Catholic Hour'

"Catherine, My Mother" is the title of the second in a series called "Landscape of the Soul," which will be presented on the Catholic Hour Sunday on NBC-TV. The program deals with the inner life of Saint Catherine of Siena.

Newsmen Record for Blind

The radio industry is continuing to aid Recording for the Blind, Inc. in its work of bringing educational material to students who are blind.

This week marked the second anniversary of recording "The News of the Week in Review" from the Sunday edition of The New York Times. CBS newscaster

WOULD-BE TV ACTORS FIND CON MEN NO HELP

West Coast Bureau of RADIO-TV DAILY

Hollywood—The Los Angeles Sheriff's office was still awaiting results today of a nationwide search for two bunco artists, Jack Montgomery and William Stockton, who fled to escape eight felony counts against them for allegedly defrauding scores of would-be actors and actresses in a scheme which netted the fugitives thousands of dollars.

According to the charges filed, Montgomery, former small-time actor's agent, and Stockton, background unknown, told their victims they had been selected for roles in a TV series, persuading each to pay \$215 supposedly for Screen Actors Guild initiation fees and dues.

The Guild, which authorizes no one outside of its office to collect money for it, learned of the racket and notified the Sheriff's Office. The men also are charged with allegedly conning money from the public to invest in the fictitious TV series.

He's Window-Watching; Mike Can Watch Itself

Cleveland—Staring out of the window while on the job paid off for KYW deejay "Specs" Howard, who watched in stunned horror while two tire-thieves opened and robbed the trunk of his car, parked in the street. The operation only took 15 seconds, but that was enough for Howard to call down stairs and have switchboard operator Joseph Leiz take the thieves' license number. Contents of the trunk were recovered, and now the station just can't keep Howard away from that window.

Simler Joins Blair-TV On Chicago Sales Staff

Chicago — Taggart Simler has been appointed to the Chicago sales staff of Blair-TV station reps. He comes to Blair from the Katz Agency, where he has been TV account exec in Chicago since 1957. Earlier, for over four years, he was Midwest TV sales manager for Adam Young, Inc.

Woman to Woman

St. Louis—Each week this month Gloria Pritchard, hostess of KATZ's "Women's World," features as her guest a woman who has volunteered her services to one or more public service organizations here and in surrounding communities.

'Happy Times'

Houston — KPRC-TV has begun a new children's program, "Happy Times," with Marijane Vandiver as host and vocalist. The program will feature puppets, animated cartoons, pantomime stories, sing-alongs and dramatized storytimes.

Seymour Siegel Honored By Interfaith Movement

Seymour N. Siegel, director of radio communications for the City of New York, which includes the Municipal Broadcasting System (WN-3C and WN-3C-FM), has received the Interfaith Movement Award for 1961 "in recognition of his outstanding efforts toward better understanding among people of all faiths."



SIEGEL

The award was presented by John A. Ross, Jr., New York State deputy superintendent of banks and first VP of the Interfaith Movement. Previous recipients include former President Harry S. Truman and New York City Mayor Robert F. Wagner.

Learns As He Works, At Chicago TV Station

Chicago—Northwestern U. and WBBM-TV have launched the first of four projected apprenticeships for on-the-job training of students in the broadcast division. The first apprentice, Carrol Wildman, will work in the station's program department for three months and will earn 12 units of credit.

ABC Taps Barnathan, Riddleberger to Head R-TV O&O Stations

(Continued from Page 1)

make it necessary for TV and radio - owned stations to have their own chief executive officers."



BARNATHAN

The ABC TV stations are: WABC - TV, New York; WBKB - TV, Chicago; WX-YZ-TV, Detroit; KABC-TV, Los Angeles, and KGO-TV, San Francisco. The Radio outlets are: WABC, New York; WLS, Chicago; WXYZ, Detroit; KABC, Los Angeles; KQV, Pittsburgh and KGO, San Francisco.

Barnathan, ABC vice president for affiliated TV stations, joined ABC in '54 as supervisor of ratings. In '56, he was named manager of TV research and in '57, director of research. He became vice president in charge of research in March, '59 and a few months later was made vice president for the affiliates.

Riddleberger had been vice president for ABC o&o's since February, '59. He joined ABC in '52 as radio budget officer and was promoted successively to administrative assistant of the TV program department, administrative manager of that department and member of the Cost Control Unit. In November, '55, Riddleberger was named business manager for ABC Radio and in March, '57 was elected ABC Radio administrative vice president. In October, '57 he became vice president and comptroller of ABC and assistant treasurer of AB-PT. Previously he was with NBC for seven years.

Air Time for Net Chiefs

(Continued from Page 1)

HC, New Haven, Conn., and KF-RE, Fresno.

(NBC-TV will present three special half-hour programs on the hearings on successive Sundays, starting Jan. 28, with NBC Radio also scheduling three specials on the same days. In addition, "U.S. Hearings Highlights" will use the FCC proceedings as the kick-off in its new national weekly TV series.)

Panel of Six Distaff Dollies To Zero-In on Male Follies

Chicago—Six well-known career girls will zero-in on the male animal's idiosyncrasies Friday on WBKB-TV's "Off the Cuff." Host Norman Ross will bear the brunt of the female onslaught.

The six ladies are Fran Allison, member of Don McNeill's "Breakfast Club"; Ann Landers, syndicated lovelorn columnist; Martha

Crane, of WLS Radio; Irene Margolis, representative in America of Israel's Weizmann Institute; Maggi Daly, newspaper columnist and Norma Lee Browning, reporter.

The program is produced and directed by two men, David McElroy and Clifford Braun, respectively.

Knights of Turntable In KING's Ice Lists

Seattle — With the first Radio KING Kapader Championship up for grabs, DJs Frosty Fowler, Ray Court and Pat Lewis have furtively been spending off-air hours with three part international skating stars learning how to skate. Gals, all from the Ice Capades show, boost their proteges morale during air time. The moment of truth occurs tomorrow night during the ice-show's intermission, when a winning couple will be picked.

Monte Carlo Fest Grows

Monte Carlo — Sixty-two programs from 15 countries have been submitted for competition in the Second International Television Festival here. Last year there were 51 programs from 7 countries.

Argentina has entered one film; Canada, two; Czechoslovakia, 10; Hungary, one; Japan, six; Mexico, one; Monaco, one; Poland, one; Roumania, three; United Arab Republic, one; U.S.A., 20, and USSR, five.

First-day screenings included American entries, "The Iceman Cometh," "Engineer of Death—the Story of Adolf Eichmann," "The Power and the Glory," "The Mahalia Jackson Show," "Angel" and "Success Story."

Dallas TV Outlet Joins TAC's Program Library

Dallas—WFAA-TV has become a subscriber to the Television Affiliates Corp. library.

Station manager Mike Shapiro says this will add more than 100 programs on informational and cultural subjects in 1962.

Norfolk Bible Channel Boosts Live Content

Norfolk — Religious outlet WYAH-TV has announced increase of its live programming to 55 per cent. The station began operations in October, and is on the air 23 hours per week.

Att. General Opening 11th Palsy Telethon

Attorney General Robert Kennedy will deliver a special message to open the 11th annual United Cerebral Palsy telethon to be carried by WOR-TV Saturday night through Sunday evening. It will emanate from ABC-TV's Ritz Theatre.

Last year, the opening remarks were made by Gov. Nelson Rockefeller, and the year before by Eleanor Roosevelt.

The telethon will be hosted for the second successive year by singing stars Eydie Gorme and Steve Lawrence. Dennis James will act as emcee, and personalities from every medium of show business will make appearances.

First Federal Sponsors Profiles of 'Greatness'

St. Petersburg—A monthly feature, "Perspective on Greatness," will be sponsored beginning Jan. 20 on WSUN-TV by First Federal Savings & Loan.

The series is produced by Hearst-Metrotone News and originated by Nat Gassman, head of BCG Films.

'Open Mind' Leads Off With 'Americans—'62'

"The Americans—1962," examining the moods, attitudes and activities of Americans today, will be the subject of the first in the 1962 series of "Open Mind" programs on WNBC-TV Sunday. The program will be seen earlier on this date because of NBC-TV's Pro-Bowl grid game telecast. Eric F. Goldman, history professor, is the moderator.

MBS' Winchester Wins Aviation-Article Award

Jim Winchester, Mutual Radio's world-traveling newsman who will be part of the web's broadcast team covering the manned orbital space flight this month, has been named a winner in the 24th annual competition on aviation journalism sponsored by Trans World Airlines. His article was "The Making of an Air Traffic Controller."

KMOX Airs 38 Hours Of 'At Your Service'

St. Louis—With the addition of the Saturday morning program "Features of the Week," KMOX Radio's "At Your Service" is heard 38 hours a week. Following the new program are "Ask the Mayor" and "Ask the Congressman," which alternate weekly. Also on Saturday are "Street Editorial and News Open Line" and "Sports Open Line." All listeners to question or comment via phone.

New weekday programs via telephone formats include "What Do You Think," "Ask the Fast Expert" and "Ask the Marriage Counselor," plus a series on "Your Service," which has a member of the St. Louis District Internal Revenue Service answering questions on income

NBC Names Alan Baker To Head Trade Publicity

Alan Baker has been appointed manager, business and trade publicity, for the NBC Press Department. Formerly assistant trade news editor, he joined the NBC Press Department in July, 1961, as a staff writer assigned to Enterprises Division.

Baker had previously been public relations director for the First International Television Assembly of the Academy of Television Arts and Sciences, and before that was a TV account executive with Rogers & Cowan in New York.

WTOL-TV To Teach Science on ETV Series

Toledo—WTOL-TV's public affairs department will inaugurate a new, live educational TV series Saturday entitled "Explains with Me," which deals with grade school-level science.

The series is designed to supplement the science education offered students in their regular classrooms by encouraging them to conduct scientific experiments in their homes.

The Luncheon of KAPE Has Series on Menu

San Antonio—KAPE, this city's newest AM station, will be featured at a luncheon here Saturday with teachers of French from 30 Southeastern Texas schools and colleges. The educators will be introduced to the "French in the Air" series, a transcribed course in everyday spoken French, produced by American radio by Radiodiffusion Television Francaise.

S. FARE NOT FLOODING THE AIR, CANADIANS FEEL

Special To RADIO-TV DAILY

Toronto—Nearly 60 per cent of the Canadians questioned by "Telepoll" series on the CTV Network are satisfied that are not too many American programs on TV in this country. A finding resulted from a survey of residents in Halifax, Montreal, Toronto, Ottawa, Winnipeg, Calgary, Edmonton and Vancouver after "Telepoll" asked them to express their opinion.

Working with leading independent research firms, 67 per cent felt there weren't too many U. S. shows; 31.2 per cent thought there were, and 11.4 per cent had no opinion. Canadian opinion is polled and repeated every Sunday on this new television-produced series.

Government Aid Favored

Answering another question on TV, 59.8 per cent concluded programming has improved in the past year; 32.4 per cent hadn't, and 7.8 per cent had no opinion. Also, about 60 per cent are in favor of government spending to help Canadian talent at home. The actual finding was 64.7 per cent; 30.3 per cent no, and 5.0 per cent, no opinion.

Carousel to Distribute 16mm 'Act of Faith'

Carousel Films has been licensed by CBS Films for non-theatrical 16mm film distribution of the documentary, "An Act of Faith," which was aired twice on CBS-TV as part of the "Look Up and Live" series. It tells the story of how the Danish people rescued virtually their entire Jewish population from the Nazis during World War II.

Interviewed Participants

Author Harold Flender conceived the idea for the documentary and interviewed many of the actual participants in the underground operation—both the rescuers and the rescued—on the scene in Denmark. He recently signed a contract with Simon & Schuster to write a book telling the definitive story of the rescue, for publication in the Spring of 1963.

Heim Snares Sales Award

Jack Heim, eastern division account executive, yesterday was named winner of Seven Arts' first annual salesmanship award.



HEIM

Seven Arts has just released Volume Three of its "Post '50s" Warner Bros. films. The first two volumes of these features have been snaring top ratings and audience shares against local and even network competition in prime time and late evening slots.

More than half of the 150 titles now available are in color, in line with the increasing importance of color in TV.

Benedict Program Chief

Andy Benedict, announcer and assistant program manager of WWRL since 1950, has been appointed program manager of WRFM, WWRL's FM affiliate. Previously Benedict has served with WNAR, Norristown, Pa., and WGBB, Freeport, L. I. He will be succeeded in his former post by Hal Kormann.

ETV Teaches WPIX About 1 Bird and Bees

One bird and 2,000 bees were being used on an educational TV show on WPIX to illustrate not what you might think—but the transmission of sound. Then the chicken got loose, knocked over the container of honey bees and the panic was on. An engineering "task force" armed with long-necked vacuum cleaner hoses captured most of the escapees although a few of the staff did get their lumps.

WCCO's Orient Tour An Advance Sellout

Minneapolis—Two months ahead of time, WCCO Radio's "good neighbor" tour to the Orient has been completely sold out.

Howard Viken, one of the station's top stars, will lead a party of 55 persons on a three-week trip to Japan, Formosa, Hong Kong and Siam in March. The group is composed of WCCO listeners from Minnesota, Wisconsin and South Dakota.

This is the station's fourth travel promotion in four years. Last year Jim Hill took a party of 92 to Hawaii, and in 1959 and '60 Bob DeHaven took groups to Hawaii and the Orient.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

...ion lanes of headline clamor in subscribing to the recommendation... follows?

...t the FCC appoint a 'public defender of viewer and listener interest'... while broadcasters are always represented by their own legal... the public at large is not."*

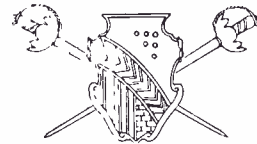
...R'S ONE that definitely belongs in the silly season. What, if not precisely that, is the prime responsibility of the Commission itself? Is there any complication here that the Commissioners aren't doing their proper job? Are the broadcasters perpetrating some kind of fraud or other crime that belongs on a D.A.'s docket and therefore requires a "Public Defender?" Or, have the scholarly recommenders become so entranced by the dramatic fare that they see the title as a juicy gambit for publicity?

...haps, you might conjecture, this in itself is no worse than a gnat's sting. We disagree because there have been precisely too many such stings unleashed by groups of questionable zeal. They raise horsefly welts on broadcasting's epidermis and help make it undeservedly less presentable to public inspection.

...would like to see the industry form a body of clearminded executives, capable of moving competently and quickly, to thwart these propaganda machines before they can get rolling in high gear. The proposed group would operate outside the provinces of the NAB or TIO and have the kind of mobility that would obviate much of the troubles which seem to haunt broadcasters later on.

...or Dr. Seldes and his mortarboard associates, we trust you will agree that they can best serve the public by devoting more attention to promoting for newborn Educational TV stations taking root across the land. A responsible broadcaster would applaud their efforts to win large audiences for ETV transmissions. To achieve that end will take more than a hypothesis; it will require big minds put hard to work—but every moment and erg.

...national Association of Educational Broadcasters/Newsletter.



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Air Line tickets, Paris, Rome, Tokyo, Caribbean Cruises, Mediterranean Cruises available as prizes for your important Radio & TV promotions.



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MARTIN HIMMEL, President

CBS and NFL Sign \$9.3-Mil. 2-Yr. Deal

(Continued from Page 1)

realize a total of \$9,300,000 in rights during the next two years. The money is to be equally divided among the 14 clubs and, after deductions, will bring each team about \$320,000.

NFL and CBS had entered into an agreement calling for the same terms last Apr. 26. The contract was signed in San Francisco and immediately submitted to Federal Court in Philadelphia for an opinion on its validity. The NFL felt the move was necessary because of a 1953 ruling by Judge Allan K. Grim of the Philadelphia court containing language which the league thought applicable in an anti-trust sense to a single network contract.

Rehearing Refused

After nearly three months consideration, Judge Grim ruled the NFL-CBS contract void on July 20, and subsequently turned down a rehearing request by the NFL on July 28.

Thereafter, a bill introduced by Rep. Emanuel Celler (D.-NY) passed both the House and Senate in late Summer 1961 and was signed in early October by President Kennedy. The new law exempts professional football, basketball, baseball and hockey leagues from the anti-trust law in the area of a single network TV contract.

This law made it possible for the NFL and CBS to enter into the new agreement providing for equal distribution of the TV rights money among the member clubs of the NFL.

Regional Airings Set

MacPhail said: "All games each Sunday will be broadcast by CBS-TV on a regional basis. In addition, there will be national telecasts on Thanksgiving Day and on Saturday after the close of the college football season."

During the '61 season, after the original contract with CBS had been voided, the league reverted to its former policy of individually negotiated contracts between the clubs and webs or sponsors.

"From a business standpoint," Rozelle said, "we found the policy of individual club negotiations to be unworkable. The majority of our teams faced the imminent prospect that TV coverage of their games would be discontinued."

Provision for Playoff

Any conference playoff is included in today's agreement, but it does not include any other post-season games of the NFL.

NBC-TV is currently in the midst of a two-year pact for coverage of the post-season NFL championship game between the winners of the Eastern and Western Division titles.

AGENCY NEWSCAST

By WM. McCUTTIE

"In event of an emergency, 58.8 per cent of Spokane respondents would turn first to radio for information, some 4 per cent would turn on TV, while only 1.8 per cent would wait for a newspaper," according to the recently-issued, third annual analysis of the Spokane radio audience.

The study, entitled "Anatomy of an Audience," was conducted by the Gonzaga U. School of Business under commission of KREM, represented by Edward Petry & Co.

The survey probed listening habits of residents with emphasis on radio's value vs. other media as a news source. Radio was given as main source of day-by-day news by 56.2 per cent; newspapers by 58.6 per cent. For weather reports, radio was named by 46.4 per cent of respondents nearly twice as many as those who named TV or newspapers.

The Advertising Federation of America has accepted the following members: Ad Agencies—Gaynor & Ducas and Kenilworth Advertising & Broadcast Production, both New York; TV-Radio—May Broadcasting Co., Omaha; Advertisers—Borden Co., Radio Corp. of America and F. M. Schafer Brewing Co., all New York.

Standard knitting Mills, Inc., for its Healthknit cotton knitwear line, has arranged a 26-week campaign on Arthur Godfrey's CBS Radio Show beginning April 1. Agency is Edward H. Weiss Co., Chicago.

Sy Shaffer Enterprises, Inc., has completed music for a new one-minute radio spot for Tetley Tea. Agency is Ogilvy, Benson & Mather . . . Trailways Bus Co., through J. Walter Thompson Co., has set a 17-week extensive spot campaign on WABC-TV.

Thomas A. Tegen has been appointed Purolator Products (auto filters) ad and sales promotion manager . . . Spencer Greason, Jr., has joined Lennen & Newell . . . Edward G. White, former Capitol Research Industries, Alexandria, Va., president, has joined Henry J. Kaufman & Associates, Washington, as an account exec.

Kerry Sheeran has joined Doyle Dane Bernbach, New York, as an account supervisor. Formerly was with Ted Bates & Co. . . Mrs. Harriet Pirk has moved to Reach, McClinton & Co. as copy supervisor. Previously was with C. J. La Roche & Co. . . Helen Van Slyke has joined Norman, Craig & Kummel as a copy plans supervisor.

Pepsi-Cola International has

Cook N.Y. Office Director For Int'l Sound Fair

International Sound Industry Fair, Inc., has opened executive offices in New York, with veteran radio-recording administrator B. Cook as executive director in charge of operations. Coleman Finkel is president of the I.S.I. which is under the management of James O. Rice Associates.

The First International Sound Fair, which will bring together all facets of the record and sound industry, will be held July 2-4 in Detroit's Cobo Hall.

Leading manufacturers from over the world will exhibit their products in hi-fi and stereophonic records, phonographs, radio components, magnetic tape and other equipment. A separate business congress will highlight the five-day event, with outstanding industry speakers covering marketing, distribution, programming and other phases of the business. Added attraction will be five special in-person concerts featuring top artists.

Arlington in KFWB Post

West Coast Bureau of RADIO-TV DA

Hollywood—Charles Arlington active in the news broadcast field for 32 years, has taken over news director of radio station KFWB.

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RADIO TELEVISION DAILY

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VOL. 90, NO. 9

FRIDAY, JANUARY 12, 1962

TEN CENTS

TV COMPETITION SQUEEZE IS ON!

Shakespeare Named VP; Aubrey Aide; Walt Gets G.M. Post

Frank J. Shakespeare, Jr., yesterday was named vice president and assistant to the president of CBS-TV, effective Monday.

Replacing Shakespeare as vice president, CBS-TV Stations and general manager of WCBS-TV, New York, is Norman Walt, sales manager of Channel 2 for the past 10 years.

The Shakespeare appointment was announced by James T. Aubrey, president of CBS-TV.

Mental Illness Document

Burlington, Me. — A closeup of electro-shock therapy will be part of a 15-hour film on problems of mental illness at Augusta State Hospital Sunday over WCSH-TV, Portland, and WLBZ-TV, Bangor. The documentary was planned and filmed in six days by WCSH-TV.

UFA Is Abandoning Movies For TV Production Combine

Hamburg—UFA, Europe's oldest existing film production company, is leaving the movie business to devote its future operations exclusively to TV production. This was disclosed yesterday with formation of Fernseh-Produktions-GmbH, in which UFA and Tele-Union Hamburg Atelierbetriebs-Gesellschaft mbH, as equal partners

Economics Club Denies "Gagging" Mikes

Dwight Eckerman, executive director of Economics Club of N. Y., refuted yesterday to RADIO-TV DAILY a charge by the Radio-Newsreel-TV Working Press Ass'n that his organization had violated freedom of the press by banning radio coverage of its Wednesday night Waldorf Astoria dinner at which West German Economics Minister Ludwig Erhard was speaker.

Eckerman said the club always has had certain "ground rules" for its dinners, namely no floodlights, still, TV or newsreel cameras. Radio, he said, has always been permitted to tape speeches if arrangements are made well in advance.

RCA COLOR TUBE PLANT EXPANDS AS SALES RISE

Latest tangible indication that color TV is moving along at a fast clip was an announcement yesterday that RCA plans a \$1,500,000 expansion of its color picture tube manufacturing facilities to meet an anticipated 250 per cent increase in industry demands this year.

The expansion will be at its \$10 million color tube plant in Lancaster, Pa., where color production has been running at record rates during the past year.

RCA Electron Tube Division

Pleasants a Gen. Mgr.

Plattsburg, N. Y. — The Plattsburg Broadcasting Corp. has appointed George Pleasants general manager of WEAV-AM-FM. He was with WFLN, Philadelphia, and WBUX, Doylestown, Pa.

Deal on Loan Causes Biloxi Ch. 13 Switch

Washington—The FCC, in a 3-2 vote, has set aside an earlier grant of TV Channel 13 in Biloxi, Miss., to Radio Associates, and awarded the new station to WLOX Broadcasting. The case had been remanded by the Court of Appeals because of a loan agreement between Edward Ball and Radio Associates.

ABC-TV Execs Meet Affiliates in Mexico

ABC-TV executives and their Affiliates Association Board of Governors will begin a series of meetings on Monday in the Pierre Marques Hotel, Acapulco, Robert L. Coe, VP for TV station relations, said yesterday.

Representing ABC with Coe will be Leonard H. Goldenson, AB-PT president; Oliver Treyz,

Minow Re-emerges In Tough Insistence On All-Channel Sets

By HARRY LANDO
Washington Bureau of RADIO-TV DAILY
Washington—TV faces increased Government regulation rather than less unless there are more stations and more competition—and so the FCC's top recommendation for new legislation at this session of Congress will be for a law to specify that all TV sets sold in interstate commerce must be able to receive all channels. So said FCC Chairman Newton N. Minow in a speech before the House.

Stereo AM Nixed Again

Washington Bureau of RADIO-TV DAILY
Washington—The FCC has refused to reconsider its Sept. 27 decision that it would not at this time adopt standards for stereo AM broadcasting, noting that it wishes first to gauge the success of FM stereo. It turned down bids for AM stereo by Southwestern Sales, which operates KVOO, Tulsa, and by Kahn Research Laboratories.

ABC Shoot to Sylvania

Sylvania Electric Products, a subsidiary of General Telephone and Electronics Corp., will fully sponsor ABC Radio's broadcast of "Mission: Man in Orbit," via Kuder advertising. The Photo Lamp and Home & Consumer Electronic divisions of Sylvania will advertise throughout the Jan. 24 program, which is expected to run more than six hours.

Air Society Cites NBC

NBC has been selected by the Arnold Air Society to receive its Hoyt S. Vandenberg Award for 1961 for "outstanding contributions to aerospace power for national security."

BERLIN JUNKET! TONIGHT ON PM EAST & PM WEST

Westinghouse
Broadcasting
Company, Inc.



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COMING AND GOING

R. PETER STRAUS, president of WMCA, and MICHAEL J. MINAHAN, general manager of Radio Press International, to Toronto Monday, on business.

ROBERT RICH, VP and general sales manager of Seven Arts Associated, returns to New York today following successful Vol. III station negotiations in Buffalo.

CHAS. A. ALICOATE, publisher of RADIO-TELEVISION DAILY, will return to New York Monday from the Coast.

DANIEL SCHORR, CBS News correspondent in Bonn, was in Canton, Ohio, yesterday, delivering a lecture under the auspices of the Canton College Group.

LOUIS P. LOCHNER, Pulitzer Prize winning former AP chief in Berlin, has returned from a two-month stay in West Germany, where he did 10 broadcasts for Broadcast Editorial Reports, Inc.

CHARLES BERNARD, president of Country Music Network, will leave here today for the West Coast, visiting offices in L.A. and San Francisco. He'll also go to Las Vegas for the board meeting of the Country Music Association.

H. JEFF FORBES, president and executive producer of Forbes & Associates and Viafor Films in Boston, is in town visiting clients of Animation, Inc.

STAN Z. BURNS, WINS deejay, has left for the Caribbean on a two-week vacation.

JAMES SHELDON, of Broadcast Editorial Reports, back from the Far East and personal talks with Chiang Kai-Shek and South Vietnam President Diem at Saigon.

RAMON HOUSE, Marshal of Dodge City, Kansas, in Hollywood to make his acting debut in a segment of CBS-TV's "Gunsmoke" series.

FINANCIAL

(Jan. 11)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. Theatres., Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Esquire Inc, Movielab, MPO, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Bartell, Jerrald, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Air-Conditioning and Refrigeration Dealers.

Experts Dissect Ads

Jerry Schnitzer, VP, Rollins Lawrance Productions, TV commercials producer, and Pi Garai, VP and copy group head at Ogilvy, Benson & Mather, today will join Dr. Brian O'Doherty in a half-hour look at some of the best ads.

TV Clown Best Healer For Badly-Injured Boy

Charlotte—Brooks Lindsey, WSOC-TV's "Joey the Clown," has been credited by parents of six-year-old Sam Powell with materially aiding the boy's recovery after he was struck by a car and critically injured at his home near here. Sam called for "Joey" as he was first regaining consciousness. The TV star immediately paid the hospital a visit, dressed in his clown's costume. Young Sam is now back in school, though still with a cast on one arm.

Calvert Resigns Post As WPAT 'Ops' Veep

William J. Calvert has resigned as vice president in charge of station operations at WPAT and Dickens J. Wright has issued a statement that his resignation last month as president was "the result of a basic difference in policy."

Wright quit his positions as president and director of WPAT, Inc., Paterson, N. J., and as vice president of Capital Cities Broadcasting Corp., which purchased the station in October for \$5.5 million.

Now It's Burns & Channing

George Burns and Carol Channing have announced they will team for a series of personal appearances on TV, in supper clubs and in theatres, starting late this Spring. This marks the first time that Burns will team with anyone other than his wife, Gracie Allen.

Music Corporation of America,

which represents both stars, at least one TV special is planned co-starring the pair next season. Burns and Miss Channing also co-star at the opening of Seattle World's Fair in June at the Dunes Hotel, Las Vegas, four weeks; at Harrah's Club Lake Tahoe, and at the Illinois State Fair.

Coast Broadcasters To Hear Selling Talk

West Coast Bureau of RADIO-TV DAILY Los Angeles—The "1-2 Punch," a new creative approach to radio selling, will be the theme of a talk by Ted Huston, VP and manager of the Lennen & Newell office in Beverly Hills, at the Wednesday luncheon of the Southern California Broadcasters Association in Michael's Restaurant, Hollywood.

Agency Officials to Attend

L&N will be the guest agency at the luncheon, which will also feature a talk by Ralph DeSalle, copy writer and producer from its creative department in San Francisco. Other L&N execs who will attend are Betty Williams, VP and radio-TV director; Bill Martin, account supervisor; Ed Hawkins, account exec; Jack Davies, media director, and John Paley, account exec and merchandising manager.

Hosting the luncheon will be Norman Boggs, president and general manager of KGIL, San Fernando, who is also SCBA chairman.

Jane Powell in 'Tower' For 4 Star's Dick Powell

Hollywood — Jane Powell has been signed by producer Aaron Spelling to star with Dick Powell in "View from the Eiffel Tower," a segment of Four Star's "The Dick Powell Show" series which Lewis Allen will direct. Set for co-starring roles are Akim Tamiroff and Bella Darvi. Also signed are Emile Genest, Oscar Beregi, Steve Geray, Jenö Mate, Max Dommar, David Jante, George Dee, Jean de Val, Daniele Aubry and Jacques Foti.

WNBC-TV Will Present '61 Pro Grid Highlights

WNBC-TV will present the filmed highlights of the 1961 pro football season, Sunday, preceding the NBC-TV telecast of the Pro-Bowl football game.

The Meadow Brook National Bank, which has sponsored four other pre-bowl game programs on WNBC-TV in recent weeks, will sponsor Sunday's presentation.

Well Known Sales Executive Radio-TV

... successfully experienced in representation network operations, station management, station relations, agency contact, etc.

... would welcome interview regarding N. Y. Metro. area connection. Salary reasonable and negotiable, commensurate with job requirement, responsibility and challengeable opportunity.

... References, of course.

Box No. 138, RADIO-TV DAILY 1501 Broadway New York 36, N. Y. or phone evenings: E. Orange (N. J.) — ORange 6-0627

KTTV WINS ROSE PARADE RATING SWEEPSTAKES FOR 7TH CONSECUTIVE YEAR!

■ With a choice of 5 of the 7 Los Angeles TV stations carrying the spectacularly beautiful Tournament of Roses Parade, Angelenos traditionally choose KTTV. KTTV's 34.0 average share of audience, with a rating high of 21.0, almost doubled the nearest competition.*

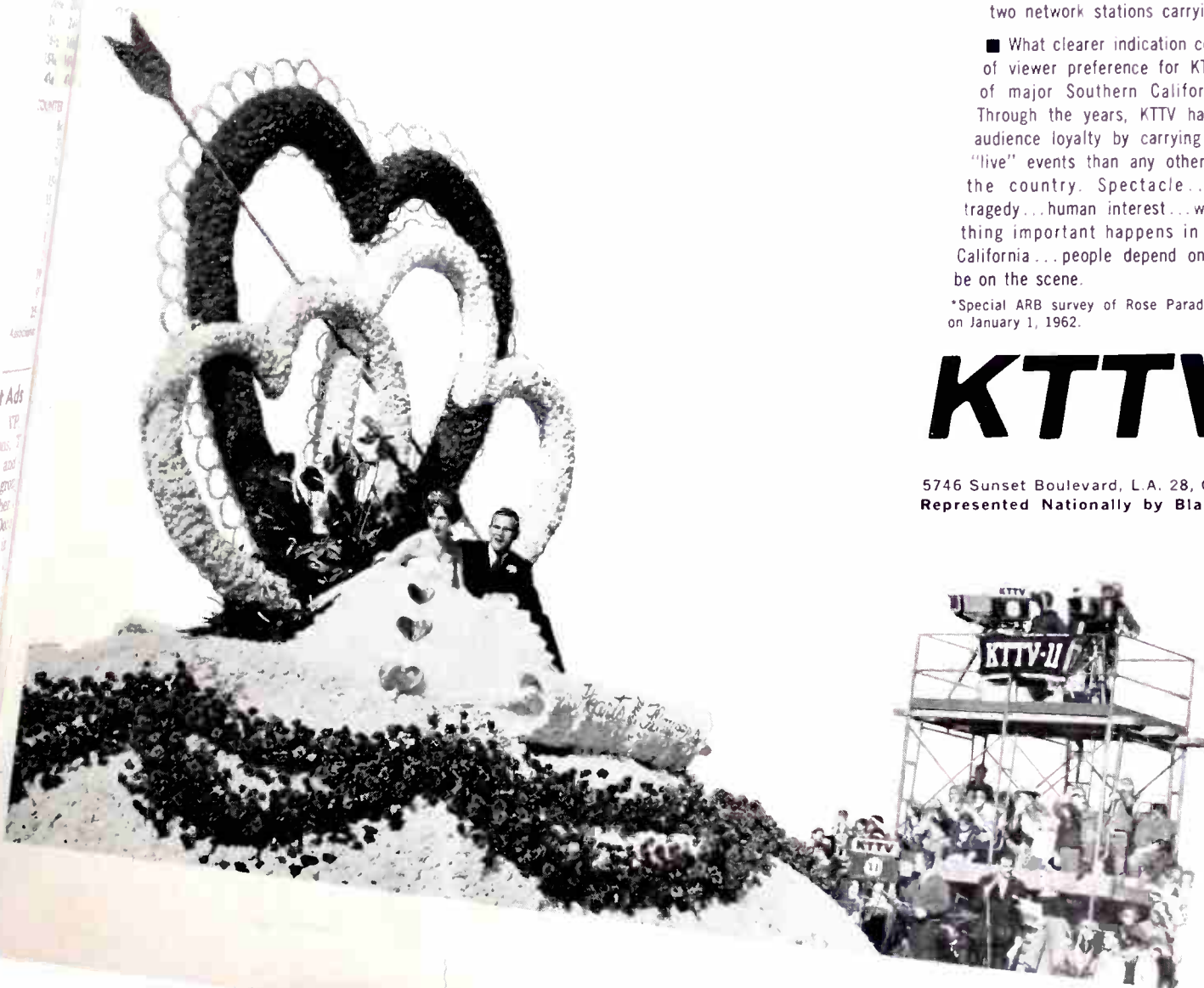
Significantly, the KTTV total audience exceeded the combined audiences of the two network stations carrying the event.

■ What clearer indication could there be of viewer preference for KTTV coverage of major Southern California events! Through the years, KTTV has built this audience loyalty by carrying more local "live" events than any other station in the country. Spectacle... sport... tragedy... human interest... when something important happens in Southern California... people depend on KTTV to be on the scene.

*Special ARB survey of Rose Parade viewing on January 1, 1962.

KTTV

5746 Sunset Boulevard, L.A. 28, Calif.
Represented Nationally by Blair-TV



KXOL Will Forward 'Dear Ivan' Missives

Fort Worth, Texas—KXOL in connection with the playing of Jimmy Dean's record "Dear Ivan" has been urging listeners to mail in "Dear Ivan" letters. The best letter will be recorded and broadcast, and the writer will receive \$50. All letters will be forwarded to the State Department in the hope they will be passed on to the Russian Embassy.

UFA Quitting Movies For TV Production

(Continued from Page 1)

the largest single TV production unit in West Germany. It will mean a combine of 18 film studios, plus 8 dubbing and musical recording studio units, in both Berlin, where UFA is located, and in Hamburg. Studio Hamburg is a subsidiary of Norddeutscher Rundfunk, the public broadcasting and telecasting company of Hamburg. As a result of this merger, Fernseh-Allianz will now employ about 2,000 persons, the largest concentration of TV technical talent available under one management in Germany today. The co-managing directors of Fernseh-Allianz will be Dr. Max Bruecher, who is now chief executive of UFA, and Gyula Trebitsch, the present general manager of Studio Hamburg.

Dr. Bruecher Lauds TV

Discussing this development, Dr. Bruecher pointed out that "it is an absolute mistake for the film business to try to operate in opposition to TV which is the medium of the future."

The administrative headquarters of Fernseh-Allianz will be located in UFA's Berlin offices for the immediate future. At present, the principal TV production centers in West Germany are Berlin, Hamburg and Munich. There are a total of 52 film studios available for use. The Hamburg-Berlin combine of 18 studios is now the biggest single unit in the field.

Commercials Included

In recent years, TV's popularity has inflicted heavy damages to the movie industry in West Germany, as it has in other countries. UFA, which also owns a network of movie houses as well as its film production units, has now decided to concentrate on being a major producer of TV material, including TV commercials, under the new direction of Dr. Bruecher.

Where Roberts Reign

Detroit—A recent head count at WJBK-AM-TV here shows that there are an even dozen employees named Robert at these Storer Broadcasting properties.



By TED GREEN

• • • Zel deCyr, who is known as "the big girl with the little boys' voices" has been added to "Who's Who of American Women" . . . The TV industry still mourning the loss of Lillian Small, one of the most respected and well liked girls in the TV agency field . . . Intercontinental Hotels Corp. threw a big bash at the Plaza Hotel to celebrate the opening of the Middle East's newest hotel, the Phoenicia, in Beirut, Lebanon. The 14-floor, 325-room structure was built at a cost of \$9.5 million. Over 200 attended the bash and sampled Lebanese recipes concocted by the Plaza chefs.

• • • Dorothy Lamour said at Mike Manuche's that her ambition is to have a mink-to-mink closet. . . . Johnny Carson saw Michael Wilding in Sardi's and said: "He looks like the auto salesman in London, who tried to sell me a Bentley." . . . Victor Jory says that he's excited about the format possibilities for his new contemplated series, "The President's Man." Meanwhile, Vic seems quite content collecting residuals for "Manhunt," which has a few years of life ahead on the second and third time 'round circuit.

• • • CBS Radio's Jack Sterling still is not completely satisfied that Khrushchev knows how the other half lives. So, in keeping with the spirit of the season, Jack sent the Commie boss, as a Yuletide gift, a one year's subscription to the Wall Street Journal. Maybe he'll become a capitalist.

• • • Meet: Candy Jones, one of America's famed cover girls, is today one of the most versatile career women in the country. She is head of her well-known career girls school, a prolific writer, a skillful photographer, a lecturer, fashion show commentator, an amateur painter and a sought-after radio and TV performer. Her latest assignment is doing radio and TV interviews on behalf of Candettes. Candy will be speaking on top TV and radio programs, giving beauty and charm hints, and in general brightening up the atmosphere. There's a possibility of a regular beauty hint TV show of her own.



JONES

• • • Danny Thomas and Sheldon Leonard, who enjoyed Jan Murray's dramatic roles on Zane Grey Theatre and Dr. Kildare, are set to star Murray in a TV situation comedy series next Fall. Danny and Jan are lifelong pals. In fact, it was Murray who advised Thomas long ago to try his comedy routines in New York. Danny did at La Martinique and became an immediate hit.

• • • Don Wolff, of the legit dept. of GAC talent agency, is mourning the loss of his father. . . . Our Spies report songstar Connie Francis may have the "Dick Clark American Bandstand" ABC-TV show poll award sewed up. Thanks to her loyal fans and thanks to Connie for turning out those great MGM waxings. . . . A singer named Harry Brown, who claims to be the son of late Al Jolson, is readying a TV-nightclub act Ala Jolie, to debut in the Spring. . . . Video singer Lisa Carroll and TV comedian Jackie Mason cozy cornered at Bon Vivant.

• • • Off the Record: George Maharis, the popular young star of TV's "Route 66," has been signed to an exclusive recording contract as a singer by Epic Records. . . . Dave Brubeck, internationally famed jazz pianist-composer-arranger, back in the U. S. from a concert tour of England and the Continent. Brubeck, who records exclusively for Columbia Records, is currently riding the nation's best-seller charts with two LPs: "Time Out" and its sequel, "Time Further Out" — and two singles: "Take Five" and "Unsquare Dance." . . . Dave Polinger, Director of Friendly Frost Inc. Broadcast Division (WTFM, WGLI, WQUMF,) doing some serious talking about Stereo FM with Donahue & Coe's Marie Coleman at the Forum.

Otto Preminger Tells 'Personal Story' on CBS

Otto Preminger will tell his "Personal Story" on the CBS Radio "Dimension" series next Monday through Friday. An outspoken critic of Hollywood, Preminger will discuss things he discloses in movie-making, principally, its rule by businessmen.

ABC Names Zellner Tech. Dir. for Radio

Fred L. Zellner, Jr., chief engineer for WLS, Chicago, has joined ABC Engineering in New York in the newly created post of director of technical operation for radio. First joining ABC as chief engineer for KQV, ABC's station in Pittsburgh, he was transferred to WLS in 1960.

Frank Marx, ABC vice president in charge of engineering, said the new post was created "because of the continuing growth and importance of radio at ABC—both network and local—and for greater efficiency in smoother operation." Zellner will report directly to Marx.

ABC-TV Execs to Meet With Affiliates in Mexico

(Continued from Page 1)

ABC-TV president; Donald W. Coyle, ABC International president; Michael P. Boland, ABC financial controls VP; Giraud Chester, daytime programming VP; Michael J. Foster, press information VP; James C. Hagerty, news-special events-public affairs VP; Edgar J. Sherrick, network sales VP; Jerome Bredow, on-air-promotion director; Dea Linger, advertising-promotion director; and Donald S. Shaw, station clearance director.

Board of Governors officers and members attending are: John I. Dille, Jr., president, WSJV-TV South Bend-Elkhart, chairman; D. A. Noel, general manager, WHBQ-TV, Memphis, secretary; Mike Shapiro, general manager, WFAA-TV, Dallas, treasurer; Thomas P. Chisman, president, general manager, WVEC-TV Norfolk; Donald F. Davis, president, KMBC-TV, Kansas City; Joseph F. Hladky, Jr., president, KCRG-TV, Cedar Rapids; Norman Louvau, VP-general manager, KCPX-TV, Salt Lake City; Howard W. Maschmeier, general manager, WNHC-TV, New Haven; and M. W. Warren, executive VP-general manager, KOMO-TV Seattle.

Pick 'Corrupters' Seg

West Coast Bureau of RADIO-TV DAILY Beverly Hills—"Play It Blue" Jan. 19 segment of ABC-TV "Target: The Corrupters" starring Dean Jones, has been chosen for ATAS Emmy Award competition.

Radio & TV to Take Public on Orbit Shoot

Major Networks Aggregate at Cape Zero Hour Nears

The count-down to final blast-off on Jan. 23 approaches, when national radio-TV networks, as well as many regional stations, have completed elaborate plans to cover the Project Mercury in-space shot of Lt. Col. H. Glenn, Jr.

Some 200 broadcasting personnel at Cape Canaveral, plus others at carriers and at transmitters scattered over the 300,000-square-mile recovery area, are combining efforts and talents to bring the U. S. public every exciting moment of what may be the story of the year.

Could Last Six Hours

Networks plan to stay on the air before the blast-off until the recovery of the capsule. Since it has not been announced whether the capsule will orbit once, twice or three times, and each circle takes 90 minutes, this could mean more than six hours of continuous broadcasting.

Radio and TV coverage will be worked through a "pool" arrangement. ABC will handle the pool coverage with Lew Sholinger producing and Jack Campbell directing. ABC's Bob Campbell and Al Mann will be on the site.

Pool coverage will be coordinated by Mutual Broadcasting System whose Jack Allen and Campbell will be on the site before and recovery.

Interpretation Offered

In addition to the necessary coverage, each net has its own task force of experts to read and interpret the story.

ABC will have as anchors, Walter Cronkite for TV and Arthur Godfrey for radio. ABC's news scientist Jules Bergman and Canaveral correspondent Tom Sharp will cover for both. Dean Wilson, of ABC affiliate WMEG, Cape Canaveral will host the net's radio

CBS-TV will shift its news center to Canaveral for the shot with Walter Cronkite as anchor. CBS Radio will have Arthur Godfrey and Dallas Townsend at the site. CBS also, during hours of live coverage, will have its correspondents in world cities for comment.

McGee Anchor Man

CBS-TV will have Frank McGee as anchor man in New York, with correspondents Roy Neal, Art Kaplow, Peter Hackes and Joe Michaels at the Cape. CBS Radio will be covered from Canaveral by Merrill Mueller and Ray Barbree. Actual coverage will be han-

Storer Names Wright To Head Radio Sales

William L. "Bill" Wright, former air personality and director of sales service at Storer Station WIBG, Philadelphia, has been named national radio sales manager for Storer Broadcasting Co., headquartered in New York. He succeeds Joseph T. Conway who has moved to WIBG as general manager.



WRIGHT

Wright, who has been at WIBG since July, 1957, began his career at WSGN, Birmingham, in 1949. He moved to WPIN, St. Petersburg, in 1952 and a year later joined WSFA, Montgomery, as an account exec. He returned to Birmingham in 1954, when he joined WAPI and WAPI-TV as an air personality and commercial representative.

Conducted Morning Shows

In 1956 he joined WBRC and WBRC-TV, Birmingham, then Storer stations, and transferred to Philadelphia when Storer acquired the WIBG property. Wright also conducted early morning shows on WIBG and WBRC.

Foreign Correspondents Meet Monday in Detroit

Detroit—A meeting here Monday of NBC News' correspondents from all over the world will be carried live on WWJ Radio and TV, and repeated on WWJ Monday night and WWJ-TV Jan. 21.

Appearing at the meeting will be Piers Anderton (Berlin), Frank Bourgholtzer (Moscow), Cecil Brown (Tokyo), Bernard Frizell (Leopoldville), Wilson Hall (Rio de Janeiro), Welles Hangan (New Delhi), Joseph C. Harsch (London), John Rich (Paris) and James Robinson (Hong Kong). White House correspondent Ray Scherer will moderate the discussion.

led by Charles Batchelder, Charles Warren, Earl Ubell and Ed Williams.

The Westinghouse Broadcasting Co. will provide live coverage for its group of stations. Sid David and Mike Levine will handle the reporting.

Most of the networks are offering special preview shows on Project Mercury, and all of them will carry edited versions of the story the evening after the shoot.

Net Hearing Gets Big Room

Washington Bureau of RADIO-TV DAILY

Washington—The FCC will hold the network phase of its programming hearings at the Interstate Commerce Commission in Hearing Room B, a much larger room than any available in the FCC's own offices. Attendance at the hearings is expected to be great.

Start of the hearings has been delayed from Jan. 23 to Jan. 24 at request of CBS, which expects to be participating in the proposed space shoot at Cape Canaveral. CBS, NBC and ABC will be heard in that order, over the three weeks scheduled for the hearing.

True Drama Follows 'Zero One' Script

London—While MGM-TV's "Zero One" episode entitled "And One to Go" recently was shooting a story about a search to inoculate airline passengers after discovery of a smallpox victim on a plane, British public health officials were confronted with the situation in real life. A Pakistani passenger alighted with the disease and the search began. The series, which debuts on the BBC soon, will be seen in the U. S. later this year.

Wm. Noble, 56, Dies; Funeral Rites Today

William Parker Noble, Sr., 56, who served as editor of RADIO-TV DAILY for nearly five years until January, 1955, when he went into semi-retirement, died at his home, 12 Lake Ave., Bronxville, early Wednesday morning.

Services will be held this afternoon at 2 PM in McGrath's Funeral Home, Bronxville. Burial is to be at Woodlawn Cemetery.

Before joining this publication, he had served for several years with the Walter P. Burns firm, specialists in radio market analysis. In the early '20s, he was a general assignment and feature news writer for the New York American. An ardent sportsman in his youth and middle years, Noble was a well-known figure at golf matches and big-league football, baseball and basketball contests.

He was born May 28, 1905, in Chicago, the son of Alden and Helen Noble. He married Ethel Karsch Jan. 7, 1930, in New York City. Noble attended Horace Mann High School, Princeton Preparatory School, George Washington U. and Pratt Institute.

Surviving beside his wife are two children, Marsha Noble Blythe and William, Jr.

Saunders Orch Remotes

CBS Radio has scheduled a twice-a-week series of live remotes from the new Manhattan Room at the Hotel New Yorker, featuring the orchestra of Milton Saunders. The programs will be heard for a half-hour on Monday nights, and for 15 minutes on Tuesdays.

Public Figures To Talk Freely

"A Moment With . . ." a TV public affairs program which allows men and women in public life complete freedom to say what they wish to say, as they wish to say it without interruption, will make its debut on WNBC-TV, Sunday.

The program, produced and taped by WRC-TV, the NBC owned station in Washington, will be seen on WNBC-TV three Sundays out of four each month, with each fourth Sunday reserved for the UN presentation, "International Zone."


RCA Plant Expands

(Continued from Page 1)

vice president D. Y. Smith said the upward trend in color tube demand stems from the growing public acceptance of color TV, the entry of other manufacturers into the field, the vastly increased color program schedules and the excellent performance of sets equipped with RCA's 50 per cent brighter color tube.

Pollard in 'Window' Role

West Coast Bureau of RADIO-TV DAILY Beverly Hills—New York actor Mike Pollard has been signed for the title role in "The Boy Who Got Too Many Laughs" segment of "Window on Main Street," CBS-TV series starring Robert Young and directed by Byron Paul at Desilu.



CREATIVE IDEAS
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Julie Andrews Joins Carol Burnett in Spec

Julie Andrews and Carol Burnett will be teamed in an hour music and comedy special to be taped in New York's Carnegie Hall in March for presentation at a later date on CBS-TV. Taping will be in the presence of an invited, "black-tie" audience.

Bob Banner will serve as executive producer of "Julie Andrews and Carol Burnett at Carnegie Hall" for Bob Banner Associates. Mike Nichols, of the comedy team of Nichols and May, will write the show, with special material by Ed Scott and Ken Welch. Joe Hamilton will produce and Julio DiBenedetto will direct.

George Becker will direct a male chorus for the special and the orchestra will be under the direction of Irv Kostal. Miss Andrews and Miss Burnett will be the only women on the show. Ernest Flatt will be the choreographer.

CBS's Kendrick Reports On British Newspapers

CBS News London Correspondent Alexander Kendrick reports on the British press on Part II of a three-part series examining the newspapers of Paris, London and Moscow on "WCBS-TV Views the Press" Sunday. Next Sunday, Marvin Kalb, CBS newsman stationed in Moscow, will guide viewers through the world of the Soviet press.

Fry Comedy on CBC-TV

Special To RADIO-TV DAILY

Toronto—"The Lady's Not for Burning," Christopher Fry's comedy in verse, will be telecast Monday on CBC-TV's Festival series. Broadway star Donald Harron is featured.

Radio, TV Industry News Flashes from Coast-to-Coast

Wheres & Whys of English

Buffalo, N. Y. — What is our language? Where does it come from? Why is it important? These and other interesting questions on the nature of our language will be answered on "Language and Linguistics," a new NET series on WNED-TV. Dr. Henry Lee Smith, Jr., of Buffalo U., is host.

He Who Gets Picked

Seattle-Tacoma — Max H. Bice, manager of KTNT-TV, has been named to head the annual Tacoma Daffodil Committee for 1962, according to Chamber of Commerce officials. Bice's committee is responsible for all phases of the event, including the marine regatta, floral street parade and se-

lection of princesses from local high schools.

WBTV Has 'Romper Room'

Charlotte, N. C. — WBTV has added to its list of ETV programs, "Romper Room School," a complete kindergarten on TV. Miss Melissa, a talent staff member, acts as teacher, and five local youngsters attend school for a two-week period.

Wolfe, Wilder KBER DJs

San Antonio — Manning the turntables on the newest AM station here, KBER, which features country and western music throughout the broadcast day, are Bob Wolfe, recently of KMOP, Tucson, and Jerry Wilder. KBER,

a daytimer, is under the management of A. V. Bamford, booker and promoter of country and western music.

KFMB-TV Airs PGA Tourney

San Diego—KFMB-TV will telecast live, the conclusion of the 10th Annual San Diego PGA Open Golf Tournament tomorrow and Sunday. Play-by-play and commentary will be handled by sports director Lyle Bond and announcer Robert Chandler.

WLOF-TV Steals Laughs

Orlando, Fla. — "The Scene Stealers," the New March of Dimes hour all-star entertainment special, will be aired on WLOF-TV Sunday. Buster Kea-

Bernstein TVer Joins Music of East, West

"Leonard Bernstein and New York Philharmonic in Japan," a guided musical tour which Bernstein brings together the ancient and authentic music, dance and puppetry of Japan and some of the majestic and modern music of the West as typified by Beethoven and Ravel, will be broadcast Feb. 6 in prime time by CBS-TV.

The hour program, produced Robert Saudek Associates, was filmed in the Spring of 1961 during the Philharmonic's two-week six-city tour of Japan. Director is Clark Jones, with the Ford Motor Co. sponsoring.

For the first time, an American TV audience will be taken into the Imperial Palace grounds in Tokyo where, in the Imperial Court theater, viewers will see and hear a performance of Gagaku—ancient Japanese music played by traditional Nipponese instruments—by the official court musicians. Another "first" will be performance of the Bunraku, the traditional Japanese puppet theater which has never toured outside of the homeland.

Special Sounds Next Week

Boston—"Sounds of a voice studio" will be subject of a special series of interviews to be heard Monday through Friday next week on WEEI's "Listen." Operatic singer Wadsworth Provan will be interviewed by Howard Nelson.

Airs Pro-Bowl Game

Los Angeles — KRHM will broadcast the entire NFL "Pro Bowl" game live from the Coliseum here on Sunday.

Landis at Lamesa Outlet

Lamesa, Tex. — Ben Landis is the latest addition to the announcing and deejay staff of KPET. For the past three years, Landis has been affiliated with WFNC, Fayetteville, N. C.

Growing Old Gracefully

St. Louis—KMOX news director Rex Davis is busy these days answering requests for a prayer he read on his "Mail Bag" program entitled "Growing Old." The prayer praises the virtues of silence, patience and humor in older people.

TODAY'S PERSONALITY

• • • Martin Roberts, newly appointed director of advertising, publicity and promotion for National Telefilm Associates, Inc. brings with him an extensive background in the industry. Breaking into TV as a photographer, he later became a TV columnist, director and producer, and wrote many magazine articles. As a producer-director, he has more than 500 TV and radio shows to his credit. Prior to joining NTA in 1953, Roberts was with NBC and Nelson Productions. Known as an innovator of promotion techniques, he created the audience-building campaigns for such shows as "The Play of the Week," "The Third Man," "Assignment Underwater," "How to Marry a Millionaire," "U. S. Marshal" and the Shirley Temple feature films. He supervised program promotion and publicity for more than 800 feature films, including those of 20th Century-Fox, David O. Selznick and Stanley Kramer. Currently he is creating audience promotion plans for the second year of the successful Third Man series.



ROBERTS

Up Power for Illegal 'Casters

Washington Bureau of RADIO-TV DAILY

Washington—Former station owners Bruce Wahl (age 13) and David Lester (age 14), who operated "Station WALE" for a short period of time with an "unauthorized" power of one-tenth of a watt—until they became aware of the "facts of radio life"—had 5,000 watts at their disposal yesterday afternoon.

Carroll James, daily DJ on WWDC, invited the two former owners-announcers of WALE, to appear as guests on his program. They were permitted to select some of the music, and to handle some of the announcing. (Subject of course to all official regulations).

Said James: "I understand these boys have received an application blank for a new station from the FCC. I thought it might be helpful for them to see how a top radio station is actually operated. We felt their appearance was really in the public interest, convenience, and necessity."

It Just Looks Like More Type Casting

Kokomo, Jr., a talented young chimpanzee, will play a talented young chimpanzee named "Kokomo" as guest star in an episode of ZIV-UA's "Everglades" to be shot on Florida location late this month.

Mrs. Roosevelt Will Guest With Celeste Holm Sunday

Eleanor Roosevelt will be guest of Celeste Holm Sunday on WNBC Radio's "People at the U.N." The series is produced by Steve White and is directed by Bill Weyse.

Comics' Wives Discuss Men Behind the Masks

The wives of Joey Adams, Jack Leonard, Buddy Hackett and Murray will discuss their husbands' private moods, fears, off-senses of humor and home on "The Hy Gardner Show" tomorrow. Formerly Cindy Adams a model, Kay Leonard an poet, Sherry Hackett a dance instructor and Toni Murray a girl.

s "Gay Life" on Channel 2

Composer Arthur Schwartz is the spotlight of "American Musical Theatre," Sunday on CBS-TV, with Barbara Cook and Jules Munshin, stars of his away musical "The Gay

eren Gustafson, Broadway's female conductor, will lead CBS orchestra in selections Schwartz's "Gay Life."

atin, Reese Entertain

Songs by Dean Martin and Reese and the music of Rose and his orchestra will light CBS Radio's "Entertainment U.S.A." Jan. 21. Dennis is host.

Mich. Official Leaves 20-Year Radio Stint

Detroit—Hal Harvey, safety and enforcement director for the Michigan Department of State, retires tomorrow from CKLW's "Michigan Secretary of State" program after conducting the traffic and safety series for more than 20 years. CKLW presents the 10-minute program each Saturday night and claims it is the oldest weekly safety program in the country.

On Harvey's final program, CKLW president and general manager S. Campbell Ritchie will accept for the station a public service Award of Merit from Michigan Secretary of State James M. Hare for continuous support of the state traffic safety program since the radio series' inception.

Gary Crosby Kicks Off 'Mike Wallace Interview'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Gary Crosby will be the premiere guest on "The Mike Wallace Interview" on KCOP tomorrow night. Subsequent interviewees on the NTA video-taped presentation will be Carol Channing, Otto Preminger, Betty Comden and Adolf Green, and James Michener.

Disk Spinning

MGM Records president Arnold Maxin has signed Connie Francis to a new exclusive five-year contract. At the same time Connie signed to star in three motion pictures for MGM. The pert internationalist vocalist, who has had 17 consecutive hits including, in two years, eight recordings which sold a million disks each, has consistently been selected as the number



Connie Francis signs five-year contract with MGM Records and to star in three MGM pictures. With her are Robert H. O'Brien, MGM executive vice president and (standing) Arnold Maxin, MGM Records president.

3-Mo. Drive to Push New Luckies Album

An album of famous original recordings, each of which sold over 1 million records, will be the basis for another massive promotion for Lucky Strike cigarettes, via Batten, Barton, Durstine & Osborn. Advertising of the album, titled "Remember How Great? Volume 2," will begin next week in TV and other media and continue into March.

Commercials devoted to the promotion will be seen on ABC-TV's "Cheyenne," NBC-TV's "Dick Powell Show" and on Big Ten conference basketball telecasts. The campaign will also be in major magazines and Sunday supplements and featured on in-store displays. American Tobacco Co. said the album was inspired by the Lucky Strike selling theme, "Remember How Great cigarettes used to taste? Luckies still do."

For the "Remember How Great? Volume 2" album, Columbia Record Productions has assembled recordings by Tony Bennett, Cab Calloway, The Champs, The Chordettes, Rosemary Clooney, Percy Faith, Gogi Grant, Frankie Laine, Guy Mitchell, Patti Page, Jo Stafford and Andy Williams.

Scholl's Biggest Push Will Use First Web TV

The Scholl Mfg. Co. of Chicago, via Donahue & Coe, will enter network TV for the first time on ABC as the biggest advertising campaign in the company's history gets under way in April.

While the schedule will include an increased number of insertions in all of the newspapers, magazines and Sunday supplements used in the past, the TV campaign will represent an additional expenditure over previous years.

The drive will feature promotion for Dr. Scholl's Zino-pads on ABC daytime programs five days a week, including "Queen for a Day," "Who Do You Trust?" and "Seven Keys." The schedule will continue every week, with intensified participations during the Foot Comfort Week, June 23-30.

one female recording star in polls conducted by the industry's trade papers.

The 1962, 7th edition of the Major Mood Music Catalog lists over 800 selections of music for use in film documentary, TV and non-theatrical films. New composers, titles, end titles and bridges are included. . . . Choreo Records has released Carol Lawrence's album, "This Heart of My Mine."

Send "happy birthday," today to Tom Marshall, WHIR, Danville, Ky., and Roger Holmes, WAMS, Wilmington, Del. . . . RCA Victor has appointed Ginn and Co., Boston, educational publisher, exclusive sales agent for direct representation to schools and colleges.

Warner Bros. Records through June will allow qualifying record dealers to stock each of the three initial releases in the Workshop series on a 100 per cent guaranteed exchange basis. . . . Walter E. Hurst, attorney and author of "The Record Industry," beginning Feb. 7, will lecture weekly at UCLA on "The Music Industry — Its Structure and Economy."

VARIETY CLUB OF NEW YORK Tent 35

INSTALLATION LUNCHEON

Presiding, JAMES CARRERAS, London International Variety Assistant Chief Barker

Highlighting
AGVA Youth Fund Drawing
And A Special Program
Of
BIG EVENTS

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VARIETY CLUB OF NEW YORK
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Tickets — Five Dollars

THE **HIT!** OF THE WEEK

BREAKING BIG!
SHEB WOOLEY
SINGS
"THAT'S MY PA"
K 13046

M-G-M Records

Paper in Shreveport Feeds Texas Outlet

Marshall, Tex. — Louisiana and Arkansas news now is being made available to radio station KMHT, Marshall, by the Shreveport (La.) Journal. The broadcasts originate in the Journal newsroom.

This coverage of bordering states is part of KMHT's expanding news plans for '62. Texas news is featured on the Texas State Network newscast daily at 7:30 AM, with a noon and 6:00 PM Texas newscast to start soon.

Shakespeare Appointed VP, Assistant to Aubrey

(Continued from Page 1)

brey, CBS TV network president. Shakespeare has been with

CBS since 1950 when he joined Spot Sales as an account executive. In May, 1954, he became general sales manager of WCBS-TV and three years later moved to WXIX, then a CBS-owned station in Milwaukee, as general manager.

In December, 1958, he returned to New York as General Manager of WCBS-TV and six months later was named a Vice President of the CBS Television Stations Division.

He entered broadcasting in 1949 as assistant to the WOR sales manager. In May, 1960, Mr. Shakespeare was named "Young Man of the Year" by the Young Men's Board of Trade of New York.

Norman Walt previously was an account executive with CBS Spot Sales, and before that he was with station representatives Harrington, Righter & Parsons.



WALT

OBITUARIES

Roy Shield

Roy Shield, composer, conductor and music administrator, died Wednesday in Fort Lauderdale, Fla. The 68-year-old musician had served as conductor in NBC Hollywood, later managed the Music Division of NBC's Central Division in Chicago, and later was manager of orchestra personnel in New York.

Mollie L. Raddatz

Funeral services for Mrs. Mollie L. Raddatz, former NBC publicity chief who was with the Ralph Edwards organization will be held this morning at Blessed Sacrament Church, Hollywood. Besides her son she is survived by seven grandchildren.

AGENCY NEWSCAST

By WM. McCUTTIE

A scientific approach to more efficient investment in new products and markets to help top management make critical decisions involving business expansion and diversification has been developed by the Armour Research Foundation of Illinois Institute of Technology, Chicago.

J. M. Smucker Co. (preserves) Orrville, O., through Wyse Advertising, Cleveland, has purchased a one-year spot schedule on KNX, Los Angeles. Campaign consists of more than 30 announcements a week. Eleven other top national and regional sponsors have begun the year with 52-week contracts with the station.

Clinton E. Frank, Inc., has appointed Robert J. Reardon creative director, senior VP and executive committee member. Reardon, who had been a Leo Burnett Co. VP and associate copy director, replaces Bowman Kreer who has been named client services director. Appointments were made in every department of the agency, "climaxing an eventful 12 months of growth," Clinton E. Frank, president, said. . . . Waring Products Corp., Dynamics Corp. of America subsid, has appointed William J. Newman, Jr., to the new post of marketing manager. . . . Hicks & Greist has promoted copy chief Arthur C. Mayer to VP.

Irene Dunne Portrays Nazi Foe on 'Insight'

West Coast Bureau of THE FILM DAILY

Los Angeles—Irene Dunne stars as German novelist Gertrude von Le Forte who refused to use her literary talents for propaganda purposes during Hitler's regime in "Beelzebub and the Bolsheviks" on "Insight" Jan. 21 on KNXT.

The second program on the new "Insight" series, presented in association with the Paulist Fathers, will tell the story of the forces of evil in the modern world by examining the connection between Communism and the devil.

What certain individuals do to defeat both will be exemplified in the lives of Miss von Le Forte, reformed alcoholic Matt Talbot and the late doctor-missionary Tom Dooley.

St. Louis HS Students Honored on ETV Outlet

St. Louis—Honor presentations to the St. Louis Public High School students will be made for the first time on TV Monday, over KETC ETV. Seventy-seven honor students will receive certificates of merit in recognition of outstanding achievement in scholarship.

4 National Sponsors Share '1st Impression'

NBC-TV's "Your First Impression," new daily daytime panel show, hit the 60-per cent sponsor mark after the first week's telecasting with Procter & Gamble, Beechnut, Colgate and Miles Laboratories. Bill Leyden emcees the the Monty Hall-Art Stark production.

Cowboy Satire On 'Twilight'

Larry Blyden makes his debut in a Western Feb. 2 in "Showdown with Rance McGrew" by Rod Serling, on CBS-TV's "Twilight Zone."

The play is a satirical comedy in which Blyden plays a cowboy movie star, who gets out on a limb when he runs into a real-life Jesse James, played by Arch Johnson.

'Proxy' Cast Completed

With the signing of Lee Farr, Pamela Duncan and John Dennis, casting is complete for the "Murder by Proxy" episode of MGM-TV's "Cain's Hundred" series. Mark Richman heads the cast, with Fay Spain and Charles McGraw as guest stars. Producer is Charles Russell and director is Elliott Silverstein.

'Kildare' Signs Composers

Harry Sukman and Richard Markowitz have been signed by MGM-TV to compose and conduct scores for "The Search" and "Oh My Daughter" episodes in its "Dr. Kildare" series. Sukman has scored three previous episodes of "Dr. Kildare."

'Mrs. G.,' Sir Cedric Honored

Gertrude Berg and Sir Cedric Hardwicke, stars of "The Gertrude Berg Show" on CBS-TV, will be guests of honor at the Middle Atlantic District meeting of the American College Public Relations Association in Atlantic City on Sunday. The series tells the story of what happens on and off the campus when "Mrs. G. Goes to College."

They will receive the group's special citation "for a unique and important contribution to the cause of higher education . . . by

Minow Voices Plea For All-Band Sets

(Continued from Page 1)

fore the National Press Club yesterday.

Minow said UHF must be made to work so that educational can survive, as well as to permit more commercial service to the per cent of the population not able to receive as many as five stations. Unless sets leave factories able to receive the 85 per cent of TV allocations represented UHF, the FCC might have to add commissioner Robert E. La Follette thinking that all TV be switched to UHF.

Points to 'Irrigation'

He said that "all three networks are now spending more money irrigate" the "vast wasteland" and noted with satisfaction the increase in news and public service shows but expressed belief that "many broadcasters, at least privately, are rooting for me" in swing toward tougher regulation—and "I am going to keep doing it."

Minow said he couldn't understand why any broadcasters should be opposed to all-channel TV legislation, which, he argued, would provide more stations.

"Surely the broadcasters who are most sensitive to what the regard as tightening regulation should welcome this growth as should be willing to accept the competition."

Cites UHF 'Drop-ins'

He noted that in another move to get more TV stations on the air, the FCC had dropped in additional UHF channels in three cities, and that it is faced with total of 28 applications for three. The FCC, he added, must now listen to programming proposals to decide which three of 28 should get the channels. He noted, wryly, that some say the FCC will be censoring if it insists that the three live up to the promises they make to get the channels.

He said the nation needs more TV rather than less, and that all-channel legislation would be the most painless way to get it.

focusing attention through TV on the needs and opportunities of the nation's colleges, and effective promoting the role of true learning and knowledge to the general public."

The citation says: "We especially cite 'Mrs. G. Goes to College' and Gertrude Berg and Sir Cedric Hardwicke, its leading players and commend the sponsor of the program. General Foods Company the producer, Four Star Film and CBS-TV for their cooperation and support."

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The INTERNATIONAL NEWSPAPER



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90, NO. 10

MONDAY, JANUARY 1

CENTS

R-TV FIGHTS CARLINO-PROBE BAN

FINANCIAL ANALYST SEES 10% YEAR PROFIT RISE

A ten per cent increase in broadcasting profits generally is anticipated for this year by one of New York's leading security firms. Its analysts also see strong possibilities of a ten per cent hike for gross billings in '62. These statements are derived from a technical survey, "Studies in Timing of 100 Investment Stocks," by Kenneth Ward for
(Continued on Page 8)

Accas Quits Grey; Burns Burnett as VP

Lo Burnett Company, Inc., announced today that Gene Accas, now programming vice president of Grey Advertising, Inc., has joined Burnett as vice president in network relations, with headquarters in New York.

Contra, Kaye Acquire Third Radio Station

At Lake City — KNAK, has been sold, subject to FCC approval, by the Granite District Broadcasting Co. to Seattle, Grand, Spokane Radio for \$450,000.
(Continued on Page 5)

ell 2 TVs Per Home, Taylor Urges Industry

Chicago — Motorola president Ward R. Taylor says TV set sales might reach 10 million a year if the industry would sell one to two per consumer on the idea of own-second unit. He pointed out that only 15 per cent of the families with TV sets have two, with 54 million sets in 47 million homes. "Yet," said Taylor, "radio has over 125 million sets in an average of 3.7 units per family."

It's Not for the Birds

Bergen, Norway—Bird owners here have been advised not to keep their feathered pets in the same room as their TV sets. Officials say more than 100 birds have died as a result of what they called "exposure to TV sound waves."

Saperstein Shooting UPA Cartoon Skein

West Coast Bureau of RADIO-TV DAILY Hollywood — Henry Saperstein, president of UPA Pictures, has started production at Jack Webb's Mark VII studio on 26 half-hours entitled "The UPA Cartoon Show."

Fran Allison, star of "Kukla, Fran & Ollie," has been engaged as the show's mistress of ceremonies.

Saperstein said the cartoon will represent a \$2,000,000 investment;
(Continued on Page 8)

245 NBC Sponsors Shot Billings Ahead

NBC recorded the highest profits in its history in 1961, with gross billings for NBC reaching a record level as advertiser investment for the full year surpassed 1960 by 11 per cent and 245 different sponsors bought time, according to a year-end review by chairman Robert W. Sarnoff and president Robert E. Kintner.

Noting that NBC Radio also increased its profits last year and has a strong sales start on 1962, they claimed its 1961 billings substantially exceeded those of any other radio network and accounted for nearly 40 per cent of total time sold on all four major networks. Some 100 different advertisers used NBC Radio during the
(Continued on Page 6)

Sias a TV Sales Manager

John Sias has been appointed national TV sales manager for Westinghouse Broadcasting Co., effective early in February. Cur-
(Continued on Page 5)

Bess in New RKO Post

Jerome Bess, executive assistant to Hathaway Watson, vice president in charge of broadcasting for the 12 RKO General radio and
(Continued on Page 2)

Working Press Ass'n Sends Strong Protest To Ethics Counsel

Top broadcasting officials spent a busy weekend trying to align legislative support for electronic media live coverage of the public hearings in Albany on "conflict of interest" charges leveled against Assembly Speaker Joseph Carlino.

Their action came late Friday after the counsel to the Assembly's Ethics Committee ruled against radio-TV microphones and cameras at the inquiry.

Sparkplug of a vigorous fight for "freedom of the press" equal access to broadcasters is the Radio-Newsreel-TV Working Press Association, whose president and co-chairman, Gabe Pressman (NBC) and Tom Costigan (CBS) jointly wired Stanley Kruezer, the committee counsel:

"We protest your decision. The section of the law barring radio-
(Continued on Page 7)

PGW Names King A VP

Lon King, director of TV promotion and research for Peters, Griffin, Woodward, has been elected
(Continued on Page 5)

CBS' White House Spec Offered to All Nets

CBS-TV will make available to the other networks its Feb. 14 one-hour special, "A Tour of the White House with Mrs. John F. Kennedy." The request to make the broadcast available to the other networks was made by the White House. Three tons of equipment are being moved into the White House today for the taping.

Over the weekend, NBC announced its intention of carrying the program.

NAB Reorganizing Its Board

Washington—The NAB's Reorganization Committee has made "considerable progress" on the proposed new board of directors structure. Final committee approval is due at its final session in Sarasota on Monday, Jan. 29, shortly before the NAB Board begins its one-week Winter meeting there.

Two subcommittees assisted by the NAB staff are preparing statistics and other background material on the proposal. The board now has 29 radio members and 14 from TV. They are to be retained as separate units. On the Reorganization Committee are: Clair R. McCollough,
(Continued on Page 2)

MONIQUE VAN VOOREN! TONIGHT ON PM EAST & PM WEST





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Gov't CBC Swamping Canadian Operators

By JULES LAROCHELLE

Montreal—The past year was one of great change in Canadian radio and TV, topped by the emergence of CTV as a network of stations in eight large cities where CBC, or its private affiliates, were previously the sole outlets. All eight stations were on the air by early '61 and the CTV Network went into operation in October.

However, the advent of the new privately owned stations as well as the private network has had little effect on TV fare to date, with commercial operators facing stiff competition from the government's CBC web. With its large annual government subsidy, 90-station network of wholly owned and private affiliates and nine years' experience in TV, the CBC has been able to outproduce, out-sell and outguess its competition.

Difficult for Private Stations

This was emphasized a short time ago when the Board of Broadcast Governors reported that of the private stations which began competing with the CBC in 1961, only two are getting the advertising revenue expected, while all are exceeding their operating cost estimates.

As for the long-awaited advent of color TV in Canada, it is simply not expected for this year—once again — although the number of color programs in the U. S. continue to rise.

NAB Revamping Board

(Continued from Page 1)

president, Steinman Stations, Lancaster, Pa., and chairman of the Joint NAB Board; Dwight W. Martin, board chairman, WAFB-TV, Baton Rouge, and chairman, TV; William B. Quarton, president, WMT-TV, Cedar Rapids, Iowa, and vice chairman, TV; W. D. "Dub" Rogers, president, Texas Telecasting, Inc., Lubbock, and a member of the TV board; George C. Hatch, president, KALL, Salt Lake City, and chairman, Radio; J. M. Higgins, v.p., WIBC, Inc., Indianapolis, and vice chairman, Radio, and Richard W. Chapin, executive vice president, KFOR, Lincoln, Neb., Radio. McCollough will serve ex-officio on both subcommittees.

Topical Serial Back on Net

"The Clear Horizon," daytime serial presented on CBS-TV from July, 1960, through March, 1961, will return to the network as a Monday-through-Friday drama on Feb. 26. It will replace "Your Surprise Package," which leaves the air following its Feb. 23 program.

Written by Manya Starr and

COMING AND GOING

JOHN F. PIVAL, president of WXYZ-TV, Detroit, and PETE STRAND, program director, to Toronto.

JO ANN CASTLE, pianist featured with Lawrence Welk's orchestra, to Portland, Oregon, Friday for a two-day personal appearance at the Annual Portland Home Show.

JOHN B. BURNS, VP in charge of TV sales for MGM, has returned to New York following a week of meetings at the studio on new TV product for the 1962-'63 season.

PETER FRANK, president of The Peter Frank Organizations, in New York for sales meetings with Marvin A. Kemper, executive vice president of Richard H. Ullman, Inc., PFO sales subsidiary.

BASIL RATHBONE has arrived in New York for advance publicity and promotion in connection with his latest feature.

ROBERT C. FRANSON, sales manager of WTCN, Minneapolis, has returned from a week's trip to Chicago.

FRED GRIFFITHS, WJAR-TV program manager to Brasilia over the weekend, on a three-week "working-vacation" in connection with the station's public service feature, "The World Around Us."

PAUL TAUBMAN, music director of NBC, to San Francisco for negotiations on his Mar. 18 "Tribute to Gershwin" concert.

HORACE SILVER returns to New York today following a tour of Japan.

Radio Reveals Dallas Doings

Dallas—WFAA today begins a new series of "Man About Town" features, presenting Dave Beuret with highlights of the Dallas entertainment scene, including news on movies, plays, supper clubs, celebrities, new books and the social set.

The features, to be heard twice daily Monday through Friday, also will take listeners on location into Dallas night spots for atmosphere and interviews with interesting celebrities. Beuret, in addition to serving as a WFAA personality, is an actor-producer-director, making him a "natural" to host the program.

produced by Charles Polacheck, the serial concerns a young Air Force officer and his wife, stationed at the site of the U. S. Air Force's top-priority missile and rocket-launching site at Cape Canaveral. CBS-TV said that since it left the air, an "impressive" number of requests have been received for its return.

RKO Gen. Ups Bess To Detroit Div. Head

(Continued from Page 1)

TV stations, has been named division director.



BESS

rate duties with the company in New York.

COVER AUGUSTA, GA AREA with WRDW-TV Ch. 12 CBS

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV... avails on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours.

SHOPPER-TOPPER guarantees

- complete area direct-mail service
in-store displays, placement of point-of-sale material, shelf stocking, checks on competitors in 32 high volume supermarket markets
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For rates and avails:
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Other FRIENDLY GROUP Stations:

WSTV-TV Staunton, Ohio; KODE-TV Joplin, Mo.; WBOY-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.

KMTV Pubserv Prize Presented to Storz

Omaha — Arthur C. Storz, Sr., board chairman of Storz Brewing Co. is the recipient of KMTV's '61 award for public service through TV.

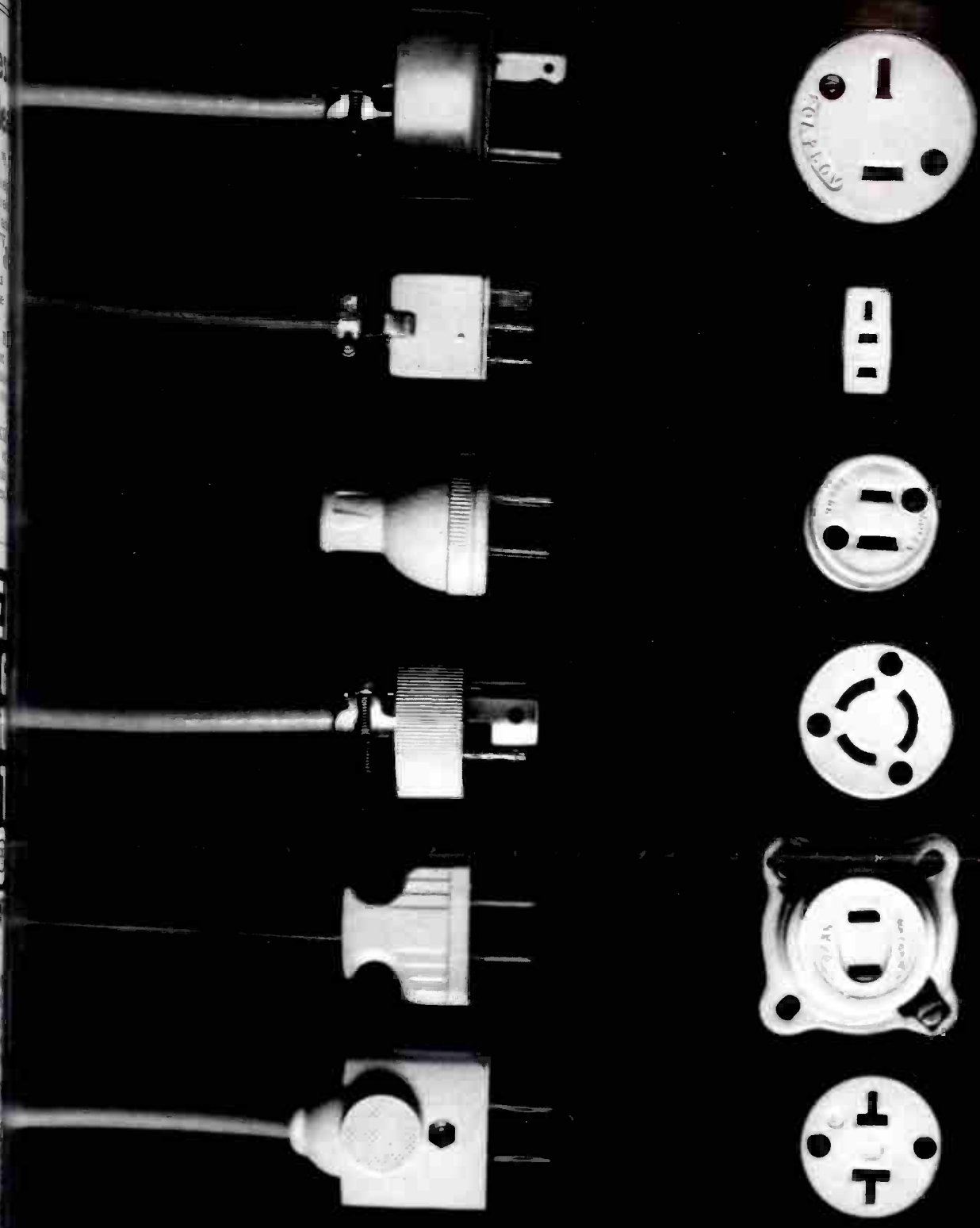
John W. Davis, president, First National Bank of Omaha, co-winner of the '60 award, presented the honor at a formal banquet at the Hotel Blackstone, where 200 Omaha businessmen were guests of the station.

Chet Huntley, news analyst featured on the NBC-TV network, was featured speaker at the event, telecast live by KMTV.

AVAILABLE

ADMINISTRATIVE ASSISTANT — 12 years solid experience in film syndication field resulting in thorough knowledge all phases of operation. Finest references. Contact:

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6 ways to connect.

Each of the 6 ABC owned radio stations connects you with the mass buying public in its own way)

Shocking—how some people try to enter every market in the same way. This single-prong approach doesn't fit when you really want to connect in six of the biggest, and yet very different markets. It explains why the big switch is to the six superb ABC owned radio stations. Our power generates from what we call The Flexibility Factor, a skillful fusing of all types of programming to the needs of each local mass audience. All six great radio stations are operated by dedicated radio men with an understanding of today's radio, and a talent

for making the use of our stations profitable for the advertiser. Spark your selling with the high-voltage versatility of WABC, WLS, WXYZ and KGO: make a connection with John Blair & Company. You'll light up with information on KQV from Adam Young, Inc. and learn what's watt on KABC from The Katz Agency. See how our varied live-wire input can boost your output.

ABC OWNED RADIO STATIONS

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



PERFORMERS

In a recent trade paper interview, Jim Arness was quoted as expressing doubt that Westerns would make a "comeback" next season. This came as stunning news to those of us who weren't even aware that the Stable Set had left us. Well, so long as GUNSMOKE returns, there's no sense starting an argument with the most underrated actor in Westerns: Jim Arness. (We've also watched this lad Clu Gulager do some fine work in the TALL MAN series.)

Jack Paar kids us not: from the moment that red light goes on, until the closing theme, he is simply and purely the picture of the perfect pro. Whether he sulks or sparkles, praises or damns, he is at all times the professional who knows the job, and how to get it done. I find it difficult to believe that he will desert his nightly slot; or that NBC will allow him to do so.

It is fashionable, when discussing "Adventures In Paradise," to indicate that Gardner Mc Kay is a poor actor. Here's a dissenting opinion, wildly supported by my wife. Gardner Mc Kay is Adam Troy, period. He's the good looking kid whose family probably had some dough, but he couldn't stomach the debutantes' ball, and anyway, he was born to be a beach bum in love with boats, and he hocked his diamond graduation watch to make a down payment on the Tiki, and . . . well, that's the image I get when I watch Gardner Mc Kay as Adam Troy. In fact, I can't think of him as Gardner Mc Kay, only as Adam Troy. If that spells bad acting, then have it your way.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Connie Francis, the popular MGM recording star, once again walked off with the No. 1 femme vocalist crown in the annual musical trade magazine polls. . . . TV actress Joan Tabor and actor Brod Crawford have discovered each other off the set of their video series, "King of Diamonds." . . . TV hairstylist Larry Mathews figures automobiles are considered wonderful 'cause they allow us to do nothing in so many different places.

• • • My Stetson's off to: The Protestant Council of the City of New York for extending the "Bible Story Game" on WNBC. This is a great show not only for adults but tops for children, while we're at it, let's not forget the great job that Buddy Piper and his beautiful Beverly does on the show.

• • • Meet: Barbra Streisand, 19-year-old singer, is swinging into the New York entertainment limelight. Barbra's first big-time bid came after four appearances on "PM East" and two shots on "Jack Paar" TV shows. Audiences at The Blue Angel, where she is currently appearing, are enthusiastic about the distinctive musical interpretations which Barbra offers. Barbra's repertoire includes largely "offbeat" songs, "because they are significant and meaningful," she says.

• • • Jazz trumpeter Al Hirt, whose newest RCA Victor record album, "Horn A'Plenty," is now on sale, has selected authentic New Orleans Mardi Gras music as the theme for his next RCA album, "Al Hirt Goes To the Mardi Gras." They'll tape jazz sessions next month in Al's home town, New Orleans. . . . Monique van Vooren, international singer, actress and femme fatale extraordinaire, will be the featured guest-star on Mike Wallace's "PM East" today. Monique will sing two of the songs from her new nightclub act, and will talk to Wallace on the subject of "wacky fan letters."

• • • "A woman cannot possibly begin to be a beauty until she has found herself as a person first," says Polly Bergen in her new book, "The Polly Bergen Book of Beauty, Fashion and Charm," which will be published Jan. 25 by Prentice-Hall. . . . Fred Kaplan of ABC Radio's "Flair" has been appointed a graduate assistant in the TV-Radio-Film Department at New York University for the Spring semester. . . . Peter Hobbs of "Secret Storm" has decided to leave show on Friday, after eight years as leading man. . . . Announcer Buckley ("Bucky") Kozlow whose recent on-camera spots for Rayco were well received, has been selected to do the Saturday Evening Post commercials . . . always said this guy was good. . . . Aside to ad agency commercial producers: Have you heard the "Jingles and Jazz by Jerry Jerome" Presentation. Get a copy . . . it's a swinger.

• • • Joe Keyes, ex-Look Mag, now N. Y. Metro Promo manager for TV Guide, will tie the knot with Look's Kathleen Rossi come May 19. . . . Sign-King Douglas Leigh, new owner of the Times Tower, has been elected president of the Broadway Association, which is dedicated to the protection of the main stem and sponsorship of needed improvements.

• • • Choreographer Boots McKenna is taking a stab at the record business . . . and it looks as if it will be a successful one. McKenna wrote two fine tunes, formed his own record label which he calls Hitsville, and is even doing his own distributing. There's an ambitious man, not to mention, a talented one. . . . Pat Boone taking his family of four girls and his lovely wife, Shirley, with him when he journeys to London next week to shoot his seventh movie. . . . But his first without the 20th-Fox label. He'll be shooting for Ray Stark's Seven Arts Productions. . . . Producer-Director Bill Hobin signed for another year at the helm of the highly successful Mitch Miller's "Sing Along" show. Incidentally Bill celebrates his 13th year on TV this week.

3 Groups Receive Aid Of N.Y. Variety Tent

Cancer Control Research Foundation, Nassau Philanthropic League and the Youth Fund of the American Guild of Variety Artists will receive substantial checks tomorrow from New York Tent at the tent's annual installation luncheon at the Hotel Astor. Jack H. Levin, luncheon chairman, says the contributions are part of New York Variety's philanthropic activities in support of its own heart projects and other projects.

Harry Brandt, president of Cancer Control Research Foundation, one of the heart projects, will present a check to Dr. Emanuel Ruvic for the Institute of Applied Biology. Max Kase, New York Journal-American sports editor will present a check to Mrs. Robert J. Levy for the Nassau Philanthropic League's Hempstead Center for orthopedically handicapped children, a heart project of the Tent's Bill Corum Fund.

Check to AGVA J. D. Fund

Joey Adams, AGVA president will receive a check from the proceeds of the fund-raising campaign conducted by New York Variety in conjunction with AGVA for the benefit of its J. I. (Juvenile Decency) Youth Fund.

Following the presentation to AGVA there will be a triple drawing for the winners of an RCA color TV set, a Philco hi-fi AM FM set, and a Chrysler Valiant.

James Carreras, here from London, will represent International Variety at the installation of chief barker, Charles A. Alicoate, first assistant Jack H. Levin, second assistant Irving Dollinger, property master Robert K. Shapiro and dough guy Jack H. Hoffberg, and canvassmen Bud Edele, Walter Framer, Salah Hassanein, Charles Smakwitz, George Waldman and Harold Zeltner.

ATTENTION TV PROGRAM DIRECTORS, PACKAGERS & PRODUCERS

After 3½ years with a major N. Y. C. independent tv station I'm ready to take a step forward—young, energetic with a substantial 7 year broadcasting background. My resume, (on request) lists my program production, video tape and commercial credits plus studio management and operations experience. Prefer production-programming spot in N. Y. area but will relocate for right opportunity, top references. Write

BOX 141, RADIO-TV DAILY
1501 Broadway, N. Y. 36, N. Y.



STREISAND

Smart Commercials Termed Radio Booster

McCoy Cites Sales Power in New-Type Ads

Providence — "Through increased attention to the creation of smart, effective radio commercials alert advertising agencies are doing much to intensify reselling power," according to H. McCoy, executive VP of Blair & Co., station reps. Speaking at the Broadcasting Observance of the Providence Advertising Club, he said: "Sales evenness, of course, demands even the best commercials be with sufficient frequency to saturate a market. Fortunately the mass-market advertiser attention-frequency is still available at rates remarkably when measured by results."

Radio 'Massiest' of Media

McCoy, emphasizing the importance of radio in maintaining and directing the movement of the economy, pointed out that "in our economy of mass production is supported through advertising in mass media. Radio is the 'massiest' of all media, because it reaches at least 98 of every 100 Americans who have the power to hear and understand. Nothing on the techniques that radio uses today's successful radio stations to reach and serve such a large proportion of listeners in its own way," McCoy said that "the key word: Involvement. This means being an active, positive, broad-looking influence in the listener's community."

Involvement makes listeners understand that the station shares their hopes for personal and community progress . . . that the station has a real interest in their problems, and a real willingness to be involved in finding solutions. In a very high degree, too, successful radio advertisers make use of involvement. Their commercials have the human appeal—the convincing approach that gets the listener's ear, and the quality," McCoy declared.

Kara, Kaye Acquire Hard Radio Station

(Continued from Page 1)
The transaction was brokered by Hamilton-Landis & Associates, whose principals are Frank Smith and Danny Kaye and Lester Smith, executive director of broadcast operations. The buyers are consense of KJR, Seattle; KXII, Spokane, and KXL, Portland.
KXII, founded by the sellers, operates on 1,280 kc with 500 watts night-

FCC Reverses Self On Bangor's Ch. 7

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has reversed its own April 19 decision shifting Channel 7 from Calais, Me., to Bangor, and ordered its return to Bangor, where Community Telecasting Service has applied for a new station. The company already operates WABI-TV in Bangor on Channel 5.

Chairman Minow and Commissioner Hyde also wanted to reserve Channel 7 for educational use, but were outvoted on this point by Commissioners Cross, Craven and Lee.

Governor's Plea Rejected

The Commission refused a request by the governor of Maine to hold the entire proceeding in abeyance until the end of a special legislative session at which funds would be sought for educational TV. The FCC said all the facts are already in the record, and there is need for "administrative finality" in the case.

Lon King Elected Veep Of PGW Station Reps

(Continued from Page 1)

Lon King was elected a vice president of the station rep firm. The announcement, following a meeting of the Board of Directors, was made by H. Preston Peters, PGW president.

Joining the company in 1951 from NBC, San Francisco, as a TV account executive in its San Francisco office, King has been an assistant vice president in his present post for the past six years.

In 1954 he was selected as "Colonel of the Year," the highest annual honor the station rep firm bestows on a staff member for outstanding performance and growth.



KING

COMMERCIAL RECORDING BEGINS MAJOR GROWTH

Dallas—A three-fold expansion plan has been announced for 1962 by the president of Commercial Recording Corp., John J. Coyle. CRC, which provides musical material to the broadcast

If Their Yard Is Icy They'll Really See Stars

Stamford, Conn.—"A Window to the Sky," an informal star-gazing program just premiered on WSTC, invites listeners each Thursday evening to take their radios into their own back yards so they can follow first-hand an explanation of space lore from the Stamford Observatory.

Sias TV Sales Chief For Westinghouse

(Continued from Page 1)

Recently VP-West Coast for Peters, Griffin, Woodward, he has been with that station rep firm for nearly eight years. Sias fills the post left vacant when Robert McGredy moved to Television Advertising Representatives as executive VP.



SIAS

He began with PGW as an account executive in its Chicago office and came to New York as its assistant VP and later VP, before moving to San Francisco.

Sias has also worked four years with the newspaper representative firm of Moloney, Regan & Schmidt in Chicago and Los Angeles, where he was Sunday supplement editor.

Begley Does 2nd 'Cain's'

Ed Begley will make his second "Cain's Hundred" guest star appearance in "Blood Money," new episode of the MGM-TV series starring Mark Richman.

and advertising industry in the U. S., Hawaii, Canada and Mexico, has just released its newest package to radio stations, "The Calendar Girl." It consists of 365 separate songs, identifying the station, day of the week, month, date and year.

First phase of the expansion includes reorganization of CRC's sales department, with Dave Deckard named national sales manager of its custom commercial division. He was formerly local sales manager of KVIL, sister corporation of CRC, which will be the pilot station for all new broadcast material produced by CRC.

New Building Projected

The second phase includes plans for a building to be erected here this year, which will include all of CRC's executive offices and three separate recording facilities. All facilities will be available to advertisers and film companies, including elaborate mixing and editing facilities.

The third phase is an expansion of CRC's creative division, with Don Zimmers named an account exec to assist in all creative activities. He was previously radio-TV director of Sam Bloom Advertising. The creative division is responsible for the production of exclusive musical material for advertisers and the creative concepts of CRC's musical packages for the broadcast industry.

Ohio Daytimer Sold

New Boston, O.—WIOI, 1 kw daytimer on 1,010 kc has been sold, subject to FCC approval, for \$60,000, according to Blackburn & Co., national media brokers who handled the deal. The seller is Grady M. Sinyard "et al," the buyer Charles Maillet, now manager of WJWL, Georgetown, Del.

Palladium Ball Benefits Defunct Papers' Staffs

Hollywood—Don Feddersen will provide use of the Hollywood Palladium to the L. A. Press Club for a "Star-a-Minute" Ball Feb. 11 in behalf of the estimated 1,700 newspaper people who became unemployed when the L. A. Examiner and L. A. Mirror stopped publication last week. Charles Pomerantz will serve as chairman of the publicity and promotion committee.

Science Quiz in 21st Year

Pittsburgh—"School Science Experts Quiz," started 20 years ago by KDKA and the Buhl Planetarium, will begin its 21st year on Wednesday. The half-hour sessions will be presented for 16 weeks on WQED, local ETV station, as well as KDKA Radio's "Program PM."

Some 60 outstanding science seniors from public, parochial and private high schools will appear as panelists, each eligible for scholarships to be awarded by

Carnegie Institute of Technology and Pittsburgh U., as well as for Summer job scholarships offered by the Westinghouse Electric Corp., on the final program of the series, which is scheduled for broadcast in May.

NBC Gross Billings For 1961 Set Record

(Continued from Page 1)
year. Sale of "The Deputy" and "The Best of Groucho" in more than 100 markets enabled NBC Films to gross over \$2 million in the third quarter, NBC's highest quarterly syndication volume ever, and close the year with its best gross sales revenue since NBC entered film syndication.

International Enterprises, with increased profit in both its international and domestic operations, sold programs to 54 countries as NBC International had total gross sales for the first half of 1961 50 per cent higher than the same period in 1960.

Advertisers in color programs on NBC increased from 110 in 1960 to 140 in 1961, as 1,670 hours of network color were broadcast, 62 per cent more than in 1960 and more than twice the increase between 1959 and 1960. NBC-TV also increased its regularly scheduled color film programs from one in 1960 to seven last year.

O&O's Score Heavily

NBC-owned radio and TV stations established record profits in 1961, and a year of increased activity for TV Spot Sales was marked by a strong fourth quarter which was well above the 1960 sales figure, according to Sarnoff and Kintner. During the 1961-'62 season, NBC-TV scheduled 40 news and actuality specials in prime time and also had 10 daily and weekly news programs sponsored.

NBC Merchandising expanded its operation to 15 nations during the year, licensing them for products identified with TV programs. And Domestic Enterprises was responsible for NBC's investment in the Broadway hit, "How to Succeed in Business Without Really Trying."

NBC continued to pay full compensation for program time cleared by its affiliated stations, a figure which totaled more than \$3 million during 1961.

Nixon, Adlai on KHJ For 'Prospects '62'

Former Vice President Richard Nixon and UN Ambassador Adlai Stevenson head the list of those to be heard when KHJ radio news presents "Prospects '62" on Thursday. This will be the second in the new "Clarification" series which station is airing as a public service.

Joining them will be Senators Everett Dirksen and Barry Goldwater, American Motors president George Romney, White House press secretary Pierre Salinger, as well as Arthur Schlesinger and Ted Kennedy.

'Because It's So Close To the Crosstown Bus'

WMGM personality Ted Brown will be luncheon host tomorrow to three couples in the galley of a new 40-foot flying-bridge Owens yacht on display at the New York Coliseum's Motor Boat Show. They will be winners of the station's letter-writing contest, "I'd like to be in the same boat as Ted Brown because . . ."

Huntley Investigates Newburgh's Welfare

Newburgh, N. Y., will be the subject of "NBC White Paper No. 9," narrated Jan. 28 by Chet Huntley on NBC-TV.

Administration of public welfare in the small upstate New York community has touched off controversy and debate all over the country. The NBC-TV full-hour special program, sub-titled "The Battle of Newburgh," will investigate the nature and extent of public welfare assistance in Newburgh and the relationship of such assistance to other community problems.

Producer of the program is Al Wasserman.

Steve Recalls Chicago Days

Chicago—Steve Allen will be the first "local boy who made good" to appear on WBKB-TV's new series of biographical documentaries entitled "Home Again," beginning Jan. 23.

The programs will recall and explore the early formative years of noted ex-Chicagoans. ABC-TV veep Sterling Quinlan, head of the station, said, "The show will

St. Louisans Primed For Election by TV

St. Louis—An all-out campaign is being conducted by KMOX-TV to help educate and prepare the public for their visit to the polls in the special city election Jan. 23. The promotion includes 10 special "Eye On St. Louis" broadcasts, and debate on such programs as "Close-Up" and "Face the Issue."

On election eve, Raymond R. Tucker will be questioned by newsmen on the pros and cons of 17 proposals in a special edition of "Eye On St. Louis." An additional station feature will be a heavy "Your Vote Counts" campaign this week to urge citizens to go to the polls.

"Eye On St. Louis" is produced and directed by Dr. Alex Runciman who joins Washington U. here Feb. 1 as director of special projects in liberal education in the university's Civic Education Center. Special newsfilm is being presented during each broadcast to document bond and tax issues.

'Flair' Has a Button

Dick Button has been set by Frank Cooper Associates to write and perform in service spots for ABC Radio's "Flair," as are Roger Price, Hermione Gingold and Stan Freeman.

provide men and women who were reared in Chicago an opportunity to reveal why they left and why they have not tried, or wanted, to come back home again."

A special musical score has been composed for the first program by Marty Rubenstein. Dan Schuffman is writer, producer and director.

Mouse Holes A Handicap

Omaha—Neither snow nor will stay Nebraska golfers competing this Winter, thank WOW-TV. The station will be a new golf series on Saturday pitting contestants over a nine hole course . . . indoors. Ca "Putt for Dough," the matches take place over a specially constructed course in WOW-TV's largest studio. Kelvinator is sponsor.

Each Saturday, two contestants—chosen from recommendations by private and public golf pros—make two runs over course. The winner receives cash prize and returns the following week to meet a new challenger. Play-by-play is handled sports caster Norm Gendler.

Peterson Info Chief For ABC Central Div

Donald H. Peterson has been named advertising, promotion and press information director for the ABC Central Division. WBKB-TV, its o&o station Chicago, effective Feb. 5. He replaces James M. Ascher, who resigned to accept a foreign service post with the USIA. Peterson has served as Ascher's assistant since October, 1959.

Appointed assistant to Peterson was Frank J. Little, who came to WBKB in October, 1959, as a publicist after serving Paramount Pictures Corp. as Midwest publicity and exploitation director and as a copywriter for Campbell Sanford Advertising. Added to department as a publicist Patrick G. Mulvihill, with WB since March, 1958, except for Army service.

News Flashes From Coast-to-Coast

Pastor Paged by KFUO

St. Louis—The Rev. William B. Reinhart, formerly pastor of Martin Luther Lutheran Church in Savannah, has accepted the appointment of supervisor of the KFUO Extension Service. The pastor's work will involve the continued development of programs, ideas and materials for use by Missouri Synod pastors on local radio and TV stations and collaboration with all Synodical Departments in the outreach of the Gospel through these mass media.

Boys Club Board Members

St. Louis — John F. Box, Jr., managing director of the Balaban

stations, and Richard Amberg, publisher of the St. Louis Globe-Democrat, have been named to the Board of Directors of the Boys Club here.

KOMO Promotes Two

Seattle — Mike Weide, who has served as account exec for KOMO, has been promoted to program director, and Dave Robinson has moved from program manager to

STORK NEWS

Boston—A daughter, Beth Ann, was born to Mr. and Mrs. Edward Fouhy at Boston's Richardson House Lying In Hospital. Father is news supervisor of WBZ.

a newly created post of special projects director. His duties include the creation of new concepts in public service programming, and programs of special interest.

Gals Bowl on WKRC-TV

Cincinnati — "Spare Time" new women's bowling show on WKRC-TV, hosted by Paul Jones, originates live from Brentwood Bowl Monday through Friday.

School's Out; So's Gary

St. Louis — Gary Stevens, personality, has been successful making personal appearance at high schools here each afternoon after school is dismissed.

Radio-TV Ad Judges Narrow Out IBA Entries

Coast Bureau of RADIO-TV DAILY Hollywood—Today is the dead-end finalist selections in 25 TV 15 radio categories of the International Broadcasting Ads competition, which selects winners of the world's best radio TV commercials. Scovell, Ington and Co., certified public accountants, will tabulate results of the 1,300 TV and 500 radio ads. Winners will be chosen from lists Feb. 11-12 by a panel of 15 advertising professionals. Awards for 3A trophies will be presented at the formal banquet and luncheon show at the Hollywood Ritz Hotel.

The IBA, a yearly project of the Hollywood Advertising Club, is celebrating National Advertising Convention week scheduled for January 15-17.

Industry Claims Right to Cover N.Y. Hearing

(Continued from Page 1)

coverage of legislative hearings does not apply to proceedings in which witnesses are not under oath. If witnesses are testifying voluntarily, we fail to see how the law would be violated. Ask you, in view of intense public interest in these hearings, to reverse your ruling."

Comparison With Reporters

to ask for the privilege to attend hearings without their broadcasting equipment, Pressman declines.

"That's like asking a newsman to come without his camera and paper."

Senate Democratic leader Joseph Zaretski has already refused that radio and TV be admitted to the Carlino hearings. Broadcasters viewed the coverage as applied against them as a political power-play in which technicality has been given precedence over the wishes of a majority of the members in both houses of the State legislature.

Four-Year Effort Made

The Radio-Newsreel-TV Workers' Association has been working for more than four years to gain free-and-equal access to legislative hearings and sessions. They are on the verge of success in their endeavors last year, when Sen. Rockefeller expressed his dissatisfaction with the proposed legislation in the law and vetoed the measure.

Plans to Dakota Group

Wargo, N. D.—Robert L. Owens has been appointed national sales manager of the N. D. Broadcast Co. and its five O-O stations and other affiliate companies. He has been with KXGO-TV, Fargo.

Hollywood ... in the teecree eye

By LARKAY

Richard Conte and Signe Hasso signed to star in the "Checkmate" episode, "An Assassin Arrives Andante." Bill Burrud Productions has wound up the last of its 26 "True Adventure" episodes. Diana Lynn will play the role of Mrs. H. Allen Smith opposite Dan Dailey, in the new high-comedy series, "Low Man on a Totem Pole." As the male, Dailey, of course, will be expected to be the low man.

Pamela Mason and Maureen Arthur are guest panelists on NBC-TV's new "Your First Impression" next week. . . . Gunther Fritsch completed a segment of "Surfside 6" last week and today begins direction of ABC-TV Lawman's "The Doctor" . . . Barry Kelly, the city editor of "Big Town," has been assigned the role of Diamond Jim Brady in Maverick's "One of Our Trains is Missing."

I. Stanford Jolley has a featured role in "The Doctor" episode of the "Lawman" series. This is his 400th role in filmed dramas over the last 20 years . . . Charles B. Smith has inked to write the script for "Across the River Lethe," a segment of Warner Bros.' "Hawaiian Eye" series on ABC-TV . . . Patti Page is in Las Vegas, singing her new Mercury hit, "Go On Home," to patrons at the Stardust. She'll also tape a second guest appearance on the Ed Sullivan show, to be seen this summer.

The "Lassie" series is experimenting with a three-episode trilogy, "Lassie's Odyssey," to be aired the three Sundays beginning Feb. 18 . . . Vera Miles has been signed for the female lead in "Three Blind Mice," first two-partner to be filmed for Four Star's "Robert Taylor's Detectives" . . . Gordon Jones, John Truax and Joe McGuinn have been signed for roles in "A Will is Better Than a Way," for Warner Bros.' "Maverick."

Producer Gene Levitt has signed Greta Chi, Phyllis Avery and Simon Oakland to guest star in "The Beach at Belle Anse" segment of 20th-Fox TV's "Adventures in Paradise" series . . . Bing Crosby Productions, already producing medic series "Ben Casey," now filming "Come A-Runnin'," at Desilu-Culver. It's to be the pilot for a half-hour TV series about a small-town doctor. What about all those news stories on there being a shortage of doctors?

New Frontier Mounts Ga. Institute Podium

Athens, Ga.—Top news figures from the New Frontier—including President Kennedy's new secretary Pierre Salinger and leading broadcast industry spokesmen headline the 17th annual Georgia Radio-TV Institute, scheduled for Jan. 23-25 at the University of Georgia here.

With "Understanding World Problems Today" as its theme, the Institute also will present Roger Tubby, assistant secretary of state for public information, and Art Sylvester, chief of information, Department of Defense, both of Washington. Broadcast news personalities on the program include Merrill "Red" Mueller of NBC and Ann Corrick, past president of the Radio-TV Correspondents Association, Washington.

Top Officials to Attend

Top industry leaders attending include Philip Hinderfeld, vice president, Advertising, Pepsi-Cola Company, New York; NAB board chairman Clair McCollough; and Edgar Kobak, former radio network official and now radio-TV consultant, New York.

'Succeed by Trying' Papert Tells AWRT

"How to Succeed in Business by Trying" is Frederic Papert's subject for a luncheon of the New York City chapter, American Women in Radio and Television, at the Hotel Delmonico Jan. 22. Papert is Papert, Koenig, Lois board chairman.

BMI Posts A Grand For Varsity Musicale

The second annual BMI Varsity Show Competition, offering a prize of \$1,000 to the composer and lyricist of the best college musical comedy or revue presented in the U. S. or Canada during the 1961-62 academic year, is now open.

Broadcast Music, Inc. will also award an additional prize of \$500 to the drama or music department, or to the student dramatic club, sponsoring the production.

Larry Storch on Sullivan

Larry Storch has been set by Frank Cooper Associates for the "Ed Sullivan Show" on CBS-TV Apr. 8.

Last Call!

VARIETY CLUB
OF NEW YORK
Tent 35

INSTALLATION LUNCHEON

Presiding, JAMES CARRERAS, London
International Variety Assistant Chief Barker

Highlighting

AGVA Youth Fund Drawing
And A Special Program

Of

BIG EVENTS

TOMORROW, Tuesday, Jan. 16, at 12:15 P.M. Sharp
Hotel Astor, New York City

Phone or Wire for Reservations to

VARIETY CLUB OF NEW YORK
Room 2411, 1501 B'way, N. Y. 36 WI. 7-5076

Tickets — Five Dollars

2 Seattle Sponsors For Food and Events

West Coast Bureau of RADIO-TV DAILY

Seattle — Washington Natural Gas, via Romig C. Fuller Associates, will sponsor a new weekly food special, "Century 21 Fashions in Food," beginning Thursday on KOMO-TV. The station's home economist, Katherine Wise, will MC the show.

Also, the Seattle First National Bank, via McCann-Erickson, has renewed its "Special Events" programming package for the third consecutive year.

Both contracts were handled for KOMO-TV by local sales manager Paul R. Swimelar.

Profit Rise Forecast

(Continued from Page 1)

Hayden, Stone & Co., Inc.

According to Ward, CBS "may experience an earnings turn-around in 1962" because "the company has divested itself of its unprofitable electronics operation, which in the past has had an adverse effect on earnings." If a good recovery is made, Ward speculates, earnings should approximate close to \$3. "Further progress is expected" this year for AB-PT, he believes.

Surveying the entire broadcasting spectrum, Ward states "Early 1961 recession influences curtailed any dynamic first half earnings for this industry. However, the second half, especially the fourth quarter, has seen a turn-around in advertising expenditures, thus brightening the outlook for broadcasters. Increased advertising expenditures should continue at least through the first half of 1962 and perhaps beyond."

UPA Cartoons in Work

(Continued from Page 1)

it will be screened for prospective sponsors in late February or early March. All 26 episodes will be ready for telecast before Fall.

The show is being distributed by Television Personalities, Inc., which wrapped up sales for "Mister Magoo" and "Dick Tracy" of a reported \$4,000,000, also produced by UPA.

The studio also is now completing the full-length animated feature, "Gay Purr-ee," starring Judy Garland, Robert Goulet, Red Buttons and Hermione Gingold.

South of Border Newshunt

New Orleans — WDSU-TV has sent its women's editor, Terry Flettrich, on a special newsgathering tour of the main cities of Central America, with Panama the first stop in a 20-day trip. Terry and her 17-year-old daughter, Lo-Ann, will do a series of documentary vignettes on the economic and cultural development

AGENCIES

By WM. McCUTTIE

Robert L. Eskridge, as newly appointed advertising and promotion director, Ralston Division, Ralston Purina Co., St. Louis, will supervise an estimated \$10 million ad budget in addition to promotion efforts for Purina Dog Chow, Ralston and Chex cereals and Ry-Krisp. He succeeds W. P. Hays who recently retired from the post. Eskridge, who had been cereals ad manager, joined the company in 1949 as a house organ editor.

Procter & Gamble has granted exec VP Walter L. Lingle, Jr., a leave of absence, effective March 1, to accept President Kennedy's appointment as deputy administrator of the Agency for International Development. Lingle will resign his P&G positions. Among changes to follow, E. A. Snow, VP-toilet goods division, will become VP-group exec reporting to P&G president Howard J. Morgens. Snow, who joined the firm in 1933, became ad department manager in '57, ad VP in '59 and toilet goods VP in '60.

John A. H. Rehn, Gardner Advertising board vice chairman, has retired from active service. He will serve in an advisory capacity in the future. Rehn, who was Paris & Peart president when it merged with Gardner in 1959, has since been a director and chief exec officer of the agency's New York office. Donald C. Porteous, New York office VP and general manager, becomes chief exec officer.

Richard K. Bellamy has been named Fuller & Smith & Ross, Cleveland office, PR director. In New York he has been a Benton & Bowles' publicity director for seven years and Kenyon & Eckhardt PR director for three years. He also was a principal of two independent PR firms for four years.

Mohamoud Rauf, Jr., former newspaperman, has joined Co-ordinated Marketing as an ad and PR account exec . . . Kimberly-Clark de Mexico has retained Kenyon & Eckhardt de Mexico.

of countries they visit during the tour.

Film on the project, titled "Central America Revisited," will be flown back daily to the U. S. for use of WDSU-TV's "Midday," a daytime program which emphasizes news, current events and services. Mrs. Flettrich produces and conducts the program.

BEYOND THE GREEN DOOR

starring

BASIL RATHBONE



195 Five Minute Radio Episodes

Supernatural

Suspense

Thrillers

Each Story Originally Scored

World Premiered
WNEW, New York

"A fine idea . . . exceptionally well done . . . Just what we've needed in radio for a long time"

MARK OLDS
Program Director, WNEW

"There is no question about it; the show is terrific!"

BRUCE BUCHANAN
General Manager, WFBC
Greenville, South Carolina

Available Now in Your Market

Write, Wire or Call

Butterfield Productions, Ltd.

New Offices: 527 Madison Avenue
New York City
PLaza 2-8690



Established February 9

Indiana University Library
Bloomington Ind

90, NO. 11

TUESDAY, JANUARY 1

TEN CENTS

CONGRESS 'BLACKOUT' UNDER FIRE

Shareings Quadrupled ABC Radio West

Shareings for ABC Radio West have quadrupled within 12 months, Robert R. Pauley, president of the American Broadcasting Co. Radio Network revealed yesterday. In addition a few days ago of the week advertiser Farmers Increase Group increased gross shareings to more than four times

(Continued on Page 7)

McCorkle Shifting Agmt. Development

Russell W. McCorkle, business manager at KDKA and KDKA-TV in Pittsburgh for the past two years has been appointed director of management development at Westinghouse Broadcasting. Holland V. Tooke, WBC executive vice president, said yes-

(Continued on Page 4)

\$350,000 WAKY Sale

Washington Bureau of RADIO-TV DAILY — The Broadcast Bureau has approved sale of WAKY in Louisville, by McLendon Corp. to Lin Broadcasting Corp. for \$350,000, contingent on any action the FCC may take with respect to the interest of the McLendon Corp. in station XTRA, Panama.

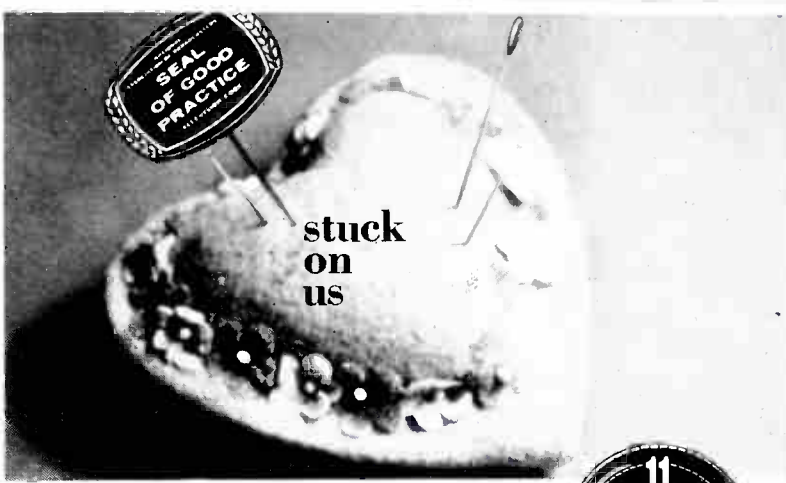
Baker 'Borrows'

Glenn Baker vice president of Praeger Productions, beginning today, will be on loan to the Department to produce and direct special motion picture projects concerning Latin America. Baker is expected to be in real service five weeks.

Mexico Postpones Axings

Special To RADIO-TV DAILY

Mexico City — American producers and distributors of series filmed in the Mexican market in dubbed versions may relax. A threatened sharp reduction in foreign programming has been held off until September when the Mexican Senate reconvenes. Then, the legislative body will take a hard look at reforms pro-



stuck on us

WPIX is the only New York independent TV station qualified to display the NAB Seal of Good Practice. It is your assurance of specific higher standards of programming and commercial practices.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

Herbert, Mogul Weld 3rd Link in Wheeling

Wheeling, W. Va.—The Herbert-Mogul Group, headed by Ira M. Herbert and Emil Mogul of New York, has formally taken over ownership and operation of WWVA, which they purchased from Storer Broadcasting Co. WWVA is a 50,000-watt clear channel station.

The new owner's group is headed by Herbert as president and Mrs. Tудie Herbert as executive vice president, former management team which operated WN-EW. Mogul is president of Mogul, Williams and Saylor, New York

(Continued on Page 4)

LEWINE STARTING ACADEMY JUNKET

Robert F. Lewine, president of The National Academy of Television Arts and Sciences, today starts a 10-day cross-country trip to five Academy chapters to discuss NATAS projects and meet with Dallas industry leaders for a proposed new chapter there.

His junket begins tonight in
(Continued on Page 6)

Graves WENE Gen. Mgr.

Oneonta, N. Y. — Harold E. Graves has been appointed by Ottaway Newspapers - Radio, Inc., as general manager of WENE, Binghamton-Endicott, N. Y. He has been the general manager of the group's WDOS here since 1953.

Burdick ETV Exec

Philadelphia—Richard S. Burdick, general manager of WHYI and WHYI-FM, educational stations here, has been named executive VP of the corporation.

Rep. Meader Pushes For 'Right to Know' Measure in House

Washington Bureau of RADIO-TV DAILY

Washington — On the basis that "the people have a right to know," Rep. George Meader (R., Mich.) today will spearhead a drive to permit radio and TV coverage of committee hearings in the House of Representatives.

Meader, singlehandedly, has already submitted a brief upholding legal authority of the committee chairmen to decide whether their sessions should be broadcast and/or telecast. He put the House on notice yesterday that he will ask for a ruling from new Speaker John W. McCormack (D., Mass.)

(Ed.: The "freedom of the press" issue is becoming white-hot on the
(Continued on Page 8)

Hennig Named A V. P. By Intercontinental TV

Theodore R. Racoosin, chairman of the Board of Intercontinental Television, S.A., yesterday announced the appointment of Anthony M. Hennig as vice president for New York operations.

Hennig is a former vice president of Sports Network, Inc. and director of live operations at NBC-TV Network.

R-TV Daily Story Reveals JFK Concern With '315'

The industry has been heartened by strong indications of White House support for repeal of Sec. 315, requiring equal time for all political candidates.

The good news came via Pierre Salinger, JFK's press secretary. When Barry Gray on WMCA Sunday quoted at length to him from the Jan. 9 issue of RADIO-TV DAILY on discriminatory aspects of the law, Salinger responded:

"The President . . . certainly would look into the matter, . . . felt the '60 debates . . . were highly beneficial and . . . would not have been possible without a temporary relaxation."



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ARTHUR PERLES : : : : Editor

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Argentine Animators Busy on U.S. TV Ads

Highly creative artists working at lower costs, combined with a favorable peso-dollar exchange, have resulted in increased production of animated TV commercials in Buenos Aires, RADIO-TV DAILY was told yesterday.

One U. S. company, Cristal Animation, Inc., with studios in the Argentine capital, claims it is producing animated films at about 50 per cent less than they could be made here.

Among agencies and clients who have used Cristal services are Kastor, Hilton, Chesley, Clifford & Atherton for Penn Daily ice cream; Mogul, Williams & Saylor for Lite Diet bread; Cole, Fischer & Rogow for Freedomland. Cristal currently is lining up sales reps in Boston, Detroit, Cleveland and Chicago.

COLLECTIONS For the Industry ALL OVER THE WORLD TV-Radio-Film and Media Accounts Receivable No Collections—No Commissions STANDARD ACTUARIAL WARRANTY CO. 220 West 42 St., N. Y. 36, N. Y. LO 5-5990

COMING AND GOING

ABBY DALTON, featured in CBS-TV's "Hennessey" series, has returned to Hollywood after a weekend trip to Tulsa where she appeared on a March of Dimes telethon on KOTV.

BILL LEONARD, executive producer of the CBS News election unit, has left on a tour of the Midwest, Southwest and the West Coast.

NORMAN ROSEMONT, general manager of Lerner and Loewe Enterprises, to Detroit for conferences on the upcoming NBC-TV special, "The Broadway of Lerner and Loewe."

MILTON ROGIN, president, and TOM HOWELL, executive VP of the Cellomatic Corp., to Phoenix for audio-visual presentation of Mutual of New York's sales meeting.

JOHN PEARSON, director of international sales for Independent TV Corp., on a sales trip to Montreal and Toronto offices.

MONIQUE VAN VOOREN to Hollywood for TV and personal appearances. Husband-manager GERARD W. PURCELL accompanies her.

TRUDE ADAMS, singer, in Chicago where she will do a club date and guest star at the Palmer House Grand Ballroom.

DALE PETERSON, general sales manager of KGBS, Los Angeles, in town on a sales trip.

AL HIRT leaves New York for Los Angeles Thursday, where he will be Bing Crosby's special guest at the annual Pebble Beach Golf Tournament on Jan. 21.

JERRY SCHNITZER, producer-director of Robert Lawrence Productions, returns to the West Coast after a trip East to appear on WNBC-TV's "Dialogue."

ARTHUR HULL HAYES, president of CBS Radio, leaves tomorrow for Owensboro, Ky., for conferences with Hugh Potter, manager of WOMI.

Indianapolis 'Bombarding' FCC As Show, Channel Face End

Indianapolis — The prospect of the "Ruth Lyons Show" disappearing from area TV is having repercussions in Washington. The program appears on Channel 13, now occupied by Crosley Broadcasting's WLWI, which has been ordered to give the station up to WIBC here. Crosley has petitioned the Federal agency for a re-hearing on the order.

Re-Sked News Special On FCC Probe of Nets

The second of three special news programs devoted to coverage of the forthcoming FCC probe of TV network programming, scheduled for 5 PM EST, Feb. 4, will be presented an hour and a half later, pre-empting "1, 2, 3—Go!" on that date. The first and third programs, on Jan. 28 and Feb. 11, will be presented as originally scheduled.

Busy Newsmen A KMOX Hit

St. Louis—Rex Davis, KMOX's news director has developed his daily noon program as an area leader.

Rex is heard, Monday through Saturday, on KMOX's "At Your Service" on two other programs "Strictly Editorial," at 12:15, Rex reads editorials from newspapers throughout the country, and at 12:30, on "News Open Line," his listeners call KMOX and question and comment on the news events. Saturdays, the two programs are combined at 10:10 AM. Other Davis programs through the week include "Ask the Mayor," "Mail Bag," "Business News" and "Reflections on the News."

He is a veteran of 32 years in radio, 16 of them with KMOX.

Meantime, hundreds of Lyons boosters have sent letters to the FCC, objecting to the decision to award Channel 13 to WIBC because they believe it would result in the program being lost to the Indianapolis area

However, WIBC VP Joseph Higgins has offered to continue the "Ruth Lyons Show" when his company takes over Channel 13 "in 1962." He said the offer has been sent to Crosley in Cincinnati, where the show originates, and his station is prepared to work out details for continuing the show here. Since Crosley is contesting the loss of its channel here, it seems unlikely it will take any action on the offer.

SALES ADMINISTRATIVE EXECUTIVE Over 12 years' experience in TV, handling own dept. on contract details, program skedding, budgets, reports, records, etc. Has initiative and know-how to be solid right arm to top man. Contact Box No. 143, RADIO-TV DAILY 1501 Broadway N.Y.C.

FINANCIAL

(Jan. 15)

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

Table with columns: Bid, Ask. Lists American Stock Exchange stocks like Capital Cities, Desilu, Esquire Inc, etc.

Table with columns: Bid, Ask. Lists 'OVER THE COUNTER' stocks like Bartell, Jerrold, Meredith, etc.

Advertisement for B.O.A.C. featuring an airplane illustration and text: 'B.O.A.C. ROLLS-ROYCE 707's TO LONDON CONNECTING WITH ALL OF EUROPE'.



Groucho sold it to us!

People everywhere are sold on Groucho. So is station after station from coast to coast. "The Best of Groucho" (and we mean 250 of the very best from Groucho's 11-year network comedy hit) is capturing outsize local audiences in market after market. Right now, he's the major attraction in: ■ Scranton, WNEP • Kansas City, WDAF • Los Angeles, KTTV • Knoxville, WBIR • Greenville, WFBC • Chicago, WGN • Wichita Falls, KEDX • Phoenix, KPHO • San Diego, XETV • New York, WPIX • El Paso, KTSM • Richmond, WRVA • Bellingham, KVOS • Baltimore, WMAR • Washington, WRC • Columbus, Ohio, WBNS • Tampa, WFLA • Evansville, WFIE • Salt Lake City, KSL • Seattle, KOMO • Houston,

KHOU • Portland, Ore., KATU • Greensboro, N.C., WFMY • Orlando-Daytona Beach, WESH • Sacramento, KRCA • Albuquerque, KGGM • Paducah, WPSD • Jacksonville, WJXT • Portland, Me., WCSH • Tulsa, Okla., KOTV • Springfield, Mass., WHYN • San Francisco-Oakland, KTVU • Fresno, KICU • Flint, WJRT • Detroit, WWJ • Bristol, WCYB • Minneapolis, WCCO • Boston, WBZ • Nashville, WSM • New Orleans, WWL • Greenville, N.C., WNCT • Providence, WSAR • Spokane, KHO • Cincinnati, WCPO ■ Aren't you included? The people in your area would like to be! Call NBC Films at Circle 7-8300 in New York. Discover all the reasons why...

STATIONS GO FOR

NBC FILM 

What'll Happen to Fans If Ed & Wendy Retire?

Pittsburgh—Possibly the most loyal fans any deejay ever had (or wanted) are the couple who wrote in to KDKA with the information that any evening they go out, they set up a tape-recorder to catch Ed and Wendy King's "Party Line." Then on Sunday, when the show is not on the air, the couple have their tapes of the programs missed during the week to keep them happy.



By TED GREEN

• • • TV writers Herb Sargent, Harry Crane, Stan Drebin, Milt Josefsberg and Hal Collins signed to scribe "The Milton Berle Show," Chrysler color special on NBC-TV March 9. The quintet will fashion material for Berle and his guests: Jack Benny, Janis Paige, Lena Horne and Laurence Harvey.

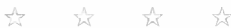


• • • Do you recognize the gal on the right? She'll wear a brunette wig when she guest-stars on "Your First Impression" Thursday . . . O.K. it's none other than that platinum-blond beauty Monique Van Vooren, who says: "Philosophers say 'gentlemen prefer blondes.' Now I'll test that saying for results!" . . . Frankly Monique, we love you, blonde or brunette. . . . Rumors have it that Dave Burns is being considered for the Dennis Weaver part as Chester on "Gunsmoke."



VAN VOOREN

• • • Comic Jackie Mason will open Friday at Freddie's in Minneapolis for one-week. This fellow is really catching fire. . . . Sir Cedric Hardwicke and Dave Moore of the Jack Paar Show in a huddle at the Barberry Room, Berkshire Hotel . . . What's up fellows? . . . Captain Nick Gargano, radio-TV spokesman for Bonadettes, is making the interview rounds in connection with the annual boat show.



• • • Lillian Briggs guest stars on five "PM East" TV shows with Mike Wallace, to be aired Jan. 19, 22, 26, 30 and Feb. 2. . . . Aside to talent scouts, producers and casting directors: Sigrid Nelsson, a product of Sweden who is not only beautiful but loaded with talent (In Sweden she started out as a nurse and wound up becoming a motion picture actress), has been in the U.S. for one year doing industrials. Now this gorjus gal is making rounds for TV commercials. . . . MGM Telestudios' cocktail party Friday night, which was given for the opening of their New Orleans operation, was a real humdinger. Studio was loaded with producers, casting directors and agency execs. J. Walter Thompson producers Alex Lefcouwitz looked handsome as ever, and Jean Harrison—oh well, this gal never changes.



• • • Andy Benedict, veteran announcer and assistant program manager of WWRL, New York, since 1950, has been appointed program manager of WRFM, New York. . . . Recording star Brook Benton has renewed with Morse-Gurtman Associates for public relations representation. . . . George Chakiris will wax his first album for Capitol Records in February. . . . Success of his hit disc, "Ruffle," has convinced bandleader Sal Salvador that he should concentrate on "ruffle" music, which he describes as "similar to the shuffle."



• • • Metropolitan opera basso Salvatore Baccaloni exercised-off four full-course meals the other evening at Hostaria Restaurant by teaming up with lovely concert hall soprano Mania Kanawall for a spontaneous medley of classical and popular songs. The signor, between the antipastos, the pastas and other dishes, declared to witnessing patrons that the food feast was a warm-up for a possible eating match with Jackie Gleason for the title of "biggest appetite in town."



• • • Perspective on Greatness," the new hour documentary series on WOR-TV, was a success in its New York debut last Friday night. Looks like a winner for Nat Gassman of BCG Films, whose brainchild it is! . . . Maestro Sammy Kaye off to Florida for concert and club dates. Sammy, a close chum of Jackie Gleason, expects to meet "The Great One" and his TV producer, Jack Philbin, to talk over an upcoming TV show.

Fire Commissioner Provides Hot Interview

A WABC Radio interview with New York's new fire commissioner, Edward Thompson, was interrupted by a five-alarm fire which required his presence. News director Jack Powers, tape recorder in hand, went with him. The interview and dramatic account of the fire were broadcast later that night.

Canada Seeks Reins On Station Financing

Special To RADIO-TV DAILY

Montreal — The financing and management of Canadian TV stations may be in for closer government supervision, it was indicated by the Board of Broadcast Governors as it proposed an amendment to broadcasting regulations to give it power in this area.

The BBG is calling for a new section which will require stations to file, on request, complete information regarding loans or advances received (except for purchase of equipment), debenture-issued or any outside management. A public hearing on the proposal will be held Feb. 26 in Quebec City.

A BBG official said the new section will make it possible for the board to demand data from which to determine whether a station is living up to Section 103 of the regulations, which requires that a station be operated only by the licensee or his bona fide employees. The board presently lacks such power and, in effect, has no way of knowing for certain whether a licensee is operating his own station or has a contract with an outside party.

The proposed amendment would have immediate application to CFMTO, Toronto, which is understood to have recently received a \$2.5 million loan from ABC in the U.S. under an agreement which provides for the exercise of certain management functions by the network.

Herbert, Mogul in W. Va.

(Continued from Page 1)

advertising agency. No changes are contemplated in WWVA programming, personnel, and policies. Paul J. Miller will continue as general manager. The group also owns and operates WAKE, Atlanta, and WYDE, Birmingham, Ala.

TV FILM SALES EXECUTIVE

Major TV Film Syndication Company seeks top-level SALES EXECUTIVE for challenging position in New York headquarters. Excellent remuneration, plus incentives. All replies will be treated in strict confidence.

BOX 144, RADIO-TV DAILY
1501 Broadway, New York 36, N. Y.

3 Video Nets to Start PR Society on Needs

Representatives of ABC, CBS and NBC networks will discuss "What Television Seeks from Public Relations People" at a luncheon of the New York Chapter of the Public Relations Society of America tomorrow in the Sheraton East Hotel.

Don Goddard, ABC-TV news commentator, Josef Dine, director of information of CBS news and Don Meaney, manager of special news programs, NBC-TV, are the speakers.

WBC Shifting McCorkle

(Continued from Page 1)

terday. McCorkle will have headquarters at the company's New York office beginning January 22, exactly twenty years from the day he first joined Westinghouse in the Merchant Marine Division at So. Philadelphia. After the war, he transferred to the broadcasting subsidiary and has served in financial and accounting capacities at KYW in Philadelphia, KEX-Portland and the corporate staff, as well as the KDKA stations.



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JAMES GARNER

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HOLLYWOOD DEB STARS

DAVID ROSE and his ORCHESTRA

SPECIAL GUEST

NANCY KWAN

EXTRA ADDED ATTRACTION

DANNY THOMAS

*Over 50 Million People enjoyed the Talents of these Great Performers **

NEILSON AVERAGE AUDIENCE

RANK	PROGRAM	% OF U.S TV. HOMES	NUMBER OF HOMES (1000's)
1	BOB HOPE SHOW	32.9	15,430

SHARE OF AUDIENCE %

BOB HOPE SHOW 56.6

** Sponsored by Revlon*

Voters Nix TV Programming Rule by Gov't

Solon's Poll Finds 83% Against Control Over What They See

Washington Bureau of RADIO-TV DAILY

Washington—Opposition to federal controls over TV programming won a sweeping victory in an opinion poll conducted in the Third Congressional District of Minnesota, according to Rep. Clark MacGregor, Republican elected from that district.

He told the newly convened session of Congress that more than 12,000 residents of that district responded to a mail poll on leading questions of the day. On the question of federal controls over TV programming, only 12.8 per cent were in favor, while 83.1 per cent were opposed and 4.1 per cent expressed no opinion.

Praises Gunts Talk

TV "is not as black as some officials would have us believe," Sen. J. Glenn Beall (R., Md.) told the upper house. He commended a recent speech by WBAL-TV (Baltimore) president Brent O. Gunts, stressing TV's programming accomplishments.

Mexico Defers Axings

(Continued from Page 1)

ries, elimination of "vulgarity and immorality," an increase of Mexican style shows and a general raising of cultural levels in programs. De Mola was gunning for so-called "crime and violence" shows, including westerns with too many killings and far too much realism; detective and suspense thrillers; shows accenting sex angles and "a foreign form of life" for average Mexicans.

14 U. S. Premieres Near

At least 14 new American filmed programs will premiere in the early weeks of this year, and this total may be increased in the future.

Telecentro is pro-American series, points out that Mexican production is not yet geared to meet needs of the medium. In any case, sponsors and advertising agencies are against any sharp curtailment because of boxoffice draw of the American programs.

'Family Fun' Show Assists Campus Fund

Syracuse, N. Y. — Impressed with the "clean, wholesome, family entertainment and fun" of WSYR-TV's "Jim DeLine Gang" show, an anonymous donor sent \$250 to the LeMoyne College student recreational and social loan fund in the gang's name. The fund was established to help needy students attend campus functions. But the money must be repaid.

5 Outlets Buy 7 Arts' New Vol. 3 Package Of Warner Post-'50s

Volume 3 of Seven Arts' "Films of the '50s," released this month, has already been sold to five TV stations, general sales manager Robert Rich announced yesterday.

The stations buying the new volume of Warner Bros. films are WBEN-TV, Buffalo; KSD-TV, St. Louis; KHOU-TV, Houston; WOC-TV, Davenport, and the previously announced WCAU-TV, Philadelphia. In the same period, sales of Volume 2 have been made to KHJ-TV, Los Angeles, and WTOL-TV, Toledo.

Polls Favorable

Rich also reported that polls conducted in Providence and New York indicated great popularity for "Rebel Without a Cause," part of the Volume 1 package. Providence viewers voted the James Dean-starrer WJAR-TV's "best movie of the year" in a balloting conducted via newspaper and department-store distribution, and the Nielsen rating for the film shown in prime evening time Jan. 6 on WOR-TV, New York, topped all network and local competition.

KXTV Now Transmitting From 1,549-Ft. Tower

Sacramento — Robert S. Wilson, v.p.-g.m. of KXTV, Corinthian Broadcasting's CBS TV affiliate, said yesterday the station is now broadcasting from the \$1,500,000, 1,549-ft. new tower located in Walnut Grove. The tower was built and is owned co-operatively by the three network affiliates broadcasting from Sacramento.

SAC Lifts Veil on Activities

Omaha — Aerospace radio reports from 45,000 feet up in a SAC jet bomber to 100 feet in the subterranean depths of a Titan missile silo are now being provided to radio stations throughout the country by SAC Radio Service.

Informative and interesting descriptions of the free world's nuclear strike-force, the Strategic Air Command, are produced on tape.

The public service material includes undated spot announcements, two to three-minute interviews and 4½-minute documen-

tary programs, with an occasional 15 and 30-minute special feature program. These are circulated through SAC information offices across the country.

Produced at the SAC Command Post here, the free factual monthly service is developed by anonymous radio reporters and technicians who cover the entire world where SAC operates its global force of manned bombers and ICBMs.

Stations may obtain the service from the Director of Information Hq. Strategic Air Command Omaha.

British Release Film Of Queen in Africa

"British Calendar," a series of 26 quarter-hour films featuring news in Britain and the Commonwealth, has announced gratis availability of its latest issue, "Royal Tour of West Africa" through the British Information Services.

This special feature covers the tour of Queen Elizabeth II and Prince Philip through the former British colony of Ghana to Liberia and to newly independent Sierra Leone.

Lewine Starts Junket

(Continued from Page 1)

Washington. Other dates follow: Jan. 18, Hollywood; 19, San Francisco; 23, Phoenix; 24, Dallas, and 25, Chicago.

Lewine will meet chapter officials early next month in Baltimore and Seattle, the latter designated for the trustees' Spring meeting.

TELEVIEWS

Tell It To Groucho

The old Thursday night regular who wouldn't miss Groucho will find little to hold them if his new show premiere is an augury.

As on his previous run, the money giveaway is merely incidental. Main attractions are still the zany contestants, Groucho antics and banter. It's almost painful for a Groucho fan to watch him cavort in a way as unchangeable as most of his gags. For, here is a man who has contributed much to entertainment and undoubtedly still has much to give. TV has grown lots since this kind of program grabbed off top ratings.

Young Jack Wheeler is nice looking, adequate foil, while Patt Harmon is cute and decorative. A few years ago we probably would have laughed at the opening show's contestants but now we are merely a bit embarrassed.

—Larka

News Flashes From Coast-to-Coast

13-Term President

Youngstown, O. — Warren P. Williamson, Jr., president of WKBN Broadcasting Co., has been elected to his 13th term as president of the Board of Education here.

Open Heart Surgery on TV

Toledo — An open-heart operation performed on a 6-year-old boy, showing the use of a heart-lung machine which makes such surgery possible, was telecast recently on WTOL-TV's "Series One," in cooperation with the Toledo Academy of Medicine.

\$100 Prize Aids Retarded

Pittsburgh — The North Hills

Junior Woman's Club has received a \$100 prize to further its project for the mentally retarded, in a contest conducted by KDKA and Salada Tea. The money will go toward the purchase of a mimeographer.

We'd Gladly Fill Her Shoes!

Boston — WNAC's Louise Morgan has received the top Golden Slipper Award of the National Shoe Institute for a highlight of the "Louise Morgan and Gus Saunders Show," in which Louise quizzed Gus every day for two weeks with the question, "Who's Filling These Shoes?" on prominent people in the news. The award consists of a jeroboom of

champagne, a pair of golden slippers and a trip to London and Paris.

Airs College Basketball

Philadelphia — According to general manager Dolly Banks, WHAT will broadcast 18 St. Joseph's College basketball games. The play-by-play will be handled by sportscasters Barry Ross and Tom Cardella.

Williams Music Director

Portland, Ore. — Johnny Williams, host of KISN's "Fabulous Fifty Hit Parade," has been named music director of the station. He will continue his daily air duties.

Radio Service Stays Through FCC Waiver

Washington Bureau of THE FILM DAILY
 Washington — Superior Broadcasting, which had been seeking to buy WIOS, Tawas City-East was, Mich., from Roger H. Underhill, and then applied for a new station on the frequency when the FCC cancelled Underhill's license, has been granted temporary authority to operate WIOS so that the market will not be without its only radio service. Meantime, another rules waiver places Superior's bid at the top of the FCC's processing line for final action.

The Underhill license was cancelled with an effective date of March 20. Underhill has advised the FCC he will quit on Jan. 13. It was at this point that Superior applied for the temporary authority which the FCC has made good from Jan. 14 to April 14.

KSFO Ups Newman as Program Director

West Coast Bureau of RADIO-TV DAILY
 San Francisco—Allan Newman has been promoted to succeed High Heller as KSFO program director. Heller was appointed program director of KSFO's sister station, KMPC, Los Angeles.

Newman formerly was program coordinator for KSFO. Prior to that he was a writer and talent on the station. His background includes production and direction of industrial shows for MCA; writing, production and direction of variety shows for his own company.

Large Juvenile Appears on Joe Franklin Show

Ben Greer, a romantic character juvenile, will appear on ABC-TV's "Joe Franklin Memory Lane" show Jan. 25. The actor, a success in several road productions, will discuss the exploration of modern acting in the Broadway theatre of today.

Grateful WPIX Hails John, the Bee Killer

Fred M. Thrower, WPIX executive and general manager, has presented newsman and TV personality John Charles Daly with a blue and gold parchment scroll conferring on him the "Loyal Order of Bee" for his marksmanship with a spray bomb and gallantry in action. He routed 2,000 bees which invaded the station's studio Jan. 8 during the Regents ETV Project programs, on which Daly appeared as a guest.

PRIEST LASHES YULE ADS ON CHILDREN'S TV SHOWS

Washington Bureau of RADIO-TV DAILY

Washington — A slashing attack on Christmas advertising on children's TV shows has been delivered by the Rev. John E. Kelly, director of the National Catholic Welfare Conference.

He said that presumably adults have developed a certain amount of sales resistance. "It's quite another matter, however," he added, "for advertisers to create a completely false sense of values in impressionable children by trying to persuade them day after day in the pre-Christmas season, through the medium of children's TV shows, that they ought to harass their parents into buying them all sorts of expensive toys.

Called Hard on Parents

"This makes life extremely difficult for fathers and mothers who are trying desperately to make ends meet and at the same time are hoping against hope to be able to instill in their children a proper sense of values."

Father Kelly said the best efforts of parents will continue to be frustrated until the ad profession "re-examines and reforms its own code of ethics."

ABC Radio West Spurts

(Continued from Page 1)

the amount incurred before Jack Mann was appointed director of ABC Radio West July 6.

Since then, ABC Radio West has added such long-term accounts as Olympia Brewing Co., General Mills, Glenbrook Labs Division of Sterling Drug, Pennzoil Co. of Calif., Signal Oil Co., Lewis Food and Lyon Van Lines.

Pauley credited Mann for much of the success. He cited Mann's rearrangement of programming to give it a "western flavor" and the latter's "Weekend West" series, on the alert for bright, new talent.

Pauley recently appointed Albert Frank-Guenther Law as the agency for ABC Radio West because of "its thorough knowledge" of the region.

The "western orientation" began last February when ABC Radio closed a deal with its Inter-mountain Network, extending programs originated by the Pacific net.

Merson a CBS-TV Exec

Marc Merson has been appointed a general program exec on the New York staff of the CBS-TV program department, responsible for the supervision and development of special programs as well as regular program series. A casting director for CBS-TV several years ago, Merson for the past six months operated his own independent program packaging company.

Insurance Bankrolls 'Destiny' Vignettes

Storer Programs' "Men of Destiny" series has been purchased by two insurance companies for telecasting in Hartford, Conn., and Baltimore.

Hartford Insurance Group, via McCann-Marschalk, is sponsoring the program in Hartford, on WH-NB-TV. Nationwide Insurance, via Galbraith, Hoffman & Rogers, sponsors it in Baltimore, on WJZ-TV.

"Men of Destiny" is a series of five-minute filmed vignettes on famous men, produced by Pathe News.

Philadelphia TV Covers Inaugural in Jersey

Philadelphia—Highlights of the inauguration ceremonies in Trenton, N. J. today of Gov. Richard Hughes will be telecast tonight in a local news special, "Politics and the People," on WRCV-TV.

WRCA-TV news director Bob Shafer has assigned a four-man news-camera team to film the swearing-in ceremonies and inaugural address by Gov. Hughes.

The NBC O-O station is pre-empting the first 15 minutes of the Jack Paar show to air this news special.

Skelton & Termites Turn Twist to Scratch

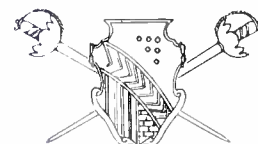
A combination of pet termites and a country barn-dance turn "The Twist" into "Skelton's Skcratch," in Red Skelton's Jan. 23 show on CBS-TV. Guest star Leslie Parrish plays "Clem Kaddiddehopper's" itching girl friend at the Johnson's Wax-sponsored hoe-down.

Moshman and Walsh In C-E-I-R Changes

Washington Bureau of RADIO-TV DAILY

Washington — Dr. Jack Moshman has been named director of the Washington Center of C-E-I-R, it was announced by Dr. Herbert W. Robinson, president and board chairman.

Dr. J. Paul Walsh, former Washington Center director, has been named director of the corporation's newly organized San Francisco Bay Area C-E-I-R Center, embracing operations in San Francisco, Oakland and Palo Alto.



PREMIUM MERCHANDISE



Air Line tickets, Paris, Rome, Tokyo. Caribbean Cruises, Mediterranean Cruises available as prizes for your important Radio & TV promotions.



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MARTIN HIMMEL, President

Westinghouse Previews Ad Council Tribute

Broadcast Co. Film Marks 20th Ann'y Of Pubserv Group

"The Good Persuaders," a TV documentary on the first 20 years of public service by The Advertising Council, will be presented by Westinghouse Broadcasting Co. tomorrow at the council's anniversary dinner in the Waldorf-Astoria. The idea for the film came from WBC president Donald H. McGannon, a council director. Westinghouse is donating the production to the council.

Appearing as narrator will be Dave Garroway, with Burr Tillstrom's Kukla and Ollie as co-stars. Music is provided by The Norman Paris Quintet and the Honey Dreamers vocal quartet. The film includes tributes to the council by the four U. S. Presidents holding office during the council's existence: Franklin D. Roosevelt, Harry S. Truman, Dwight D. Eisenhower and John F. Kennedy.

"The Good Persuaders" was written and produced by Ben Park, directed by Frank Pacelli. Associate producer was Bert Cowlan; film editor, Herman Kitchen; designer, Alan Schwartzman; assistants to Kukla, Don Sahlin and Bill Ritman; technical director, Phil Tantillo, and lighting director, Carl Gaiti. Music was arranged by Norman Paris and Bob Davis.

Arrangements for subsequent broadcast of the film will be made by The Advertising Council in association with Westinghouse Broadcasting.

Slattery, Howard Signed

West Coast Bureau of RADIO-TV DAILY
Hollywood — Two well-known TV announcers and Hollywood personalities, Jack Slattery and Irving Howard, have signed with the Charles H. Stern Agency for presentation in the field of radio and TV commercials.

ABC-TV Studies Stars

"Stars—Pathway to Space," an ABC News Special Report on the vast contributions that astronomy—ancient and modern—has made to the present efforts to probe space, will be telecast tomorrow on ABC-TV.

Ex-Yank Coleman Aids USO

Former New York Yankees infielder Jerry Coleman, whose "Coleman on Sports" program is heard 10 times each weekend on CBS Radio, has been appointed to the New York City-USO Committee. He will help young men about to enter the armed forces discover the advantages of developing their personal skills and acquiring training while in serv-

Maine Sponsor Buys 10 Prime-Time Specs

Portland, Me.—Ten prime-time one-hour or longer specials, entitled "Best of Everything," will be carried simultaneously on WC-SH-TV here and WLBZ-TV, Bangor. Maine Broadcasting System affiliate, during the first half of 1962. The programs are sponsored by Jordan's Meats through Simonds Payson Co.

The series includes the first telecast of the "Miss Maine Scholarship Pageant," two of NBC's "Theatre '62" presentations live from the network, a live musical review featuring top units from Maine colleges, a news documentary and a high school championship basketball game between two leading Maine teams.

Congressional Blackout Under Attack in House

(Continued from Page 1)

New York legislative front, too. Over the weekend, RADIO-TV DAILY reported, state broadcasters launched a fight for the right to cover the Carlino "conflicting interests" probe in Albany.)

The late former Speaker, Sam Rayburn (D., Tex.) consistently ruled against radio and TV of any House proceedings. His position was never put to the challenge of a formal vote. If McCormack does rule in favor of radio and TV, the issue would be carried without further ado.

Meader has served notice that if the ruling is adverse, he will push for radio-TV bills which were permitted to die in committee in previous years.

Previous Speaker in Favor

When Joseph Martin (R., Mass.) was speaker, he allowed committees of the House to broadcast and televise their hearings.

Meader called for lifting the "blackout over the activities of House committees, "in the public interest."

Since committee hearings are intended as public forums, he said, maximum use of today's advanced communications system should be used to allow the public to know what the hearings develop.

ice which will equip them for a better future in civilian occupations.

Although his service as a Marine pilot in Korea interrupted his career with the team, Coleman has said that his military training proved to be invaluable in furthering his post-baseball career as an executive and broadcaster.

AGENCY NEWSCAST

By WM. McCUTTIE

Brown & Williamson Tobacco Corp. is adding its Raleigh coupon to Belair, a king-size cigarette introduced nationally 1960. The Belair account, previously with Ted Bates & Co., recently was assigned to Keyes, Madden & Jones, Chicago, which has handled Raleigh for 25 years. B&W ad VP John W. Burgard said the shift was brought about "because of the intimate tie-in of Belair and Raleigh promotional plans, and in order to consolidate both B&W cigarette coupon brands under one agency."

Chock Full O'Nuts Corp., through Peerless Advertising, will sponsor "The Page Morton Show," starring the singer on WCBZ Radio, New York, beginning Sunday. William La Cava & Associates has completed the first Del Monte one-minute TV commercial scheduled for 1962 through McCann-Erickson, San Francisco. Del Monte has upped its TV budget by \$1 million for the year.

Henry M. Kennedy, Prudential

AWRT to Talk Up Good Points of Ads

Detroit — "What's Right with Radio and TV Advertising" will be discussed today at the American Women in Radio and TV chapter dinner at The Stockholm Restaurant here.

WWJ station manager Denman F. Jacobson will speak on the station point of view. Agency ideas and attitudes will be discussed by Arthur Seely, Clark and Bobertz VP for radio and TV. Maurice F. Tehan, Manufacturers National Bank second VP and advertising director, will represent the advertiser.

James Frey Appointed WSAU Gen. Sales Mgr.

Wausau, Wis.—James W. Frey has been appointed general sales manager of the Wisconsin Valley Television Corp. and will be responsible for all national and local sales of WSAU Radio and TV.

Frey has been associated with WSAU for the past 10 years as sales manager for the radio station.

Kangaroo Hops to Texas

San Antonio — Bob Keeshan, better known in TV as "Captain Kangaroo" is scheduled to appear with the San Antonio Symphony in two special children's concerts on Jan. 27.

Kraft Spreads Buy On CBS Radio Sked

Kraft Foods, a division of National Dairy Products Corp., returning Feb. 5 to network radio with a 21-week CBS contract calling for an average of 16 units a week on behalf of Kraft Margarine. Agency is Needham, Louis Brorby, Chicago.

Insurance Co. second VP in charge of PR and advertising, has been named The American Cancer Society advertising advisory committee chairman. April is Cancer control month. Sy Shaffer has completed music for a series of TV spots for "Cashmere Bouquet." Agency is Norman, Craig Kummel.

\$150,000 Needed, Says Pittsburgh ETV

Pittsburgh — Educational Television station WQED is launching a campaign to raise \$150,000 from foundations and other sources, in order to improve technical facilities and restore the channel to an equal footing with more newly established stations.

In the past four months WQED has had to tighten its belt and trim its staff. Thomas Petry, acting general manager, said this is the "first time the station has suffered a serious setback, but growing pains are to be expected in any enterprise."

The station earns approximately 65 per cent of its operating costs through productions makes for educational institutions and government agencies. In addition it has over 20,000 regular contributing subscribers.

'Ed' Hardy Leaves AP, For Detroit Radio News

Detroit—Charles Edward Hardy, award-winning AP newsmaster has joined the news staff of WXYZ Radio.

Before he was with AP, Hardy served as news director for WKMH, Dearborn, and WKHM Jackson, where he won two A awards, for general excellence in presentation and for best regularly-scheduled local newscast.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Established February 9,

Indiana University Library Bloomington Ind

90, NO. 12

WEDNESDAY, JANUARY

ENTS

\$16-MIL. ROAR FOR MGM-TV LION

SCREEN GEMS ACQUIRES CELLOMATIC AS DIVISION

With its latest diversification move, Screen Gems, Inc. has acquired Cellomatic Corporation, audio-visual production and equipment firm, A. Schneider, SG president, and Jerome Hyams, Vice President and General Manager, announced today.

Jerry Danford Named WCBS-TV Sales Chief

Gerald (Jerry) Danford has been named general sales manager of WCBS-TV. The appointment was made yesterday by his predecessor, Norman Walt Jr., who is now vice president and general manager.

At the same time, Danford named Bernard (Bud) Hirshel to succeed him as Assistant General Sales Manager.

Warner Lensing FBI Special on ABC

The FBI will be the subject of a special for the ABC network, says L. Warner, president of Warner Bros. Pictures, said yesterday.

The FBI has approved the shooting script for the program which will show the work of the Bureau with great accuracy and (Continued on Page 7)

Durgin Talks to Admen

Cincinnati—Don Durgin, NBC network sales VP, will address the Cincinnati Advertising Club tomorrow at the invitation of WLTV, the network's affiliate here.

Condon Managing WDOK

Cleveland—Maurice J. Condon has been appointed general manager of WDOK. He had been regional manager in Cleveland for Guide magazine since 1953.

NBC Charts Leap In Daytime Viewing

NBC-TV yesterday reported it entered more than \$19,000,000 in new and renewed daytime sales during the last six weeks of '61, a record network volume for that period. James Hergen, NBC-TV director of daytime sales, said (Continued on Page 8)

Milt Fruchtman Joins Sextant As Vice Pres.

Milton A. Fruchtman, who recently resigned as executive producer for Capital Cities Broadcast (Continued on Page 7)

Trans-Lux Blueprint

Richard P. Brandt, president of the Entertainment Division of Trans-Lux Corp. will announce "plans of major industry importance" at a conference at the 21 Club tomorrow. Entertainment personalities will participate.

Big Studio Humming On 6 Pilots At Once For All 3 Networks

West Coast Bureau of RADIO TV DAILY Hollywood — MGM-TV's coast studios and offices today are throbbing with unprecedented activity under the aegis of Robert M. Weitman as production chiefs, talent,

MGM-TV's "Father of the Bride" series on CBS has been renewed for the rest of the season, John B. Burns, sales v.p. announced yesterday. Sponsors are General Mills and Campbell Soups. Renewals were negotiated through BBDO.

and operating personnel tackle a total of six pilot films which aspire to be network series in the '62-'63 season. This marks the first time MGM- (Continued on Page 7)

St. Louis Station Airs Weekly NORAD Reports

St. Louis — KMOX has begun broadcasting reports from the North American Air Defense Command at Colorado Springs. These up-to-the-minute reports on our aerospace defense situation and activity are being aired Mondays by Capt. Richard Cox.

Vermouth Bottles Opera

Distillerie Stock, fighting to relax broadcasting restrictions against liquor advertising, has wedged a foot in the door via full sponsorship of WOR-TV's "Golden World of Opera," a weekly series which debuts Jan. 28. However, nothing harder than its vermouth will be pushed by the Italian firm. Carlo Vinti is the agency.



HYAMS

Milton Rogin and Thomas Howell, president and executive vice president, respectively, of Cellomatic, will continue, under long-term contracts, to head the division under the SG aegis. Hyams said: "We have been interested in acquiring Cellomatic since Screen (Continued on Page 7)

Let's Talk It Over	Are Casters Asleep While Coverage Rights Are Denied Them?
By ARTHUR PERLES	

THE phlegmatic disinterest of radio and TV station management in every segment of the land over their proper claim to Constitutional "freedom of the press" is a disheartening wonder to behold.

Here they are—with the mightiest media man ever devised entrusted to their care, and every right to use it in behalf of this highly important all-American issue; with their audiences applauding increased use of the air to editorialize on matters of wide concern—and they're muffing the ball so badly, it could drop them down to the bottom of the communications big league.

For, there's no question about it: while radio becomes more and more vital in the national dissemination of news, and TV keeps adding public affairs to the program roster, the press of the printed word continues to maintain an "exclusive" grip on what happens in governmental sessions otherwise open to the public.

Why, we ask, can't station executives take this issue to the people via (Continued on Page 8)

ABE BURROWS! TONIGHT ON PM EAST & PM WEST





Established Feb. 9, 1937

Vol. 90, No. 12 Wed., Jan. 17, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : : Editor

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CHICAGO BUREAU Hal Tate 192 North Clark St. Telephone: ANdover 3-6520

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ROME OFFICE: John Perdicari, Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edifitelo Ochoa, San Juan, P. R., P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton, Manager, Office: 58 Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone 46-4324.

Filmways Subsidiary Doubling N.Y. Facilities

Motion Picture Services, Inc., subsidiary of Filmways, Inc., is doubling the capacity of its New York offices in order to handle a growing increase in business, according to Fred Raphael, vice president and general manager of Filmways.

The new addition to this complete print and expediting service encompasses a second fully equipped, air-conditioned print department whose modern facilities will include several high speed safety projectors for screening release prints.

COMING AND GOING

JACK BECK, CBS Reports producer, in town to wrap up the upcoming broadcast entitled, "Death in the City Room," dealing with the demise of the two Los Angeles newspapers.

DAVID L. WOLPER, president of Wolper Productions, has returned to Hollywood following a month of conferences in New York at NBC-TV, Ziv-UA and Official Films.

WALTER CRONKITE, CBS News correspondent, in Cape Canaveral to cover the Project Mercury MA-6 space shoot expected to take place next week.

THEODORE C. STREIBERT, VP and general manager of WTCN, Minneapolis, is in New York for Time, Inc., management meetings.

DANIEL SCHORR, CBS News correspondent in Bonn, to Terre Haute, Thursday, to speak at Indiana State College.

ROBERT REED, featured in CBS-TV's "The Defenders," to Dallas this week for a brief visit.

JACKIE MASON, TV and nightclub comedian, to Minneapolis for a one-week appearance at Freddie's Cafe, and local TV appearances.

DAVID A. BADER, VP of Intercontinental TV, has returned to New York from a New England sales trip.

BOB BANNER, head of Bob Bonner Associates, in Hollywood to discuss production and casting details concerning "TV Tonight."

Schlitz, Timex, P&G Buy Thirds on NBC 90-Min. Emmy TVer

Schlitz Brewing, Procter & Gamble and U. S. Time for Timex have each purchased one-third sponsorship of NBC-TV's live 90-minute Emmy Awards coverage May 22, via Leo Burnett Co., Chicago; Grey Advertising, and Warwick & Legler, respectively.

Meantime, sales for daytime sponsorship on NBC-TV hit a record \$1,577,427 last week and Don Durgin, sales VP for the network, noted that the national Nielsen Daytime December II Report listed NBC as the No. 1 daytime network for the second consecutive week.

Led by Colgate

Last week's daytime buys were headed by Colgate-Palmolive for participations in "Say When," "Your First Impression," "Our Five Daughters" and "King Leonardo and His Short Subjects," via Street & Finney; Lennen & Newell; Norman Craig & Kummel, and Ted Bates & Co.

Also, U. S. Borax and Chemical Co., via McCann-Erickson, purchased sponsorship in "Say When;" Ex-Lax, Inc., via Warwick & Legler, ordered participations in "Truth or Consequences," "The Jan Murray Show" and "Say When;" Whitehall Laboratories, via Bates, purchased sponsorship in "Say When;" Bristol-Myers, via Young & Rubicam, bought participations in "Say When" and "Truth or Consequences," and Thomas Leeming & Co., via William Esty & Co., ordered schedules in "Concentration."

Beauty and 'Mister Ed'

Zsa Zsa Gabor guest stars on CBS-TV's "Mister Ed" comedy Jan. 28. Berry Kroeger also appears as Zsa Zsa's agent.

FINANCIAL

(Jan. 16)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Theat., Magnovox, MCA, M-G-M, NAFI, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, MPO, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Bartell, Jerrold, Meredith, MetroMedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Omaha's Mayor Blasts 'Slanted' Press on TV

Omaha—Mayor James Dworak, steeped in controversy over his firing of the city's public safety director and his criticism of the "local daily's" coverage of his administration, made news on WOW-TV. In a paid for, prime-time half-hour exclusive on the station, he reinstated the former FBI agent to his post. However, he defended all his actions and again blasted the newspaper for "slanted" coverage.

Garner Hosts West Awards

Oklahoma City—Actor James Garner will emcee the second annual Western Heritage Awards Dinner on Monday in Oklahoma City, given by the National Cowboy Hall of Fame and Western Heritage Center.

Garner, a native of Norman, Okla., will team with Montana Gov. Donald G. Nutter to present the "Wrangler" trophies to winners in 10 fields of mass communications.

The Heritage event is designed to encourage a more accurate portrayal of the American West.

Cerebral Palsy Examined

Philadelphia—"Doctor," a WJAU-TV series presenting leading medical men in spontaneous discussions about medicine, will explore cerebral palsy Sunday. Dr. Hart is moderator. The program presented by the station's public affairs department, is produced and directed by Bob Olander.

SHOW MAN SHIP! BEST LIVE & FILMED LOCAL SHOWS WDAU-TV SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

Q. Can BONDED handle my taped shows? A. Yes indeed. BONDED pioneered expert handling, shipping and storing of Videotape shows. BONDED TV FILM SERVICE NEW YORK CHICAGO LOS ANGELES TORONTO A Division of NOVO INDUSTRIAL CORP.

**DOUBLE
CIRCLE**



**OF
PROTECTION**

THREE SHOTS FROM
A SHOOTING SCRIPT:

"CAMERA MOVES UP
AND OVER JAR AND
LID SO WE LOOK
DIRECTLY DOWN ON
THEM FROM OVERHEAD
AND SEE THEM AS
TWO CIRCLES. SUPER:
'DOUBLE CIRCLE OF
PROTECTION.'

FILM does the unusual!

Note the technic shown here. The producer calls it "live action." Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them—and when!

What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
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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.

ADVERTISER:

Odoro

AGENCY:

Ellington & Company, Inc.

PRODUCER:

Gray-O'Reilly Studio



"DISSOLVE TO GIRL
IN SLIP, REACHING-
AS IN FIRST SCENE.
FLOAT IN ONE WHITE
CIRCLE OUTLINE
WHICH MOVES IN SYNC.
WITH AUDIO.



"HOLD CIRCLE AND
DISSOLVE TO GIRL
AT TABLE AS IN
SECOND SCENE. FLOAT
IN SECOND CIRCLE.
NOW BOTH CIRCLES
MOVE IN SYNC. WITH
AUDIO."

Cleveland Diocese Airs 'Mass for Shut-Ins'

Cleveland—WJW-TV is broadcasting a special "Mass for Shut-Ins" each Sunday as a public service in cooperation with the Greater Cleveland Catholic Diocese. The half-hour programs are aimed at those unable to attend services at their own church. A different priest conducts the service each week.

WCCO's Haeg Scores 'Licensed Jukeboxes'

Chicago — "At least half the radio stations in this country are nothing more than licensed jukeboxes, whose managements' chief concern is oscillating constantly between the fast rating and the fast buck," according to Larry Haeg, general manager of WCCO, Minneapolis-St. Paul. He said if he were an advertiser he "would not spend a single nickel" on them.



HAEG

However, he told the Broadcast Advertising Club of Chicago yesterday that "fortunately there are enough stations—the right kind of stations — at your disposal to blanket the entire country or any part in which you do business."

The right kind of radio—and consequently the best advertising medium—said Haeg, is that which delivers both quantity and quality and "in any market of any consequence there are at least one or two stations that can provide the winning combination of quantity and quality."

Asserting that advertisers must be more selective in choosing stations and must put more creative power into their messages, he pointed out that the greatest audiences are obtained on stations which program for the greatest numbers of people—"stations with full-size programming rather than those which appeal to only narrow segments of the population."

Joins WNAC-TV Sales

Boston—William D. Walsh, formerly New England manager of Edward Petry & Co., station rep firm, has joined the WNAC-TV sales staff.

TV FILM SALES EXECUTIVE

Major TV Film Syndication Company seeks top-level SALES EXECUTIVE for challenging position in New York headquarters. Excellent remuneration, plus incentives. All replies will be treated in strict confidence.

BOX 144, RADIO-TV DAILY
1501 Broadway, New York 36, N. Y.



By TED GREEN

• • • Fire Commissioner Edward Thompson and Chief George David will judge the WMGM "Don't Smoke Near Me" Christmas tree sign contest. Friday over 3,000 colorful fire prevention warnings were mailed-in by listeners after they dismantled their holiday trees. Six prizes will be awarded.

★ ★ ★ ★

• • • Seen at the UN Dept. . . . Ruth K. Hill's City Reporter (WEVD Voice of America) featured an exciting rehash of an old story, "Europe's Refugees," with Refugee Commissioner in from Geneva Felix Schneider and Otto Gobius UN Chief—Ruth currently on a reporting assignment with Brinkleys Journal NBC. . . . A daughter, Beth Ann, was born to Mr. and Mrs. Edward Fouhy at Boston's Richardson House Lying-In Hospital. Father is news supervisor of WBZ, Westinghouse Broadcasting Co. Boston station. Mother is the former Barbara Mahoney. . . . Richard Tuber, creator and writer of "The Man and the Challenge," is currently preparing a situation comedy TV series, slanted for young viewers, which will star the Harmonica Rascals. . . . Sid Halpern, prexy of Promotional Services, Inc., and his charming wife are off galavanting in Mexico to escape the wintry blasts.

★ ★ ★ ★

• • • TV beauty authority Larry Mathews will be feted with a testimonial dinner for his work on behalf of the Children's Asthma Research Institute and Hospital of Denver, in the Waldorf-Astoria Feb. 24. . . . Chums report Kim Novak and producer Richard Quine have quit dating (again!) . . . Hildegard, who devotes much of her spare time to the Blue Army of Our Lady of Fatima, once sponsored a charity affair to which she invited a TV writer with a reputation as a Romeo. He begged off on the grounds that he was working on something important. "In that case," Hildegard suggested sweetly to the gentleman, "just bring your work with you. We'd love to have her, too."

★ ★ ★ ★

• • • Next Fall will probably see hilarious Paul Lynde in his own Ziv-UA filmed series. . . . A bar-fly at Rattazzi's ordered a Jack Paar cocktail, explaining: "It's printer's ink with bitters." . . . "Twentieth Century" producers Bud Benjamin and Ike Kleinerman have formed their own independent TV production company, called Holbrook Productions. . . . Weather girl Gloria Okon getting set for two more singing appearances. She's taking singing lessons to brush up on her voice. . . . Did you happen to hear "The Happy Holiday Holocaust" on WABC Radio? Aired on New Years Eve, it was a dramatic attention-getter designed to slow-down holiday drivers. More documentaries upcoming from Jack Powers in this new series titled "Action: New York," including one on the New York City Fire Department.

★ ★ ★ ★

• • • Goings on at Columbia: Goddard Lieberman, president of Columbia Records, personally supervised the original cast recording session last week for "Subways Are For Sleeping." . . . Mitch Miller had the biggest holiday of his life this year. His newest LP, "Holiday Sing Along With Mitch," sold over 600,000 copies in two months. . . . Helen Noga, Johnny Mathis' manager, has another big winner in 18-year-old Mike Clifford. Columbia will record his first LP this month.

★ ★ ★ ★

• • • Texas' chief export is now classical pianists. Victor just announced that Van Cliburn has sold over 1 million copies on his first album, and Columbia has a new winner with 28-year-old Ivan Davis. . . . Detroit boasts the most swinging sisters in show business—Aretha Franklin, 19, is riding high on the best-seller charts with her first click, "Rock a Bye Your Baby With a Dixie Melody" on Columbia. Erma, 21, has a new click just out on Epic Records called "Hello Again." And, Carolyn, 17, just signed an exclusive recording contract with Columbia.

'Soupy' Is Comin'— Somebody Bake Pies

"Soupy Sales," pie-in-the-f; slapstick, jokes, songs, skits, e will return to ABC-TV on Jan. Thomas W. Moore, VP in char of TV programming, said the sho aired locally on KABC-TV, I Angeles, was the highest-rat daytime show in Southern Ca fornia during the past year.

WNAC to Telecast Brain-Tumor Surgery

Boston — WNAC-TV's "Expes tion Boston: Medical Metropoli Tuesday will telecast films of brain-tumor operation by William H. Sweet and a Mas chusetts General Hospital team.

At the time the films are bei shown Dr. Sweet, a neurosurge who discovered this new tec nique of treating malignant bra tumors with neutron therapy the MIT nuclear reactor, will explain to host Victor Best wh preparations are made before th operation and explain its step-by step progress.

Producer Bob Ferrante and cam eraman Bob Dinneen took the on the-spot films at an operation th week.

KTLA Post to Birdwell

West Coast Bureau of RADIO-TV DAILY Hollywood — Jerrell Birdwell has been appointed director o sales services for station KTLA general sales manager Jack Dona hue has announced.

Leith Stevens Relected

West Coast Bureau of RADIO-TV DAILY Hollywood—Leith Stevens ha been elected president of th Composers and Lyricists Guild o America for the eighth successiv year.

WEDDING BELLS

Ruttenberg-Gartner

Bernard Ruttenberg, forme WNEW-TV news editor, nov with the U. S. Army, and Rober Gartner, of CBS Research, hav announced their engagement.

Ogg-Smith

Katie Ogg, executive secretar KBIG Radio, Catalina, Calif, an ex-KBIG disk jockey Pete Smith now with KMPC, Los Angeles were married Jan. 8 at the hom of Miss Ogg's parents in El Cent

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"HUMAN DESIRE" starring GLENN FORD • BRODERICK CRAWFORD • GLORIA GRAHAME

HIGHEST RATED POST-'48 FEATURE EVER SHOWN ON WCBS-TV!

it's from COLUMBIA of course!

AVERAGE
RATING

26.1

AVERAGE
AUDIENCE
SHARE

64%

On Saturday, Dec. 30, over two million New Yorkers helped break a WCBS-TV "Late Show" rating record by watching "Human Desire," a Columbia Post-'48 mystery. The previous high was recorded this year by another Columbia Post-'48, "Abandon Ship." Incidentally, the 26.1 rating of "Human Desire" is the third highest ever earned by *any* feature in the eleven year history of the "Late Show."

These are just two of many potential record breakers among the Columbia Post-'48's. Others are "The Caine Mutiny," "Born Yesterday," "Fire Down Below," "The Harder They Fall" and "The Last Hurrah" to name a few.

FOR AVAILABILITIES CONTACT

SCREEN GEMS, INC.



Source: ARBITRON

Hollywood

... in the teee eye

By SHELCO

Jazz musician Shelley Manne, Red Mitchell and Pete Candoli have been signed for pre-recording of numbers to be sung by Dorothy Dandridge in "Blues for a Junkman," new episode in MGM-TV's "Cain Hundred" series. Jeff Alexander will conduct... William Schaefer, music prof at USC, will deliver three lectures on the flute, oboe and bassoon next week to get KNXT-TV's "Music and the Musician" series under way. Schaefer, who conducts the 16-week non-credit music course, spent last Spring touring northern Europe to obtain material on music for wind instruments.

Mickey Simpson plays a heavy in the "One of Our Trains is Missing" segments of *Maverick*. He was a villain in the first episode of the series, four years ago... Mark Scofield, featured in the *Twist* routine of Warner Bros.' "Penthouse on Skid Row" segment of "77 Sunset Strip," will also do a "cha cha twist" in "Who is Sylvia," a "Surfside 6" episode.

Robert Shaw will write the teleplay; "Koko Kate," an episode in ABC-TV's "Hawaiian Eye" series... Paul Henreid will direct "Meeting of the Board" and "Luck of Harry Lime" as the last two segments under his present contract with the "Third Man" series... George Bornyck plays role of a sailor, "Andy," in Family Films religious drama, "This Is the Life."

With the signing of Sue Ann Langdon, Rachel Stephens, Herb Ellis, Kathleen Freeman and Steve Marlo, casting for "The Dangerous Age" segment of 20th-Fox TV's "Margie" is complete. Benedict Freedman wrote the teleplay, which Don Richardson directs. An upcoming seg in the series will be "The Wolf of Wall Street," written by Arnold Horwitt... Angela Greene will play the wife of a badly-worried man who looks like a notorious gangster, in "Pet Shop Caper," on "77 Sunset Strip."

Former screen star Glenda Farrell's son Tommy has a feature role in "Hawaiian Eye's" "A Likely Story"... Warner Bros. has completed 200 films for its 1961-62 programs on ABC-TV, with 61 to go to wind up the season. Its new series, "Room for One More," debuts Jan. 27.

A paperback based on NBC-TV's "Cain's Hundred" series is being released by Popular Library. The book version was written by Evan Lee Heyman.

Briton Urges N.Y. Hq. For Variety Clubs Int'l

Variety Clubs International was urged yesterday by Col. James Carreras, second assistant international chief barker, to strengthen itself by revising its administrative procedures. Speaking at the annual installation luncheon of New York Variety Tent #35, he recommended the adoption of paid administrators and New York headquarters.

Carreras, head of Hammer Films of London, officiated at the installation of chief barker Charles A. Alicoate, starting his second consecutive term, and other Tent #35 officers. He pointed out that VCI annually raises more than \$2.5 million for its world-wide charitable work.

Jack Levin Toastmaster

Toastmaster at the luncheon was Jack H. Levin, installed as 1st assistant. Others installed were Irving Dollinger, 2nd assistant; Robert K. Shapiro, property master; Jack H. Hoffberg, dough guy and canvassmen Bud Edele, Walt Framer, Salah Hassanein, Charles Smakwitz, George Waldman and Harold Zeltner.

Others on the dais included the Rev. Henry James Kaufman, who gave the invocation; Joey Adams, Dr. Emanuel Revic, Al Kelly, Max Kase, Mrs. Robert Levy, Pat Steen, Max A. Cohen, Fred Schwartz, William Coster of Boston, Ira Meinhardt, Harold Klein, Edward Fabian, Edward Lachman, Ben Rosenfeld, and Nat Cohen, the latter two from London.

Among those attending were Herman Robbins, Eugene Picker, Abe Montague, Rube Jackter and Russell Downing.

SSBC for Daylight Time Thru October, as N. Y.

West Coast Bureau of RADIO-TV DAILY

Hollywood—The Southern California Broadcasters Association has adopted a resolution proposing the extension of California daylight saving time through October, which would bring the state in consonance with New York time throughout the year, and will seek placement of the proposal on the state ballot in the November election.

Under present statutes, California goes off daylight saving time one month earlier than New York does, creating an additional annual shuffling of radio and TV programs.

TV to Eye Helen Keller

Cleveland—"The Helen Keller Story" will be presented Jan. 28 on WJW-TV as a one-hour documentary in the Storer series, "Perspective on Greatness." Sponsor will be the Cleveland Electric Illuminating Co.

No-Go Promo Brings Woe

Washington Bureau of RADIO-TV DAILY

Washington — Dormeyer Corp. has been charged by the FTC with misrepresentation about the amount of TV promotion it gives its products. The FTC says that trade publication ads, addressed to distributors and dealers, falsely represent that Dormeyer household electrical appliances have been featured as gifts or shown on each of 12 specified TV network "give-away" shows.

In addition, the complaint adds, there is a false implication that

arrangements have been made for Dormeyer sponsorship or use of Dormeyer products on these shows.

The FTC says this practice tends to mislead distributors and retailers of household electrical appliances, and is therefore an unfair trade practice prohibited under the FTC act. North Advertising, the Dormeyer ad agency, was also named in the complaint. The accused companies have 30 days in which to answer.

CBC-TV Debuts Play By Cartoonist Feiffer

Toronto—Cartoonist Jules Feiffer's first play, "Crawling Arnold," will have its North American premiere on CBC-TV's "Quest" Feb. 4. Feiffer wrote the play, a satire on current attitudes on segregation, nuclear weapons, fallout shelters and other aspects of modern life, for the 1961 Spoleto, Italy, Festival of Two Worlds. Mario Prizick is the producer.

WAVY Finds The Answers

Norfolk — WAVY has jumped into the breach on behalf of puzzled students and homemakers with a couple of new features called "Homework Exchange" and "Homemakers Hint Exchange."

Here's how it works: a student, stumped by an assignment, calls the station and the question is broadcast. Other students call in the answer if and when they have it. Ted LaBarr, who runs the show, said the idea has been praised by at least one educator already.

Similarly, housewives call upon Mac McManus and Murray Roberts to find out how to remove paint from a chair or to ask "Why does the maringue on my lemon pie sag?"

NBC Names Gene Walsh Ass't Trade News Ed.

Gene Walsh has been appointed assistant trade news editor for the NBC Press Department. Walsh joined NBC in January, 1961, as associate magazine editor. He had previously been a reporter and columnist for the Adirondack Daily Enterprise, Saranac Lake, N. Y.

'Footnote' Role for Keir

Keir Dullea will have a key role as son of the impeached judge in Robert L. Joseph's "Footnote to Fame" Feb. 3 on CBS-TV's "Westinghouse Presents" series.

Door-to-Door Drive Helps Keep ETV Alive

St. Louis—Phase 1 of the community door-to-door campaign to raise survival funds for KETC ETV station here, has netted \$10,013.87. Some 3,500 volunteers participated in the drive in an effort to keep the station telecasting.

Phase 1 will be followed this Spring by a corporate fund-raising drive in an effort to enlist the help of business organizations.

Richard A. Young, VP of the American Zinc Lead and Smelting Co., has been named chairman of the Spring fund appeal. He is a member of the board governing the station.

Paramount Exec Quits To Start Own Pix Co.

Ezra R. Baker has resigned as eastern head of Paramount Pictures' TV commercial subsidiary. Producer and star of the 1960 Academy Award-winning "Day of the Painter," he said his action was taken to "give me more leeway in developing and producing feature films of my own."

Baker revealed that he is forming an independent production company in association with writer Robert J. Flood. The first project of the newly formed Baker-Flood Productions is a suspense film set in present-day Berlin.

'Man Who Knew Lincoln'

"The Man Who Knew Lincoln," by Virginia Mazer, will be presented Sunday on the "Eterna Light" on NBC Radio.

STORK NEWS

Yale Roe, assistant sales manager of KGO-TV, San Francisco, and his wife welcomed their second daughter, Deborah, at Children's Hospital.

A daughter, Deborah Joy, was born to Mr. and Mrs. Martin Bookspan. Father is director of recorded music at WQXR.

Net Shows Off Mark in Top Markets: TvAR

Cellomatic Entering Seven Gems Family

(Continued from Page 1)
 The first annual stockholders meeting in November in which Cellomatic's equipment, techniques and production know-how combined to make an extremely successful audio-visual presentation. Cellomatic's equipment and techniques are now being used by networks and many local television stations, for sales and stockholders presentations by major corporations for visual training.

Serves Top Organizations

A new division now writes and produces complete audio-visual presentations for a long list of clients, including RCA, CBS, ABC, General Electric, General Motors, United States Rubber, American Telephone & Telegraph, Standard Colgate - Palmolive, IBM, and dozens of other national and international corporations. Cellomatic also supplies its production equipment and graphic services to the advanced military and governmental installations including the Pentagon, State Department, Redstone Arsenal at the Huntsville, Alabama, missile base and Fort Monmouth, New Jersey.

Served by 56 Web Programs

Cellomatic equipment and personnel are used in TV, with 56 network and local shows in New York City alone being serviced by seven Gems' newest division. Other recent diversification efforts have included acquisition of Eliot, Unger & Elliot, its TV commercial and industrial film division; the purchase of WAPA-TV in San Juan, and part interest in WOLE-TV in Mayaguez, both in Puerto Rico, both subject to FCC approval; formation of a research subsidiary, Audience Studies, Inc.; expansion of its TV merchandising division, and entry into foreign TV production in Canada. Additional plans now are formulated for Australia, Japan and other areas.

Bowling Promo Winner Nets Florida Trip

St. Louis—Jean Pittman, of Fernandina, Mich., won the grand prize, a trip to Florida, in WXYZ Radio's "Bowling Voice Contest." Miss Pittman correctly identified owners of mystery voices aired during the competition, which ran from September to December, and won a run-off with the best scores at the number of games played and entries filed in the 1961 bowling tournament at Cobo Hall.

Grateful Scribe Repays Favor by Old Friend

Writer-comic James Komack, author of CBS-TV's "Hennessey" series, repaid a favor to an old friend by writing the Jan. 29 episode around a role to be played by Sammy Davis, Jr. It was Davis who first got Komack's career off the ground several years ago, helping him prepare his first successful nightclub act.

Milt Fruchtman Joins Sextant as a Veep

(Continued from Page 1)

casting Corp., has joined Sextant as a vice president. While with Capital Cities, he was in charge of TV operation in Jerusalem during the Eichmann trial and, in addition to planning and supervising video-taping of the trial, produced "Verdict for Tomorrow" and a number of other programs on Eichmann.

Fruchtman had previously been executive director of Lowell Thomas' production company, Odyssey, and produced the "High Adventure" series for General Motors on CBS-TV. He also has worked for Columbia Pictures.

Sextant is presently responsible for producing "The FDR Years" series for ABC-TV and the world premiere of "The Flood," Igor Stravinsky dance drama, for CBS-TV.

MGM's 6 Pilots for 3 Nets

(Continued from Page 1)

TV has had properties simultaneously in development with all three networks. If the pilots "come home," there is an annual optimum \$16-million ante to enrich the company coffers, according to expert industry "guessestimates." Assuring the reasonable result of half—only three—of the initialers finding skein acceptance, the jackpot still promises a bright immediate future for the MGM-TV organization.

NBC-TV Financing Four

Lion's share of the agreements are with NBC-TV. Network is financing a total of four pilots, including two spinoffs from the "Dr. Kildare" series. One, "The Eleventh Hour," stars Wendell Corey as a psychiatrist and will be televised as a "Kildare" episode on March 8. The second, starring Jeremy Slate as a public health officer, is titled "The Search" and will be televised on "Dr. Kildare" Feb. 1.

Two others are the hourlong "333 Montgomery Street," starring

Kay Campbell Reps Granada in Gotham

Kay Campbell, executive assistant to Edward R. Murrow for 24 years, has been appointed New York representative of Britain's Granada TV. She has just returned to the U. S., after spending several weeks studying various aspects of Granada's operations in Britain.

Miss Campbell will be taking a special interest in new writers, plays, artists, coverage of current affairs on U. S. TV and original video program ideas. She will also keep the U. S. TV companies informed of Granada's own activities.

British-born, she joined CBS in 1930, when the company opened an office in London.

FBI Special on ABC

(Continued from Page 1)

at the same time meet the entertainment demands of the vast audience," he said.

The filmed special may be released as a theatrical motion picture in other parts of the world after its initial sponsored TV broadcast.

The TV film will be made on the Warner stages in Burbank and at the locales called for in the story: Washington, D. C., Quantico, San Francisco bay area and Cape Canaveral. Production activities are already in effect with location shooting scheduled to start later this month.

3-Mon. Study Finds 62 Prime-Timers Not Delivering Share

Most network TV shows fail to deliver the expected 55 per cent of the national audience (47.9 million TV homes—ARB, January, 1961) in the top 20 markets, according to a three-month study by Television Advertising Representatives.

Entitled "Tilt: The After-Math of Network Television," the TvAR report claims that 62 of 65 network programs televised in prime time last Spring and brought back in the Fall, received less than 55 per cent of the national audience in the top 20 markets; of the 65 programs, 31 received 35-45 per cent of the audience from these areas.

Three Shows Register 58

"I've Got a Secret" registered 35 per cent; "Gunsmoke" held a middleground with 45; while "Bugs Bunny," "Naked City" and "Roaring '20s" tallied an exceptional 58; seven programs scored 51-55 per cent, the TvAR study asserts.

This "lost audience"—or "tilt" as TvAR calls it—is attributable to factors which include the number of stations in a market, station coverage, clearances and popularity, competition and market preferences, among other variables.

Solutions Proposed

The station rep firm suggests three solutions for an advertiser affected by "tilt." He can switch to spot TV if his distribution and sales pattern do not warrant a network effort; he can reinforce with spot TV if his advertising is concentrated in one or two network programs, and, where he is using a number of network participating programs, he can drop the programs that are doing poorest in the "must" markets and divert the money saved to spot TV.

Roy Starks News Chief For Rockford TV Outlet

Rockford, Ill. — Roy M. Starks has been named head of the WREX-TV news department. A former news staffer for WEEK-TV and WMBD-TV, both in Peoria, and WSIV, Pekin, Ill., he replaces news director Charles Cremer who is now head of the news department at WTHI, Terre Haute.

With the addition of Starks, WREX-TV has expanded its local news coverage and increased depth reporting and film coverage of political and civic events in the two-state broadcast area it covers.

JUDGE KILLS SUBPOENAS IN CBS-TV 'BOOKIE' SHOW

Boston — Federal Judge Charles Wyzanski, Jr., has quashed four subpoenas issued to U.S. Atty. Gen. Robert F. Kennedy, Internal Revenue Service Commissioner Mortimer Caplin, CBS president Frank Stanton and the producers of the CBS-TV documentary, "Biography of a Bookie Joint."

Testimony and documents from Kennedy and the others were sought in a case involving a raid by federal agents on a Boston bookie joint last Summer. The raid was filmed secretly by a CBS crew for the network show.

The judge said the subpoenas, served on behalf of an attorney for two of the men seized in the raid, represented a "fishing expedition" and there was no evidence of the Department of Justice "inviting or inciting" CBS to film the bookie establishment.

He said the filming was perfectly proper under sound standards of free press and free enterprise.

Philadelphia TV Taps National 'Carnival' Stars

Philadelphia — Susan Watson and Ed Ames, stars of the musical hit "Carnival," now playing in Philadelphia, will be featured today on WCAU-TV's "The Gene London Show." The entire program will be devoted to "Carnival," including songs from the show and a visit with the puppets that highlight the production.

Tomorrow, "The Gene London Show" will focus on "The Young In Art," presented in cooperation with the Philadelphia Board of Education and featuring boys and girls who create fine arts objects with their hands. These young sculptors receive instruction at recreation centers throughout the city.

Heads KMPC Programs

West Coast Bureau of RADIO-TV DAILY
Hollywood — Hugh Heller has been named program director of Golden West Broadcasters' 50,000-watt KMPC, Los Angeles.

Brecht's Galileo Play On Seattle's KING-FM

Seattle — "Galileo Gaililei," by the German dramatist Bertolt Brecht, will be Friday's presentation on KING-FM's "World Theatre." The play is an epic of the scientist's search for truth and his capitulation: before authority. The various episodes span 32 years of Galileo's life. Each episode is preceded by a chorus, sung in this production to the original music by Hanns Eisler; Brecht himself wrote the poems in English.

Clergy on Live Panel For Listeners Queries

Stamford, Conn. — Religion in contemporary life will be the theme of "Community Affair" Monday night on WSTC, when listeners will be afforded the opportunity to ask leading area clergymen of the three major faiths questions regarding religious ritual and practice as well as the broader area of morality in personal and group behavior.

The program is conducted in the restaurant of Bloomingdale's in downtown Stamford, and members of the audience may direct questions to the panel. In addition, Mrs. Kweskin relays questions telephoned-in by listeners.

Record Set at NBC-TV

(Continued from Page 1)

the momentum is being maintained.

Hergen said daytime network TV has become a major marketing force and pointed to total '61 daytime billings of more than a quarter-billion dollars as evidence of the medium's new dimensions.

Hergen said that audiences now number over 10,000,000 per average minute watching daytime TV, or 2,000,000 more than four seasons ago. More than four out of five TV families watch this medium each week, averaging about 10 hours of viewing per family.

Intensified daytime network competition resulting in greater flexibility, economy and impact was cited by Mr. Hergen as a key factor in the emergence of daytime network television as a product showcase.

The Lone Star State Salutes ETV Week

Austin—Gov. Price Daniel has proclaimed Feb. 5-9 Educational TV Week in Texas. Harvey Herbst, KLRN assistant general manager, said ETV broadcasters will observe the week all over the state. KLRN is the ETV station for the Austin-San Antonio area.

'PM' to Discuss Kiss Of JFK by Zsa Zsa

The unpublished song "hits" of Mickey Rooney, the time Zsa Zsa kissed President Kennedy, Floyd Patterson's next challenger for the world's heavyweight crown, Hildegard's all-time favorite songs, and King Narcisse, the leader of the church denomination whose motto is "It's Nice to Be Nice," are among the subjects to be presented next week on "PM East" and "PM West."

Also performing on the twin TV series will be Josh White, Jr. and Sr., comedian Woody Allen, The Brothers Four, Ruby Dee, Ossie Davis, Joey Adams, Jack Gifford, Nancy Andrews, Tom Poston, Lillian Briggs, Jim Kirkwood, song stylist Barbara Streisand and a singing trio, Peter, Paul, & Mary.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

the airwaves? With the public solidly behind them—and there is no other possibility if the message is presented squarely, no municipal, State or Federal legislator would dare oppose the same right of entry for the news broadcasters' electronic gear, that is given to newspapers and magazines.

TO ADMIT R-TV representatives without cameras or mikes is like opening the door to reporters, provided they leave pencils and paper at the office.

If the lawmakers, in arbitrary judgment or by resort to archaic rules deny this right, they are guilty of failure to admit that the world has emerged from the classic age, medievalism and 18th century monarchical tyranny. In this man's opinion they become thereby antediluvian monsters, oppressing what Rep. Meader of Michigan calls "the people's right to know." And, if all this is true, then the guilt must fall equally on the broadcasters for failing to stand up for what is rightfully theirs.

This editorial is sounding a clarion call for action by the broadcasters themselves in their own behalf. They have nothing to fear in bringing the issue before the public—and everything to gain. We urge the industry readership of RADIO-TV DAILY to get behind such organizations as the Radio-TV-Newsreel Working Press of New York, now battling for recognition in Albany and to impress on local Congressmen the importance of action NOW to give network and station representatives "equal access" to news coverage.

Minnesota's Pride Topic of TV Film

Minneapolis—A 26-minute film report, "Minnesota Twins: Pride of the Upper Midwest" has been produced for the First National Bank by Marvin Bovey, Jr., for airing on WTCN-TV. The film shows first-year activities of the new American League baseball club, and highlights of its opening-day win over the New York Yankees at Yankee Stadium.

Safety Award Given Atlanta Program Dir.

Atlanta—WSB program director Elmo Ellis has been awarded the first annual public safety award of Sigma Delta Chi's chapter here.

As manager of programming, production and news, Ellis was cited for his contributions, which include direction of the station's helicopter traffic reports, radio car patrol reports and other news reports to keep motorists informed of accidents and traffic conditions.

Ellis also encouraged safe driving by setting up daily "Courteous" and "Dandy" driver awards.

If Traffic Gets Heavy ...

St. Louis—KMOX has inaugurated a new service for aircraft flying in the area by broadcasting an aircraft weather forecast direct from the weather bureau each Monday-Saturday morning.

OBITUARIES

Harry P. Bridge

Fort Washington, Pa.—Harry P. Bridge, Jr., 60, chairman of the board of the Harry P. Bridge Co., Philadelphia advertising and public relations agency, died suddenly last Saturday at his home here.

Bridge's first position in advertising was as ad and PR manager of the Atwater Kent Co. He founded his own firm in 1933. He is survived by his wife, Lena, and his son, Byard, vice president of the firm.

Imogene Stanley

San Antonio—Funeral services have been held for Miss Imogene Stanley, 62, who retired two years ago after 20 years as promotion manager of WOAI and WOAI-TV.

Miss Stanley, a Texas girl, became a leading New York newspaper woman in the '20s and a Hollywood movie writer in the '30s. She is survived by her mother and a brother.

Chester W. Keen

Fort Wayne, Ind. — Chester W. Keen, 73, one of the founders of what is now radio station WGL, Fort Wayne, died last week.

Mich. Grade Schools Telecast to Classes

Cadillac, Mich. — Televised instruction of pupils in the elementary schools of Northern Lower Michigan will be available for the first time on Jan. 29 on WW-17, Cadillac-Traverse City, Mich. The TV station and the Central Michigan ETV Council, with headquarters at Central Michigan U., are cooperating in the project. Courses in elementary art and science will be seen twice each week through May. The Council will provide the instructors. The classroom teachers will be offered instructional aids for setting the stage for each lesson.

Crisis at Suez' Re-told 'Twentieth Century'

The story of the "Crisis at Suez," which five and a half years ago threatened Western unity and threatened Soviet prestige in the Middle East, will be told on "The Twentieth Century" Jan. 28 on ABC-TV. The telecast will have CBS News Correspondent Walter Cronkite as its reporter.

CBS News Correspondent Frank Kearn, who covered the undeclared war in 1956, will be the eyewitness guest. Kearns wrote the script for the broadcast.

Lab Network Appoints New England Rep Firm

Pettell-Carter, Inc., Boston, has been appointed to represent the Herald Tribune Radio Network in New England. Venard, Sitoul & McConnell continues as national rep.

Students Study Law via TV

Ann Arbor — With the installation of a new closed circuit TV link-up between the Washtenaw Circuit Court and the Michigan U. Law School, the university now has 20 TV cameras in uses on the campus, 16 for instructional programs and four used in research projects.

The newest is a specially constructed camera mounted in an

unobtrusive box on the wall of the courtroom. Audio and video are transmitted over a leased line to a viewing room in the Law School, where students may watch actual court proceedings and ask questions of instructors.

The university's Medical School already has five cameras in operation, including \$180,000 in color equipment.

Armed Forces Sees 'Tullahoma Story'

Nashville — "The Tullahoma Story," WSIX-TV award-winning "Expedition Tennessee" program, has been selected for viewing by the Armed Forces Overseas TV Service.

The program deals with the mission of the Arnold Engineering and Development Center at Tullahoma, Tenn., an installation that plays a vital part in solving space problems on travel and utilization.

"The Tullahoma Story" was seen on ABC-TV last summer in the series entitled "Focus on America."

Patricia Barry on 'GE'

Patricia Barry has been signed by producer Stanley Rubin to star in "The Free-Wheelers," an original by Robert Crutcher, for the "G.E. Theatre" series. Sherman Marks has been set to direct and filming is now under way at Revue. This will make Miss Barry's fourth starring role in a "G.E. Theatre" segment over the past three years.

'Fred Allen Prize' For Budding Satirists

Citing a "dearth of creative funnymen," the National Laugh Foundation has established the Fred Allen Memorial Award to encourage young satirical writers in the style of the late radio comic. Judges are to be celebrities such as Rudy Vallee, Smith & Dale, Jimmy Durante and Milton Berle. Prize is a \$100 bond.

2nd Cleveland Outlet Giving Away Stamps

Cleveland—KYW has begun an eight-week "Million Stamp Jubilee," to give away a million "Top Value" trading stamps.

Deejays "Specs" Howard and Reb Foster telephone listeners hourly, from 10 AM to 4 PM, Monday through Friday, an award different amounts of stamps depending on whether the phone is answered and if the person knows the answer to a question.

WERE is also giving away stamps, in a musical magic number contest.

Fall Buys Continue On Canadian Webs

Special To RADIO-TV DAILY
Montreal — Contract signing, usually concluded by November, is continuing into January, swelling what was an already successful Fall market.

Highlights of early January buys are:

Westminster Paper as sponsor of a one-hour jazz spectacular with Michel Legrand.

"Illusions," a new TV program on the French network co-sponsored by American Motors through McKim Advertising and Kellogg through Leo Burnett. The show, which deals with magic, is emceed by Jean-Claude Deret.

Third Booking for Lever

Lever Brothers added a third booking to its French TV network commitments by signing as alternate sponsor of "Mademoiselle de Paris." The program features interviews and night club shows filmed in Paris. Agency is Cockfield, Brown. The program also is presented on CBC English network.

Procter & Gamble bought 30 minutes weekly of "Cinema International," American and European films. Agency is Young & Rubicam.

Idema to Grand Rapids For Detroit Film Firm

Detroit—Video Films, Inc., producer of TV commercials and non-theatrical films, has appointed David G. Idema as outstate sales representative, headquartered in Grand Rapids. He was formerly an officer of C. C. Wortman, Inc., motion picture producers previously located in Grand Rapids.

James Gaines Elected

San Antonio—James M. Gaines, head of WOAI and WOAI-TV, has been elected president of the newly organized Texas Tourist Council. The council, with headquarters in Austin, will foster development of the state's tourist industry.

'Coffin Corners' Covered By Dallas TV Cameras

Dallas—"Coffin Corners" is the grim title of a special on-the-spot program to be aired by WFAA-TV Saturday as part of a local traffic courtesy campaign. Cameras will be set up at intersections where actual fatalities occurred in 1961. As traffic officials are interviewed, photographs of the fatal accidents will be superimposed on the screen.

News Flashes From Coast-to-Coast

WE Remote By WEJL

Cranston—WEJL will air a remote this afternoon from one of Pennsylvania's largest department stores in behalf of Radio Free Europe. The four-hour show will feature live organ music by personality Paul McNamara.

WSAU-TV's New Course

Vausau, Wis.—WSAU-TV has increased its weekly time devoted to college credit telecasts to five-and-a-half hours with a classroom course in Audio-Visual Education, produced by the Wisconsin State College of Stevens Point and the Wisconsin U. Extension Division. The new course offers three college credits.

Symphony Gets the Air

Hanover, N. H. — Dartmouth

College's WDCR is broadcasting the weekly concerts of the Boston Symphony Orchestra this Winter and Spring, each Thursday evening. The programs are being made available on tape by the Boston Symphony and cost of the broadcasts is being paid by a private fund of Dartmouth College.

Venner 'Outstanding'

Toledo—Frank C. Venner, III, an announcer at WSPD-TV, has been named one of the "Ten Outstanding Young Men of 1961" by the Toledo Junior Chamber of Commerce, making him a candidate for the "Outstanding Young Man of the Year," whose identity will be announced later this month.

What's Up Doc?

Detroit—Dr. Albert E. Heustis,

Michigan commissioner of health, is now heard in a new series on WJBK. "Five Minutes with Dr. Heustis" is broadcast each Sunday evening and features discussions on a variety of health topics which are made available to WJBK through the cooperation of the Michigan Health Department and Michigan State U.

For Stargazers Only

Boston — "Careers in Astronomy" will be discussed Sunday on WEEL's "Career Center for Teenagers." Guest experts will be Dr. Gerald S. Hawkins, associate professor of astronomy and director of the Boston U. observatory, and John Petterson, director of the Charles Hayden Planetarium a department of the Museum of Science.

B'cast Bureau Okays 1 Sale, 2 New Outlets

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broadcast Bureau has granted two new station allocations and approved one sale.

Christian Broadcasting was granted a new Class B FM station on 105.7 mc, in Catonsville, Md., and Harrold Broadcasting was granted a new AMer in Tahoe Valley, Calif., on 590 kc, 1 kw, daytime, directional antenna.

Sale of controlling interest in KFTM, Fort Morgan, Colo., was also approved. Seller was Robert H. Dolph, buyer Staton A. Dixon; price, \$55,195.

Arthur Kennedy Stars As Great Art Forger

Arthur Kennedy will star as a tormented Dutch painter, Hans van Maasdijk, in "The Forgery" (previously titled "Masterpiece"), NBC-TV's "Du Pont Show of the Week" color drama Feb. 4 based on the 1947 trial in Holland of Hans van Meegeren, who has been called "the greatest art forger of all time" for his Vermeer imitations.

The drama, first in a series to be produced for NBC-TV by Lewis Freedman (former "Play of the Week" producer) will be taped in NBC's Brooklyn color studios Jan. 25.

Barsha Heads A.C.E.

West Coast Bureau of RADIO-TV DAILY

Hollywood — Leon Barsha has been elected president of American Cinema Editors for the year, succeeding Fred W. Berger, with Anthony Wollner as vice president and Phil Anderson, secretary. Joseph Dervin was re-elected treasurer.

Festival Renames Vrba

West Coast Bureau of RADIO-TV DAILY

Hollywood — John Vrba, vice-president in charge of sales for KTTV, has been named for the second year a member of the advisory board of the American TV Commercials Festival. He is the only West Coast television executive to be appointed to the board.

Carl Reiner Produces Twist with a Sizzle

Producer-writer Carl Reiner has signed choreographer Tom Hansen to create a new dance for CBS-TV's "The Dick Van Dyke Show," to be called "The Twizzle." The interpretation—a combination of the Twist and the sound of a frying hamburger—will be broadcast March 7. "The Twizzle" episode is being filmed at Desilu-Cahuenga Studios.

AGENCY NEWSCAST

By WM. McCUTTIE

Knox Gelatine, Inc., Johnstown, N. Y., through Charles W. Hoyt Co., has begun a heavy, 26-week participation campaign on Don McNeill's Breakfast Club on ABC Radio. Promotion for the unflavored gelatine will feature uses for nail care, diet and recipes. The schedule, to run through July 13, consists of eight five-minute segments for six weeks and four five-minute segments for the remaining 20 weeks. The show is carried by 295 stations. It reaches 2,000,000 listeners daily.

Chrysler Corp., through Leo Burnett Co. will sponsor six specials on NBC-TV this season including "The Bob Hope Show" Jan. 24, "The Broadway of Lerner & Loewe," in color, Feb. 11 and "The Milton Berle Show," in color, March 9.

Gardner Advertising has resigned the Arel, Inc., (cameras) St. Louis, account . . . Remington-Rand Univac and Fuller & Smith & Ross end their relationship March 1. The account will be consolidated with other divisions now serviced by another Remington-Rand agency. The agency also has announced that John R. McCarthy has joined the New York office as a VP.

The Advertising Federation of America has announced that nominations to the Advertising Hall of Fame must be in by April 10. Leaders who have contributed to the betterment of the ad industry, and who have been dead for two years, are eligible . . . American Hair and Felt Co. has retained Fuller & Smith & Ross.

Max Factor and Co. (Canadian Branch) will participate in the weekly "Garry Moore Show" beginning April 3 on CBC-TV and in the Feb. 7 and March 11 Wayne and Shuster specials. Agency is Muter, Culiner, Frankfurter and Gould, Ltd., Toronto . . . The Los Angeles Department of Water & Power, through Edelstein Agency, has bought the five-minute weather news segment of the weekly 15-minute "Weather, News & Sports" colorcasts on KRCA.

The Film Producers Association, in cooperation with the Association of National Advertisers, is producing a workshop for advertisers today at the Plaza Hotel, New York. Entitled "How to Get Maximum Results from Your Business Films," the workshop is open to all national and regional advertisers and their invited agency guests.

Wolfe Goes to KPIX As Engineering Mg

West Coast Bureau of RADIO-TV DAILY

San Francisco—Ben Wolfe has been named engineering man for KPIX, effective Feb. 1. joins the station from WJZ, Baltimore, where he was chief engineer since 1949. Both stations are Westinghouse Broadcast Co. outlets.

Wolfe's new appointment the vacancy created by the resigning of Tom Ely as engineer supervisor for Stratovision of the Westinghouse Electric Corp. Stratovision is a system of airborne TV coverage TV conceived and developed by the Electronics Department of Westinghouse Electric. Its first application is in operation in the Midwest to serve educational TV.

Loan Group in 3 Specs

West Coast Bureau of RADIO-TV DAILY

San Francisco — First Savings and Loan Association, on behalf of its five Bay Area offices, sponsoring three special music shows on KGO-TV this month. Kennedy-Hannaford Advertising The specials, titled "Music for Young," feature Arthur Fiedler and the Boston Pops Orchestra, conducting the ABC Symphony music for youngsters and teachers.

Perkins to Play Lead In Copy Director's Play

Anthony Perkins has been signed to play the lead in "Harold," a three-act drama written for the stage by Herman Raucher, Reach, McClinton & Co. VP and copy director. The play goes into rehearsal in October and is scheduled to open on Broadway in December.

NEA and ABC Team To Profile Professors

"Meet the Professor," a weekly program featuring outstanding college teachers premieres Monday on ABC Radio, with Milton Cross as host. It is produced in cooperation with the National Education Association.

First guest will be Dr. Huston Smith, professor of the philosophy of religion at MIT. He will be heard in his classroom, lecture hall and home.

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Leadership Stations in Selling and Programming!

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"Joe" Rahall

Station



N. Joe Rahall

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Sam Rahall, Manager

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First in Hooper and Pulse • soon . . . 5000 watt
"Oggie" Davies, Manager

WWNR

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WNAR

NORRISTOWN, PENNA.

First in Hooper
John Banzhoff, Manager

WQTY

JACKSONVILLE, FLORIDA

"Our New Baby"
Jack Faulkner, Manager

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RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Established February 9, 1937

90, NO. 13

THURSDAY, JANUARY 18, 1962

TEN CENTS

HOUSE COVERAGE BAN BLASTED

Radio Net O&O's Mister Sharp Gain On-Air Editorials

Radio's public service through broadcast editorials was notably underscored by CBS-owned radio stations in 1961, Arthur Hull Hayes, network president reported on his end-of-the-year review.

A total of 250 editorials on regional problems were presented, as compared to 63 in '60. The right of readily recognized representation by recognized representatives.

Seeks Stock Deal

Washington—MCA has filed a registration statement with the SEC covering 165,000 shares of common, all or part of which is being offered to Kenneth King and Robert Taft in exchange for outstanding permanent stock of Columbia Savings & Loan of Denning and Taft intend to sell MCA shares from time to time in the New York Stock Exchange prevailing market prices.

ABC Radio Airs Mets; Leson, Murphy at Mike

New York Mets have agreed a two-year contract for coverage to WABC. As previously announced, WOR-TV will televise the telecasts. Sponsor is Bigold Beer, via J. Walter Simpson. Signed yesterday to pay-by-play were Lindsey Nelson, recently college and pro pitcher for NBC-TV and former Mets baseball "Game of the Week" announcer, and Bob Murphy, broadcaster two years for Baltimore Orioles and six for Boston Red Sox.

NAB Alerts Members to 'May-Radio Month'

Washington—"Radio—the Sound Citizen," theme for May observance of National Radio Month, will concentrate on the individual radio station's contributions to the American way of life through programming and exercise of civic responsibilities. Radio Month Jingles, produced by Scott-Textor Productions, New York, will be cleared for broadcast for 13 weeks starting May 1. The National Association of Broadcasters is sending free to all member radio stations a kit including spots, speech text, promo ideas, etc.

Wolper, Sterling Ink New Production Pact

Sterling Television Co. and David L. Wolper Productions have agreed on a new working arrangement for '62-'63, under which each will produce independently and turn out several specials jointly through Wolper-Sterling Productions. However, Sterling TV will have off-network distribution rights to all specials produced independently or jointly, with the exception of certain Wolper properties.

(Continued on Page 6)

Newark Wants UHF '14'

The New Jersey Television Broadcasting Corp., headed by Ed Cooperstein, submitted a proposal for rule-making to the FCC yesterday, asking assignment of UHF Channel 14 to Newark "to fill the vacuum created by the loss of Channel 13." A similar proposal is pending before the FCC by Bartell Broadcasting, asking that UHF Channel 14 be added to New York City.

ABC Plans 1st-Run Pix

Fifteen of Hollywood's top motion pictures will be televised Sundays on ABC-TV in a series of two-hour programs starting Apr. 8. The films were purchased from United Artists Associated. Nine will be shown twice, giving a schedule of 24 shows.

Trans-Lux Meet Jan. 25

The Trans-Lux Corp. press conference to announce "plans of major industry importance" will be held Jan. 25 at the 21 Club, not today, as previously reported.

Industry Fights On To Fill 'Vital Gap' In News to Public

Washington Bureau of THE FILM DAILY

Washington—House Speaker John W. McCormack's ruling to continue the ban on

Radio-TV coverage of committee meetings yesterday started a deluge of telegrams and letters from broadcasters expressing keen disappointment in his action and their determination to fight on for repeal of the onerous decision. G. Bennett Larson, head of the



LARSON
for repeal of the onerous decision. G. Bennett Larson, head of the

(Continued on Page 7)

Tin Pan Alley: Hooray!

Special To RADIO-TV DAILY

London—BBC should be called "The Voice of America," according to the British Songwriters' Guild, which says that of the 61,150 light and popular music items broadcast on BBC radio between June and October 1961, only 19,000 were British; 35,983 were American.

KCOP Backing Color Future

West Coast Bureau of RADIO-TV DAILY

Hollywood—KCOP-TV, flagship station of NAFI Corp., converts to color transmission Apr. 1, investing \$250,000 in RCA color film camera chains, eleven 16mm. and 35mm. color projectors, dual drum slide projectors and accompanying equipment, William Whitsett, president and general manager, announced yesterday.

A record budget for promotion will exploit "the station's largest single technical development," he said.

Color programming initially will be devoted to 16mm. and 35mm.

(Continued on Page 5)

Transcontinent Declares Increase in Dividend

Buffalo—Transcontinent Television Corp. earnings for the year ended Dec. 31, 1961, were estimated yesterday by president David C. Moore to be in the range of 70-75 cents per share, not including a non-recurring gain on the sale last November of WROC-TV-

(Continued on Page 7)

TV Surveys VP Named

F. Wallace Knudsen has been appointed VP and director of TV Surveys Inc., a division of the Audits and Surveys Co., marketing research firm. He previously worked for Richardson-Merrell; Market Research Corp. of America, and for five years was manager of the TV Copy-Program Research department of BBDO.

State Chiefs Set D.C. Rally

Sen. John O. Pastore, chairman of the Communications Subcommittee of the Senate Commerce Committee, will address presidents of the State Broadcaster Associations at their annual two-day conference in Washington, D. C. on Feb. 28-Mar. 1, NAB President Leroy Collins announced yesterday.

Senatore Pastore (D., R. I.) will speak at the first day luncheon. Gov. Collins will deliver the opening conference keynote address.

Thursday will mark the first public affairs and editorializing

(Continued on Page 4)



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ARTHUR PERLES : : : : : Editor

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Chem-Air Purchases KTIX for \$260,000

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved sale of KTIX, Seattle, to Chem-Air, Inc., for \$260,000. It also okayed sale of WCOY, Columbia, Pa., by Lester P. Etter to Donald and Joan Huff for \$60,000.

WETO, Gadsden, Ala., was granted permission to remain off the air until Feb. 15 because of a strike of IBEW technicians. WO-CB-FM, West Yarmouth, Mass., was granted permission to change from Class A on 94.3 mc to Class B on 94.9 mc, with ERP going from 1 kw to 3.1 kw and antenna height from 155 feet to 190 feet.

Automated Electronics was granted a construction permit for a new TV station on UHF Channel 29 in Dallas. KSPL-FM, Diboll, Tex., received authority to remain silent until March 15.

TV FILM SALES EXECUTIVE

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COMING AND GOING

FRAN CONWAY, director of sales for WDAU-TV and WGBI, Scranton-Wilkes Barre, Pennsylvania, in town on agency calls, headquartering at H-R TV Corp.

ROBERT O'HARA, Balaban Stations' New York office, to Los Angeles on business.

PETER M. PIECH, executive producer of NBC-TV's "The Bullwinkle Show," to Mexico City for meetings at Gamma Studios.

SY WHITELAW, director of sales for KCBS, San Francisco, in New York this week on business.

DON HIGHT, cattleman who drove 1800 head of cattle across 70 miles of South Dakota prairie, has arrived in Hollywood for an appearance in an episode of CBS-TV's fictional trail drive, "Rawhide."

ALAN BEAUMONT and JIM TROY of the Troy-Beaumont Co., have left New York for Chicago to close the AMA hour special NBC Network show for June 21.

TONY CABOT, producer-maestro, to Boca Raton, Florida, to discuss an upcoming golf TV series with Sam Snead.

AL BRODAX, director of TV at King Syndicate, returned to New York after a two-week vacation in Puerto Rico and the Virgin Islands.

ERIC H. SALLINE, CBS Radio national manager, affiliate relations, returns tomorrow from the Midwest where he visited stations in Omaha, Des Moines, Cedar Rapids and Detroit.

GEORGE ARKEDIS, VP of CBS Radio Network Sales, and BEN LOCHRIDGE, general sales manager, to Detroit on a three-day business trip.

SAM J. SLATE, VP and general manager of WCBS, to Detroit, Chicago, Los Angeles and San Francisco for conferences at Spot Sales offices.

SAM MENACKER, commentator, and STU HART, producer of "Big Time Wrestling from Calgary," to Denver on business.

COST ESTIMATES RISING FOR CBC'S NEW R-TV HUB

Special To RADIO-TV DAILY

Montreal — Canadian Broadcasting Corp.'s centralized radio-TV center in Montreal, due for construction start in the fall of 1964—if all plans are ratified by all authorities concerned—will be much more expensive than the \$35 million estimated in 1956 when it was first conceived.

J. E. Hayes, CBC chief national engineer, said that the cost of the huge center could be some \$46 million—because of lower value of the dollar and rising costs of labor and material. However, said Hayes, equipment will be much better than it was five years ago.

He said drawings of the CBC complex should be finished by the Summer of 1963 and construction should start in October, 1964, with partial completion of the vast project due for Canada's Confederation Centennial in 1967.

Audio Engineers Meet

The New York Section of the Audio Engineering Society will conduct its January meeting Tuesday night in CBS Radio Studio 3. Emil Torick of CBS Laboratories, Stamford, Conn., will speak on "Automatic Measurement of Phonograph Reproducers." A new stereo frequency test record will be demonstrated.

'Democracy Possible?'

"Is Democracy Possible?" will be discussed Saturday on WNYC-AM by Dr. Robert M. Hutchins, president of the Fund for the Republic and Center for Study of Democratic Institutions, and Joseph P. Lyford, journalist and editor.

WCBS Takes Listeners 'On Location' with Stars

"On Location," featuring top classical, popular, jazz, folk music and comedy artists taped in actual performances at concert halls, night clubs, college campuses and theatres around the world, premieres tomorrow night on WCBS Radio with Bill Randle as host. Headlining the first program are Judy Garland, Ella Fitzgerald, Harry Belafonte, Van Cliburn and Louis Armstrong.

'Carol' Theme At Photo Ball

Saturday's 15th annual Wagner-International Photos holiday party will honor "Carols" of the "living arts."

Special "Carol" statuettes will be presented to Carroll Baker, Carol Burnett, Carol Channing, Carol Haney, Carol Knox, Carol Lawrence and Carol Reed. Presentations will be made by leading ladies of the entertainment world: Helen Hayes, Joan Crawford, Mary Margaret McBride, Faye Emerson, Jane Froman and Hildegard.

Twenty-nine airline stewardesses whose first names are Carol will act as official hostesses.

FINANCIAL

(Jan. 17)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Bartell, Jerrold, Meredith, etc.

* Courtesy of National Association of Security Dealers.

Alcoa's Bryson Randolph Heads Pitt Bedside Net

Pittsburgh — Bryson B. Randolph, manager of radio-TV Aluminum Company of America, has assumed the chairmanship of the Pittsburgh chapter of the Veterans Hospital Radio-Television Guild.

Since 1958 the guild, better known as the Bedside Network, has aided the Pittsburgh VA Hospitals' Recreation and Rehabilitation Departments.

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available. Wishes to relocate West Coast. 15 yr proven record of success in large and small markets, including management, sales, merchandising, programming. Outstanding reputation. Presently employed. Box 145, Radio-Television Daily, 642 Hollywood Blvd., Hollywood 28, Cal.

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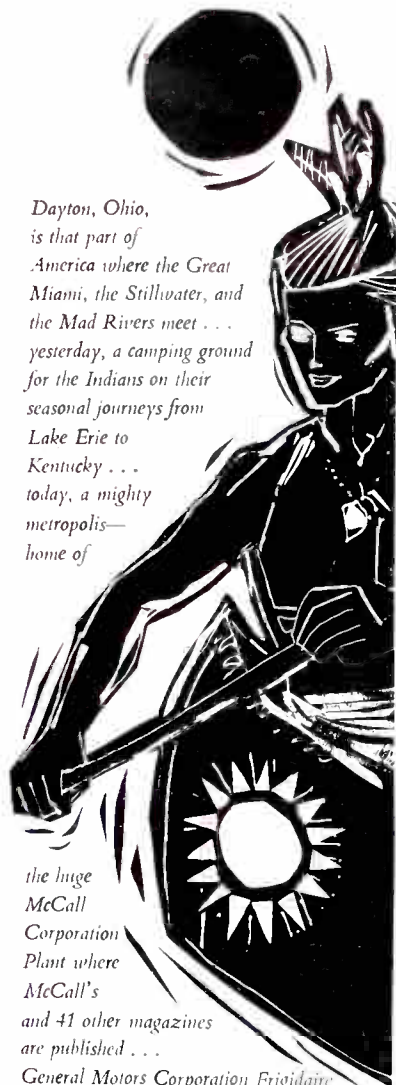
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SEVEN ARTS "FILMS OF THE 50's"—MONEY MAKERS OF THE 60's

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

APRIL IN PARIS!



Dayton, Ohio, is that part of America where the Great Miami, the Stillwater, and the Mad Rivers meet . . . yesterday, a camping ground for the Indians on their seasonal journeys from Lake Erie to Kentucky . . . today, a mighty metropolis—home of

the huge McCall Corporation Plant where McCall's and 41 other magazines are published . . .

General Motors Corporation Frigidaire Division, world's largest producer of electric refrigeration equipment . . . National Cash Register Company, nothing else like it anywhere . . . 730 large manufacturing plants with the Nation's highest percentage of skilled artisans . . . a 13-county trading area of over one million people with one-and-a-half billion dollars of annual spendable income. And WLW-D covers all this . . . and covers it best! So call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton television

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 Television Television Television Television Radio
 Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation



By TED GREEN

• • • "How to Succeed in Business by Trying" will be discussed by Frederic Papert at Monday's luncheon of the New York Chapter of American Women in Radio and Television at the Hotel Delmonico. Papert, chairman of Papert, Koenig, Lois, told the women how trying built his ad agency. Founded in January, 1960, with one account and seven employees, it now has 96 employees and 19 accounts, billing over \$17 million. . . . WNBC-TV, which won last year's Emmy for the best all-around programming with the Station Achievement Award, has just received a special citation from the Citizens Budget Commission for its documentary, "Conscience of the City," an examination of corruption in municipal government. Station manager Peter Afee accepted the award.



• • • George Skinner, director of radio programming services at The Katz Agency, station reps, will be featured speaker today at a radio program and sales Conference of the Meredith Broadcasting Co. in Omaha. . . . Bill Adler, author of "Kids' Letters to President Kennedy" will read some of his letters when he guests on the Bob Dixon Show today. . . . Gordon Fraser, NBC-Monitor did a great job addressing the American Association for United Nations at Sands Point, Long Island, on "The UN Today and Tomorrow." . . . Lee Jordan's CBS Radio "Music of Broadway" shows are now being beamed to 23 foreign nations via Radio Free Europe.



• • • Dan Blocker, soft-spoken Goliath of "Bonanza" on NBC-TV, has lost 40 pounds since starting work in the western series. But don't worry, he still weighs 280 and it's packed on a six-foot, four-inch frame. Incidentally, the current issue of Look notes that Dan's wife is a mere 5-foot-3, 122-pounder and "TV's Gentle Giant" is the father of four. Pointing to Dan's serious side, the magazine discloses that he got his first TV acting job while studying for his PhD in philosophy at UCLA!



• • • Meet: WABC Radio's Charlie Greer, known affectionately by his colleagues as a "cornball," is actually much more than that. He's a modern-day humorist with a sharp sense of timing and a real flair for comedy. His folksy humor, his corny "wife" jokes and his brand new preoccupation, the "Happy Huggy-Bear Club" (when you have a "Happy Huggy-Bear" everything goes better than it did before you had one), are responsible for steadily increasing ratings for his early afternoon WABC Radio stanza. Charlie participates in a good many civic and public service activities. He was recently cited for his efforts on behalf of the recent Muscular Dystrophy Association fund drive in New York City.



GREER



• • • My Stetson's off to Jerry Schnitzer of Robert Lawrence Productions for the great guest shot on "Dialogue." Commercials can be beautiful. . . . BBD&O for the new Schaefer beer jingle that Klavin & Finch are playing these mornings on WNEW radio. This knockout sounds better than most of the current hits. . . . Jimmy Dean, for the first time in four years, an recording artist with three hits on the charts. Jimmy has "To a Sleeping Beauty," "Dear Ivan" and "Big Bad John." Incidentally, "Sleeping Beauty" awoke and leaped from 42nd to 24th spot—this is really an awakening.



• • • Aside to Ramsy Lewis; We received the following letter from KVIL, Dallas, program manager Dillard Carrera: "It was with great interest that we read in your Main Street column of Jan. 3 that Ramsey Lewis was doing a syndicated radio jazz show. Do you happen to know how we might secure additional information about this venture. KVIL has been seeking a jazz show of this type for night use on our FM station."

Laurel-Hardy Cartoon Merchandising Prepped

Hollywood — Starting production yesterday of "Laurel Hardy" animated cartoon tele series for NBC airing this year. Larry Harmon prepped by product merchandising tie-in with Jayark Films Corp. of New York similar to "Bozo the Clown" and reported nearing \$20,000,000 annually. Harmon does voice of Stan Laurel but thumb-down on own voice for late Oliver Hardy who'll be ghosted by another actor.

N.Y., Chicago Judge Named in IBA Prelim

West Coast Bureau of RADIO-TV DAILY
 Hollywood—Preliminary judge in New York and Chicago has been named for the 1961 International Broadcasting Awards competition. Seven of the 30 categories in the competition will be judged in these two cities.

Chairman of the Chicago judging committee is Fred Niles. Other members will be Henry Ushykin, John Colborn Associates; Drap Daniels, of Leo Burnett; Joe Meaton, Wilding Television; Ed Weiss, Earle Ludgin; Jack Baxter, Creative House; Douglas L. Smith, Johnson's Wax, and Dick Ober, Sunbeam International.

Co-chairmen of the TV committee in New York are Robert Carlisle, Wondsel, Carlisle & Dupont Studios, and Norman Cash, TV Chairman of the radio committee is Kevin Sweeney, RAB. Other judges on the two committees are Harry Wayne McMahan; Bill Teller, Benton & Bowles; Hoop White, with Leo Burnett; Ed Mitchell, Fuller & Smith & Ross; Mitch Leigh, Music Makers; Frank Bristol, Jr., Bristol-Myers; L. Brandt, Compton Advertising; Bernard Haber, BBD&O; Karl Schullinger, American Tobacco; Joseph Kaselow, Herald Tribune; Alfred Russell, World Telegram Sun, and Peter Bart, New York Times.

Winning entries will be selected from the finalists screened in New York, Chicago, Hollywood and London, for awards at the IBA banquet Feb. 13 in the Hollywood Palladium.

State Group to Meet

(Continued from Page 1)

conference held for the broadcasting industry. As announced previously, FCC chairman Newton Minow will be the luncheon main speaker.

A joint government reception for delegates of both conferences will be held that evening.

Train More R-TV Newsmen. Schools Urged

Disk Exec Raps Cover Art

The industry seems to have forgotten we are in the record business, not the pin-up business," Light, executive director of Command Records, charged today in urging a self-regulating and policing program for the record industry. He said this will help eliminate "salacious" album covers, price-cutting and widespread record-counterfeiting.

"Too many companies are concentrating on quantity rather than quality," Light said, "and the customer is getting fed up with shoddy merchandise." Warning that "salacious art" should not be needed to sell records, he said: "Sooner or later, over-suggestive album art has to give the industry a black eye."

N.C. AP Group Told Air Work Essential; Abbott New Prexy

Chapel Hill—Journalism schools should be encouraged to direct more of their program to the training of broadcast newsmen, the North Carolina Associated Press Broadcasters Association was told this week by F. O. Carvell, news director of WSJS-AM-TV, Winston-Salem, and chairman of the Wire Policy Committee of the Radio-TV News Directors Association. He is also immediate past chairman of a similar committee of the AP Radio-TV Association.

On-Air Training

"For years there has been a running argument among broadcasters whether newsmen should be 'writers' only," Carver said, "or whether they should have the capability or doing air work. It is my own feeling that a broadcast newsmen is not well-rounded in his work unless he does on-air news reporting."

Other speakers included Earl Wynn, chairman of the Radio-TV Department at North Carolina U., and Blair Clark, VP and general manager of CBS News.

New State Chiefs

Elected president of the state AP group was Bud Abbott, WWGP, Sanford, who succeeded Dr. Claye Frank, WHNC, Henderson. Other officers are Ervin Melton, WBT-WBTV, Charlotte, 1st VP; Carver, 2nd VP, and Tim Parker, AP Charlotte Bureau chief, secretary-treasurer.

For the second consecutive year WCKB, Dunn, won first place and the WBT Cup for its news reporting for AP, with second place going to WWGP. Certificates for outstanding news reporting went to WSOC-TV, Charlotte; WPNC, Plymouth; WHPE, High Point; WEGO, Concord; WSJS, and WBT-AM-TV.

Player, Palmer Compete On NBC-TV Golf Series

Gary Player and Arnold Palmer will be seen on NBC-TV's "All-Star Golf" from Chicago's River Forest Country Club Saturday, sponsored by Kemper Insurance and Reynolds Metals. Series is produced by Glen Films, Inc.

Feature Forbidden Pix Of Brenda's '39 Debut

"Debutante '62," the Clairol Special Feb. 9 on NBC-TV, will feature rare photos of the \$50,000 debut of Brenda Frazier in 1939. Because the press was barred, an irreverent reporter dressed up in tails and crashed the party to take the pictures.

Fresno Outlet Beams From Sierras Peak

West Coast Bureau of RADIO-TV DAILY
Fresno—KICU-TV is completing its first month of transmitting from the "mile high tower" on Eshom Point in the Sierras, general manager W. O. Edholm said. Norwood J. Patterson is Sierra Broadcasting president.

Staff members include Don Webster, operations manager; Curt Peterson, Studio supervisor; Trace Thrumston, local sales manager; John Parkhurst, film-editor sales; Jim Flynn and Jim Butters, announcer-directors; Jim Ayres, chief engineer; Maynard Vogel, salesman; Al Trousdale, transmitter engineer; Ed Cunningham and Mr. Cornwall, cameramen-operators; Bruce Comer, artist, and Miss Peg Berglund, secretary traffic manager.

Frazer to WNBC Radio In Sales Manager Post


Joseph F. Frazer has been named sales manager for WNBC Radio. Joining NBC in October, 1958, as a salesman for WRCV, NBC-owned radio station in Philadelphia, he was promoted two years later to account executive with NBC Radio Spot Sales, New York, a post he held until his new appointment.

Frazer was previously on the TV sales staff of WVUE, Storer Broadcasting Co. station in Philadelphia, and served in sales capacities with several Philadelphia ad agencies.

KCOP-TV Backing Color Transmission

(Continued from Page 1)

color and slides, with live shows continuing in black and white. Whitsett said, adding, "channel 13 plans major investments in new programs and to televise more prime time shows in color, every night of the week, than currently is being seen in Los Angeles or anywhere else."



- CREATIVE IDEAS
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- LOWER COSTS

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Post-48' Pack

... new sales of Screen Gems "Post-48" Columbia Pictures feature package of 210 titles bring the total number of outlets in the films. Latest buys were WTVJ, Miami, which bought features including the "Post Pack and a number of UI's; WFGA-TV, Jacksonville, features; WLOS-TV, Asheville, 400 films; KVOB-TV, Beltham, 300 films, all Wometco enterprises stations, and KMJ-Fresno, 325 features.

... the sale to the Wometco Screen Gems "Post '48" pack as now been purchased by multiple-station groups. Pre-sale group sales were to the S-V O&Os; the Time-Life stations; Meredith; Newhouse, and other Cities.

My a UN Narrator

... Bellamy will narrate "Patient Mahattaya" as this edition of UN Radio's "Sound the World," heard Saturday on WOR and Sunday on the Mutual Broadcasting System. It is the true story of an FAO expert in Food and Agriculture Organization who went to Ceylon to teach some old farmers some tricks and encountered some forms of human nature.

Now on 50 Kw.

West Coast Bureau of RADIO-TV DAILY
Woodward—KPOL radio yesterday received notification that FCC has approved its broadcasting on 50 kilowatts. The station will air its programs today at the increased power.

Circumnavigators' Pilot Finally Outside N.Y.C.

Detroit—For the first time in 10 years of its existence, the International Circumnavigators will have a president who will not live within the confines of Manhattan Island. WWJ-TV's George F. Pierrot, host of seven weekly travel programs, is the president.

TV Guide Hits Record For 2nd Straight Week

Radnor, Pa.—James T. Quirk, publisher of TV Guide, has announced the Jan. 6 issue had a circulation of 8.3 million, even higher than the issue for Dec. 30, which had passed the 8-million mark for the first time. Estimated sales of the Dec. 30 issue were 8,073,608.

'Perry Mason' to MC Miami Palsy Appeal

Miami—For the fifth consecutive year the United Cerebral Palsy telethon will be carried on WCKT-TV, in a remote telecast from Miami Beach Auditorium.

The special fund-raising show will begin Saturday night and continue without interruption till Sunday afternoon. Bob Clayton will emcee the first part of the show, and Raymond Burr (Perry Mason) will take over in the early hours of Sunday morning.

In addition to Clayton and Burr, Jane Pickens, Eileen Wood, Joe Bodrie, Jack Spear (Pip the Piper) and Cliff Ferre will appear on the show. Gene Walz and Jack Speciale are production managers for the station and UCP of Florida, respectively.

Frost Promotes Bond To WTFM Prod. Mgr.

The Friendly Frost Broadcast Division has promoted Bryce Bond to production manager of WTFM, its stereo FM station in New York, and named Roberto Stampa to the outlet's roster of "continental" program hosts as a replacement for Bond on "Sundial," four-hour daily morning show.

Bond joined WTFM prior to its initiation of broadcasting last November. Stampa, who has been narrator of "Foreign Film Festival" on WOR-TV Saturday nights, is also host of a weekly "New York - Roma - New York" program for Italy's RAI radio network.

170 Color Cartoons Bolster Crosley Sked

Cincinnati—Crosley Broadcasting Corp. has purchased 170 color cartoons of "Casper, the Friendly Ghost & Company," a number of which have never before been aired on TV. They will be used in WLWT's "Mr. Hop" colorcast every Saturday morning, and an all-cartoon 45-minute colorcast Sunday mornings.

Addition of the all-color cartoon series brings the week's local colorcasting hours on WLWT to some 25 hours. NBC-TV feeds through another 31 hours for an overall combined total of 56 hours per week—excluding local and network specials.

Crosley said that according to a recent ARB report, adult viewers represent more than 25 per cent of the total viewing audience for cartoons, with teenagers well-represented in the remaining 75 per cent.

'Caretaker' Hit Cast Plays CBS' 'Accent'

Three scenes from Harold Pinter's controversial drama, "The Caretaker," will be presented by the members of the Broadway cast in the first of a two-part series on "Accent" on CBS-TV Saturday. On the following Saturday, Lillian Hellman, prominent playwright, Henry Hewes, drama critic for The Saturday Review, and Dwight McDonald, film critic for Esquire magazine, will comment on the play. John Ciardi will serve as the host of both programs.

Wolper, Sterling Sign

(Continued from Page 1)

erties made specifically for other distributors.

In joint production at Wolper-Sterling now is "Hollywood: The Talkies," a two-phase special, each segment one hour long, under option to Procter & Gamble through Benton & Bowles. This program picks up the story of the movie industry from the point where the recently broadcast "Hollywood: The Golden Years" left off—the arrival of sound pictures. P&G also will sponsor a second run of "Hollywood: The Golden Years" sometime during 1962.

Sterling and Wolper are also putting together for syndication an integrated package of 26 hour specials of the best of already produced specials combined with new programs made expressly for the series. Discussions are under way with Mike Wallace to act as host, with the openings to be shot by Wolper.



By PETER C. DAVALLE

Equity, the actors' union whose dispute with the Independent Television companies is now in its third month, has struck one of its deadliest blows. It has scuttled production of two TV film series by the Incorporated Television Company, ATV's subsidiary, which would have given work to more than 1,000 actors and 600 technicians, and, if sold in the U. S., would have earned about \$12,000,000 . . . Series are "Collector's Item" and "Amazing Mr. Thorndyke" . . . I predict that this latest move by Equity will lead to a showdown with Sir Tom O'Brien, boss of the powerful National Association of Theatrical and Kine Employees. O'Brien has been losing patience with Equity for the past few weeks. Now, with such serious redundancy in the film industry, it looks like all-out inter-union war.

Effects of the TV strike make dramatic reading. Advertisers are now threatening to withdraw patronage and switch to newspapers and magazines. This is because of the viewers' continued swing away from sponsored TV to BBC-TV . . . The small ITV companies are increasingly showing their independence of the Big Four networks by putting out locally-originated programs. Less all-network transmissions mean smaller shop-windows for advertisers . . . BBC-TV has made no official comment on its rivals' crisis, but must be feeling a bit smug about soaring ratings compared with the pre-strike era.

Britain's TV and radio retailers will protest to the government about preferential treatment for the country's booming TV rental business. They say the down payment for rentals is much less than for purchase.

Controller of BBC-TV service engineering since 1956, Mr. M. J. L. Pulling, 55, is promoted to assistant director of engineering, a new post . . . Bandleader Eric Robinson, most popular of BBC-TV's light music conductors, has asked bandleader Eric Robinson, leader of a jazz group, to change his name. Reason: too much confusion in the mind of listeners and viewers . . . It's a black eye for "Candid Camera" hoaxer Jonathan Routh. He got it from an ex-boxer when posing as a "work-to-rule" salesman in a hardware shop.

Second of BBC-TV's two-part series "The Titans"—the first was devoted to Russia—deals with the rise of American power, from the 'invasion' by European immigrants in the 1890s to the Kennedy era. Malcolm Muggeridge, former "Daily Telegraph" correspondent in Washington, writes and narrates the program . . . Anglia Television have got two films among the 56 entrants in this week's International Television Festival at Monte Carlo.

British comic Norman Vaughan was 'on trial' by 20 million viewers this week. He was given a one-night-only chance by ATV's boss Val Parnell to prove that he could take over from Britain's top TV MC Bruce Forsyth in ATV's top-rating "Palladium" show. Val's verdict (and the critics' too): "Norman has won his spurs. He'll stay on." Bruce is doing a pantomime stunt in the provinces. At £1000 a "Palladium" performance, he's Britain's best-paid TV entertainer.

Elia Kazan breezed into London for extensive TV and radio interviews to boost his new film "Splendor in the Grass." He crammed 3 TV interviews, 3 radio inquisitions and several Press conferences into 3 days . . . My own 45-minute TV profile on Kazan goes out on the entire BBC-TV network in a couple of weeks.

Katz Agency Sales Rep For Wilkes-Barre UHF

Wilkes-Barre, Pa. — WBRE-TV, Wilkes-Barre — Scranton, Pennsylvania, has appointed The Katz Agency, Inc., as national sales representatives.

WBRE-TV went on the air Jan. 1, 1953 as a pioneer UHF station. A primary NBC affiliate, it is owned and operated by WBRE-TV, Inc.

WTCN Adds Dick Ford As Nightly Newscaster

Minneapolis — Dick Ford, who joined the staff in November, is seen on "WTCN News" Sunday through Friday nights. Before moving to the Twin Cities' Time-Life broadcast outlets, Ford was news editor for WSAZ-AM-TV, Huntington, W. Va. Prior to that he was WPTZ-TV, Plattsburg, N. Y., news director.

CBS Radio Reports 206 Affiliates in '61

(Continued from Page 1)

tives of opposing opinions, was exercised 29 times during the year.

Other activities of the seven CBS-owned stations included 5 independently-produced documentaries on slum housing, narcotics addiction, civil defense public health, local government and politics and occupational guidance.

In the course of the year, the number of CBS Radio affiliates rose from 195 to 206 on the U. S. mainland, a gain of 11 stations and to 218, including Canada, Alaska, Hawaii and the Philippines.

News, with public affairs broadcasts, accounted for some 50 per cent of the network's program schedule in 1961.

Philharmonic Back

The New York Philharmonic returned to the network for its 32nd season of concert broadcasts, originating at Carnegie Hall. In addition to Leonard Bernstein, the orchestra's director, the conductors are Josef Krips, Paul Paray, Fritz Reiner, Thomas Schippers, Georg Solti, William Steinberg and Alfred Wallenstein. All concerts are broadcast in their entirety.

There were also performances by other noted orchestras and music groups, among them the Salt Lake City Tabernacle Choir and the Cleveland Symphony Orchestra. From April to September, "World Music Festivals" presented distinguished European orchestras, tape-recorded at public performances in Europe. And some 1,000 programs of the world's foremost jazz artists and big name bands were broadcast from remote origination points across the nation.

Full Sports Schedule

In the world of sports, CBS Radio presented regularly-scheduled programs of sports news, information and analysis totaling 16 broadcasts a week. The best-known of these was possibly "It's Sports Time," with Phil Rizzuto and Pat Summerall, presented six times weekly.

34 Radio Stations Sign Sands Baby Care Series

Alan Sands Productions, packagers of "Your Child and You," has been purchased by three more radio stations and is now in a total of 34 markets. The recorded series consists of 260 capsule radio programs on baby and child care.

Latest sales were to WITY, Danville, Ill.; KCCR, Pierre, S. D., and CKCW, Moncton, N. B.

DISCOUNTERS DISCOVER PRICE APPEAL ON RADIO

"Proportionately more discounters are using Radio than conventional department stores and... their approach to radio is in many ways more sophisticated than their use of print media," Radio Advertising Bureau VP Miles David told executives of the nation's leading department stores at the annual publicity directors meeting of the Associated Merchandising Corp. Many discounters, he contended, "have learned to project their basic story dramatically and effectively. They skillfully use radio to create P.O.V.—presumption of value—in which listeners assume that every item in the store is bargain priced, because the commercials drive home the appeal of a few selected special items."

David predicted that "as more conventional retailers adopt radio, discounters will find it easier, even more sophisticated, to get their distinctive message across."

Broadcasters Blast House Coverage Ban

(Continued from Page 1)

Independent Program Company producer for New York City's WPIX of the original TV coverage of the Kefauver crime hearings in the early 50's, told McCormack and 16 other Congressmen who have expressed themselves publicly on the issue, that the House only represents "one vital, irremediable gap" in TV coverage of important hearings.

He told the lawmakers there is no suggestion that House committee chambers be turned into "stage settings for the benefit of our industry or our program," "judicious use of TV," he said, would do much toward building a closer bridge of understanding between Americans and their government.

Sees Dignity Unimpaired

Televising of past Senate hearings has demonstrated that such coverage can be handled without undermining the dignity of the hearing chamber or disrupting the proceedings.

The NAB has addressed itself to 17 Congressmen on the McCormack pronouncement.

Frank P. Fogarty, executive vice president of Meredith Broadcasting and chairman of NAB's Freedom of Information Committee, said: "We are still determined to put broadcast journalism on an equal footing with the print media."

Save Bell at WOW-TV

Omaha—Stephen Scott Bell has announced the WOW-TV announcing staff.

Moss Hart's Last Act Is Chat with Loewe

"Frederick Loewe and Moss Hart, Face to Face," to be presented Sunday on WQXR, will serve as a tribute to the late Hart as well as a review of the 30-year career of composer Loewe. The program was recorded in New York several weeks before producer-director Hart died and is understood to be his last public appearance.

In the radio special Hart and Loewe reminisce about their collaborations on the musical stage. Hart's widow, Kitty Carlisle, agreed that presentation of the show should not be affected by her husband's death.

George Lord Reporting Direct from Washington

Philadelphia — WCAU Radio's public affairs director George Lord is reporting direct from Washington on Mondays and Tuesdays, now that Congress is back in session.

Race Relations Aired

The Urban League of New York will present "The Role of the Volunteer in Race Relations," Sunday on WLIB. Speakers will be Gould Maynard and Randolph White.

Takes to TV to Tell Housewives' Tax Tale

Charles A. Church, New York district director for the Internal Revenue Service, will present a special report on the tax liability of housewives, Jan. 29 on WABC-TV's "Joe Franklin's Memory Lane."

St. Louis Media Club Elects New Officers

St. Louis — Alfred Fleishman, senior partner of the Fleishman-Hillard public relations agency, has been re-elected president of the Media Club, luncheon and dinner club for advertising and PR executives.

Other officers include Robert Hyland, re-elected chairman, a CBS vice president and general manager of CBS-owned KMOX; Harry W. Chesley, Jr., vice president; Raymond E. Krings, secretary and John C. Naylor, Jr., treasurer.

New members of the board are Richard H. Amberg, Robert Lasch, Maurice L. Hirsch and Raymond Krings. Fred F. Rowden was named honorary chairman of the organization.

Transcontinent Declares Increase in Dividend

(Continued from Page 1)

FM, Rochester, in the amount of \$1.28 per share.

TTC directors, meantime, declared a dividend of 12.5 cents per share yesterday on the outstanding common stock, payable Feb. 12 to holders of record Jan. 31. This represents an increase of 2.5 cents per share over the dividend paid last Nov. 17. During 1961 dividends totaling 30 cents per share were paid on the equivalent number of outstanding shares, and in 1960 the total was 5 cents per share.

The annual stockholders meeting will be held April 26 at the TTC corporate offices here, when all stockholders of record March 23 will be able to vote.

STORK NEWS

A daughter, their third child, born to Mr. and Mrs. Lou Tedesco on Jan. 13. Father is director of CBS-TV's daytime series, "Password."

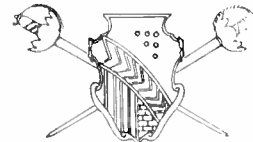
VW Dealers Sponsor TV Essay Contest

Boston — Volkswagen dealers here are sponsoring a \$1,000 scholarship contest for high school students, in connection with the new documentary series, "Perspective on Greatness," bowing tomorrow on WNAC-TV. Students are to submit essays on the men or women whose lives are profiled in the monthly programs.

Hughes in Radio Quiz On Inaugural Talk

New Brunswick—Gov. Richard J. Hughes will be the guest on the Rutgers U. Forum scheduled for initial broadcast on Tuesday. It will be heard at various times and days thereafter on 25 radio stations in New Jersey. Three veteran State House reporters will interview the new governor on the state university's 25-minute conference of the air.

The interviewers, who will question Hughes on his inaugural address, will be John Kolesar, Associated Press State House correspondent; William Dietz, Asbury Park Press State House correspondent, and Bolton Schwartz, State House correspondent for the Passaic-Clifton Herald News.



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MARTIN HIMMEL, President

ABC-TV 'Alcoa' Show Going to Medical Groups

Hollywood — Prints of "People Need People," the Oct. 10 segment of the Revue-produced ABC-TV series, "Alcoa Presents," are being furnished to more than 40 government, state and private hospital and research organizations by Revue and Alcoa for private screenings.

Boston Outlet Skeds 3-Hour Palsy Appeal

Boston — As part of the local Cerebral Palsy fund appeal, WM-EX will broadcast a three-hour-or-longer talkathon Saturday night. The show will begin at 10 and run till one o'clock or longer, depending on responses.

Singing star Connie Francis will be featured, and Jerry Williams will emcee.

In previous charity drives, the station has raised as much as \$20,000 in a single evening.

Arm of ARTS Appoints Kelly Distrib Manager

Sponsors Film Service has appointed Alfred Kelly as manager of commercial distribution. Sponsors Film Service is the film distribution arm of Advertising Radio and Television Services, Inc.

Kelly joined ARTS organization as a member of the editorial staff and, prior to his present appointment, was manager of Sponsors Film Storage. He has also been with the CBS and NBC film departments.

Henry Ford Receives Ad Council's Award

Henry Ford II, Ford Motor Co. board chairman, last night received the Advertising Council's annual public service award at that organization's 20th anniversary dinner in the Waldorf-Astoria.

Neil McElroy, Procter & Gamble Co. chairman, who received the award in 1960, made the presentation.

In a speech, Ford noted the growth of the European common market and unification of Europe. He stated the U. S. "must become a near partner in European affairs, not a distant cousin."

Senator Lehman to Guest On 'Directions 62' Sunday

Former Sen. Herbert Lehman will be interviewed Sunday by Lisa Howard, on ABC-TV's "Directions '62—A Jewish Perspective." Eleanor Roosevelt, a friend of the ex-senator, will also appear briefly on the program. The show is a joint presentation of ABC-TV and the Jewish Theological Seminary.

John Oxberry in Europe

John Oxberry, president of Animation Equipment, is in London to confer with studio officials of Guild TV Services, Humphrey Film Laboratories, Color Film Services, National Screen and Studio Film. He expects to also visit France, Germany, Yugoslavia, possibly Sweden, Czechoslovakia and Italy, and return via Japan.

Coast-to-Coast Flashes

Gaughran A Jaycee MC

Waterbury — Ken Gaughran, deejay and program director of WWCO and head of Ken Gaughran Productions, has been named MC-toastmaster for the Distinguished Service Award presentation and banquet held by the Junior Chamber of Commerce to honor their city's Outstanding Young Man of the Year.

KCMO Account Director

Kansas City — Dick Wall has joined KCMO Broadcasting as account exec for KCMO-AM. He was previously with Superior Sales, Kansas City, as sales manager.

Nuclear Powers Probed

Boston — The dilemmas the world faces with nuclear power are summarized in "The Passing Time," the final program of "The

Nuclear Age" series to be shown on WHDH-TV Sunday. Peter Gosling, Michigan U. professor in the geography department, is host for the series.

Hamilton Heads WDTM News

Detroit — Jack Hamilton has joined the staff of WDTM as director of news and commentary. Hamilton will direct further expansion of WDTM's current affairs background reporting and the extension of this service to other midwestern Taliesin stations.

Sheils & Bruno Associate

Hollywood — Dick Webster has joined the management firm of Sheils & Bruno as an associate. Formerly president of Arena Stars, Inc., and for four years a VP of General Artists Corp., he will operate out of the Beverly Hills office.

AGENCY NEWSCAST

By WM. McCUTTIE

Dennis Day, beginning Monday, will sing the praises of Harrison Radiator Division of General Motors Corp. through a 26-week radio spot campaign in over 61 per cent of U.S. homes. The commercials, designed to reach car owners and prospective car buyers in the nation's top markets, have been scheduled for 16,752 spots on 199 local radio stations. Don Wilson and Frank Nelson of the "Jack Benny how" and a Hollywood studio work are among supporters. Agency is P. P. Brother & Co., Detroit.

William Esty Co. has named Eugene A. Petrillo and Daniel M. Burns VPs. Execs serve R. J. Reynolds Tobacco and Ballantine Ale respectively. . . . Harry C. Gibbs (known as "Texas Bruce on KSD-TV's Wrangler's Club Show") has been made a senior partner at Savan and Hammerman Advertising, St. Louis.

The Musical Commercial Producers Association has sent questionnaires to the nation's top ad tune makers to ascertain areas of mutual problems, priority of their importance or non-importance, and ways and means of alleviating them.

Publicists to Hear WNAC Ad Director

Boston — WNAC-AM-TV advertising and publicity director Phyllis Doherty, will address the Publicity Club of Boston at the Boston U. College of PR and Communications auditorium Monday evening.

Pile Up Chow In 'Fat' Chat

CBS News' Harry Reasoner will stand before a background of 50 quarts of milk, four crates of oranges, a bushel of eggplant, four whole lambs and two sides of beef when he reports on "The Fat American," tonight on CBS TV.

Reasoner's report was taped in a warehouse at Linden, N. J., before a mountain of food representing a year's consumption by the average American family.

Producer of the show is Gene De Paris.

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VOL. 90, NO. 14

FRIDAY, JANUARY 15, 1960

TEN CENTS

MOON SHOT A SURPRISE BONANZA

Spokane Sales Hit 3 1/4 MILS.

KXLY-AM-FM-TV Bought By No. Pacific Group

Washington Bureau of RADIO-TV DAILY
Washington — Sale of KXLY-AM-FM and KXLY-TV, Channel 12, all in Spokane, Wash., by Northern Pacific Radio and Kelp Television, respectively, to Spokane Television, Inc., was announced yesterday.

CBC Is 42nd Member For TvB of Canada

Special To RADIO-TV DAILY
Montreal—CBC has joined TvB of Canada as its 42nd member because "we believe in a united television industry," O. J. W. Whigg, Sales-policy, Planning Director of CBC, said yesterday. "We are closing ranks with private stations."

Meridian, Miss.—Earl C. Van Dyke, 38, who recently resigned as a KBOY, Dallas, newsman, to accept a job with a Miami station, was killed yesterday in a highway accident here.

Marion Folsom, Geo. Ball Joining Editorial Roster

Marion B. Folsom, Secretary of Health, Education, and Welfare in the Eisenhower Administration, will address the NAB's Mar. 1-2 Conference on Public Affairs and Editorializing in Washington. NAB president LeRoy Collins has announced that George W. Ball, undersecretary of State, will be secretary Dean Rusk in a background briefing of the broadcast delegates on world affairs.

Actuality Undergoes 'A Quiet Revolution'

Current sponsorship of actuality TV programs for "hard-sell" product commercials, instead of institutional corporate messages, is the third phase of video's "quiet revolution."

Marking each phase clinically through the experience of NBC, Don Durgin, TV Network Sales vice president, told the Cincinnati Advertisers Club that the preceding advances were:

First: A growing interest in actuality.

CBS-TV O-O Prog. Dirs. Slate 2-Day N.Y. Meet

Program directors of the five CBS-owned TV stations will meet Jan. 30-31 at the St. Regis Hotel in New York to discuss, among other things, one-hour specials, feature films and educational and public affairs programming.

They are Dan Gallagher, WCBS-TV, and James Knight, WTRF-TV, Wheeling, are winners of the fourth annual NBC Promotion Contest.

Pitt, Wheeling TV Execs Top NBC Promo Awards

Caley Augustine of WIIC, Pittsburgh, and James Knight, WTRF-TV, Wheeling, are winners of the fourth annual NBC Promotion Contest.

Indianapolis Battle Rages On

Washington — The FCC has taken a tentative step toward turning down Crosley Broadcasting's appeal for reconsideration and rehearing of the case in which the Commission took Indianapolis Channel 13 away from Crosley and gave it to WIBC, Inc. The FCC staff was directed to draw up papers denying the Crosley petition which is still subject to final commission vote.

LUNAR TRY OPENS WAY TO MEET ORBIT COSTS

A surprise bonanza for broadcasting's all-out coverage of Cape Canaveral's Project Mercury man-in-orbit—involving contingents of top news personnel and huge expenditures—

Hearing Date Changed

Washington—Starting date for network testimony in the FCC programming hearings is back to its original day—Jan. 23 (Tuesday). It was first pushed back to Jan. 24 at CBS' request because of space shoot activity, but was moved up again when the shoot was delayed. A press briefing by FCC chairman Minow, slated for Tuesday, has in turn been moved up to Monday.

Double-Duty TV Tape New Plus for Stations

An advance enabling TV tape recorders to operate at half the conventional speed to double the amount of information contained on a given magnetic length, was announced today by RCA. A 50 per cent reduction in cost is seen, according to C. H. Colledge, division vice president and general manager, RCA Broadcast and Recording Division.

came yesterday with word from the National Aeronautics and Space Administration that, starting Monday, it will try to send a Ranger III spacecraft on a 66-hour trip to the moon.

With radio and TV's forces already marshalled at the Florida base, the moon shot is certain to provide unparalleled audiences.

Roger Clipp Honored In Temple U. Citation

Philadelphia—Temple University will honor Roger W. Clipp, vice president, Radio & TV Division of Triangle Publications, with the Russell H. Conwell Award at the General Alumni Association's third jubilee Founder's Dinner, Saturday, Jan. 27. The accompanying citation the award will recognize his aid to the university's radio, speech and theatre program.

Kovacs' Last Special To Run Without Ads

The last special taped by the late Ernie Kovacs will be aired as planned Tuesday night on ABC-TV . . . but all commercials have been removed at request of the sponsor, Consolidated Cigar Corp. for Dutch Masters, which will still pick up the tab. The extra time will be filled by one of Kovacs' favorite routines from his previous shows. ABC-TV said it received many requests to run the show and it was also the wish of his widow, Edie Adams. She said: "Ernie wanted the show to be seen and enjoyed."

WILKA CHASE! TONIGHT ON PM EAST & PM WEST





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 MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
 ARTHUR PERLES : : : : Editor

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 46-4324.

Gold Rose Is Trophy At Swiss Festival

Special To RADIO-TV DAILY

Geneva—The Swiss Broadcasting Corp. has invited the world's TV networks to submit entries to the International TV Festival's "Golden Rose" contest, to be held at Montreux in April and May.

Programs in the three categories of comedy, drama and music, without commercials, will be accepted. First prize is the "Golden Rose of Montreux," plus 10,000 Swiss francs. Second prize is a silver rose, and third, a bronze one. All "roses" are in sculptured metal.

COMING AND GOING

NOEL REESE, executive VP of the Keystone Broadcasting System, has returned from a two-day briefing at Strategic Air Command headquarters, Auffedt Air Force Base, Nebraska.

JULIO DI BENEDETTO, director-producer of "Candid Camera," and a member of Bob Banner Associates, to Hollywood today in connection with the upcoming CBS-TV "TV Tonight" series.

MEL STUART, producer, has returned to Hollywood from Washington, D. C. huddles with the Department of Defense, regarding the Wolper Productions' "D-Day," which will be aired in June on NBC-TV.

ROBERT A. J. BORDLEY, general sales manager for WTOP-TV, Washington, to TVAR offices in Chicago and Minneapolis.

JACK HALEY, JR., to South Bend, Ind., to research Notre Dame U's film archives for footage to be included in "Knut Rockne" segment in Wolper Productions' "Biography" series.

JULIAN "CANNONBALL" ADDERLEY returns to New York today, after concert dates in Flint, Mich.

MORT FLEISCHL, general manager of KBON, Omaha, arrives in town Monday to work with new reps, Advertising Time Sales.

'Tom Terrific' Enters Syndie Mart via CBS

"Tom Terrific," cartoon feature in CBS-TV's "Captain Kangaroo" series, is being placed in syndication by CBS Films and will be available for scheduling by stations starting Feb. 19. Produced by Terrytoons, a division of CBS Films, it consists of 130 cartoons which tell 26 stories in the form of five cartoons each.

CBS Films said the cartoons may be programmed as a five-minute Monday-through-Friday strip, as a "Tom Terrific" half-hour show or as inserts in existing children's programs.

In addition, dolls of Mighty Manfred, the Wonder Dog; Tom Terrific hats, and story and coloring books based on the "Tom Terrific" series have been licensed for retail sale across the country by CBS Films.

Air Force Cites WMGM

The U.S. Air Force has presented WMGM, New York, with a Class I Award "In recognition of consistent and devoted service in assisting the USAF Recruiting Service and in appreciation of conscientious efforts towards the advancement of peace through air power."

NBC Names Promo Winners

(Continued from Page 1)

Managers Awards Campaign for local station support of the 1961-'62 NBC-TV program schedule. Augustine won in the "over \$700 rate" and Knight topped the "under \$700" category.

Entries were grouped into two categories to compensate for the difference in size of competing stations, and were judged in four principal areas: press, advertising, promotion and showman in special exploitations.

The six major winners, including runners-up in each division, will receive a one-week trip to

DJ, Reformed Speeder, Broadcasts Safety Tips

Bridgeport, Conn.—WNAB disk jockey Ray Carroll, convicted of speeding on the Connecticut Turnpike, had his driver's license suspended for 30 days. However, the station has arranged for him to do his morning show from his Westport home, where in conjunction with State Police he will offer tips on how to save lives as well as licenses.

U.S. TV Eyes Middle East

Television Program Export Association will establish permanent reporting posts in key cities of the Middle East and Africa as part of a plan to appraise the marketing potential for American TV shows in that part of the world. TPEA president John G. McCarty, who has left for a tour of the overseas areas, said on-the-ground studies will also be made.

Of the hundreds of millions of people in the area to be studied, TPEA estimates only some 75,000 own TV sets, served by a total of about 15 stations. It was pointed out, however, that "these figures are bound to multiply."

Hollywood and Las Vegas, "Over \$700 rate" runners up were Kirt Harris, KPRC-TV, Houston, and Donn Winther, WBZ-TV, Boston. "Under \$700" runners-up were Cal Mahlock, WKJG-TV, Fort Wayne, and Frank J. Doherty, Jr., WWLP, Springfield, Mass.

The fourth-through 10th winners will also receive prizes. Judges were Thomas McAvity of J. Walter Thompson; Lee Currin of Benton & Bowles; Harry Omerle of Sullivan, Stauffer, Colwell & Bayles, and Ben Holme of McCann-Erickson.

FINANCIAL

(Jan. 18)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	163/4	161/8	165/8 +
AB-PT	445/8	431/4	441/2 +
A. T. & T.	1307/8	1293/8	1307/8 +
AVCO	25	243/8	25 +
CBS	387/8	383/8	385/8 +
Columbia Pic.	301/2	30	301/8 +
Crow-Callier	365/8	355/8	361/4 +
Decca	42	401/8	401/2 +
Disney	371/2	363/4	371/4 +
East. Kodak	104	1013/4	1031/4 +
Gen. Prec	551/2	543/4	55 +
Gen. Tel	261/2	261/4	263/8 +
Hazeltine Corp	287/8	281/2	287/8 +
Loew's Thea.	421/4	421/2	42 +
Magnavox	393/4	381/2	391/2 +
MCA	73	73	73 +
M-G-M	48	471/8	473/4 +
NAFI	311/8	301/2	303/4 +
Nat. Theatres	63/4	61/2	63/4 +
Plough	801/2	783/4	783/4 +
RCA	525/8	521/4	521/2 +
20th-Fox	381/2	38	383/8 +
United Artists	331/4	327/8	331/4 +
Warner Bros.	77	75	76 +
Westinhouse	363/4	36	363/8 +
Zenith Radio	673/4	661/4	671/2 +

AMERICAN STOCK EXCHANGE

Capital Cities	181/2	181/2	181/2
Desilu	103/4	105/8	105/8
Reeves Sound	61/2	61/2	61/2
Screen Gems	217/8	213/8	217/8
Technicolor	223/4	213/8	221/8 +
TelePrompTer	151/4	15	15
Trans-Lux	18	173/4	18
TV Industries	23/4	23/4	23/4

* OVER THE COUNTER

	Bid	Ask
Bartell	35	
Jerrold	8	
Meredith	33	34
Metromedia	155/8	16
Official Films	23/8	
Scranton	8	
Stirling	21/2	
Taft	19	20
Transcontinent	93/4	11
Wometco	241/4	25

* Courtesy of National Association of Security Dealers.

Hugh O'Brian to Star In 'Spellbound' on NBC

Hugh O'Brian will star in "Theatre '62" presentation, "Spellbound," which will be aired Feb. 11, in color on NBC-TV. It will be the fifth show of the "Theatre '62" series which is being produced by Fred Coe.

O'Brian, who created the role of Wyatt Earp on TV, has starred on "Playhouse 90," "American Heritage," "Play of the Week" and received especial acclaim for acting with Cathleen Nesbitt in the TV presentation, "Winged Victory." Most recently, he appeared on Broadway in "The Love."

RADIO-TV EXECUTIVE

available. Wishes to relocate West Coast. 15 yr proven record of success in large and small markets, including management, sales, merchandising, programming. Outstanding reputation. Presently employed.
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O REAPS LOCAL DATA IN CHILDREN'S PROGRAMS

provide an exchange of ideas and experience among
casters as an aid in planning children's programs a book
cal shows for the younger set was announced as a project



HAUSMAN

of the indus-
try's Television
Information
Committee.

Clair R. Mc-
Collough, TIO
chairman, said
the book, slated
for Fall publi-
cation, will be
based on a na-
tionwide survey
currently being
conducted by
that organiza-

collough added the book
ring together all available
mation on "sources of pro-
gram material, talent, and ideas,
with technical and promo-
tional suggestions for this very spe-
cific band of programming."

television stations which
become new TIO sponsors
in October are WHAS-TV,
Louisville; KRNT-TV, Des Moines;
WLAKE-TV, Wichita, Kansas;
WLTN-TV, Mason City, Iowa;
WMTV, Hamilton, Bermuda;
WTAET-TV, Pittsburgh.

Social Studies Project

Executive Director Louis Hausman re-
cently announced a joint project on utiliza-
tion of TV in the social studies
curricula in elementary and sec-
ondary schools. This is being de-
veloped with a special committee
of the National Council for the
Social Studies.

He cited favorable reception
by educators to "Television
in the Teaching of English," a
newly published book on the use of tele-
vision in the English curriculum
which was distributed with TIO
membership to 60,000 teachers of
English through the National
Council of Teachers of English.

At Winter Meeting

Attending the Winter Informa-
tion Committee meeting, beside
Clough and Hausman, were:
Bernstein, NBC; Roger W.
Bryant, Triangle Publications; Jo-
seph L. Drilling, WJW-TV, Cleve-
land; J. C. Wrede Petersmeyer, Co-
lumbian Stations; Willard E. Wal-
den, KTRK-TV, Houston;
George Bristol, CBS Television
Network (substituting for John
Gowden); Stephen Strassberg,
NBC (substituting for Michael J.
Strassberg); and Roy Danish, TIO As-
sociate Director.

Stereo in St. Louis

St. Louis — KCFM has begun
a limited FM stereo broadcasting.
Harry Eidelman is president of
Commercial Broadcasting Co.,
operator of the station in the De-
Vere night club strip.

Close Scrutiny Pressed On Sexy, Violent Lyrics

Lyrics of popular songs should
be carefully scrutinized to guard
against suggestive matter, Adam
Young, president of the Adam
Young Cos. and chairman of the
Radio Trade Practices Committee
of the Station Representatives As-
sociation, has suggested to the
NAB Code Committee.

Many songs dealing with sex
and violent death are beamed di-
rectly at the teenage audience, he
said.

Grant WTSP Largo Channel

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has
voted to grant a new TV station
on Channel 10 in Largo, Fla., to
WTSP-TV, Inc., while denying
competing bids of Florida Gulf-
coast Broadcasters, City of St.
Petersburg, Suncoast Cities Broad-
casting, Tampa Telecasters and
Bay Area Telecasting. The vote
was 3-2 with chairman Minow
joining commissioner Bartley in
dissent, and Hyde and Ford not
participating.

WTSP will have to accept any
interference which might result
if the commission later decides to
put a co-channel station in Jack-
sonville at less than minimum
mileage separation from the new
Largo station.

Barry Gray Exec Leaves

Walter Kirschenbaum has re-
signed as associate producer of
the late night "Barry Gray Show"
on WMCA, New York, to accept
appointment as public relations-
information director for the New
York City Department of Licen-
ses. He has been with the pro-
gram since 1954 and is being re-
placed by Miss Judith Tarlo, who
has been its director for the past
year.

Peace Move in ITV Strike

Special To RADIO-TV DAILY

London — Equity, the actors'
union whose dispute with the In-
dependent Television companies
has forced more than a dozen
top-rated shows off the screens,
has made a peace offer in an
attempt to end the 10-week-old
strike.

McCorkle to Develop Westinghouse Execs

Russell W. McCorkle, business
manager at KDKA and KDKA-
TV, Pittsburgh, for the past
two years, has been appointed
management development
director for the
Westinghouse
Broadcasting
Co., and will
headquarter in
New York, it
was announced
by Rolland V.
Tooke, WBC's
executive vice
president.



McCORKLE

McCorkle has been with West-
inghouse for 20 years, joining the
company's Merchant Marine Di-
vision at South Philadelphia.
After World War II he transfer-
red to the broadcasting subsidiary
and has served in financial and
accounting capacities at KYW,
Cleveland; KEX, Portland, Ore.,
and the corporate staff as well as
the KDKA stations.

Tooke said the appointment
"reflects our conviction that the
need for highly skilled profes-
sional management in radio and TV
broadcasting will become mate-
rially more critical in the years
immediately ahead."

Hub State Happenings In Weekly Radio Review

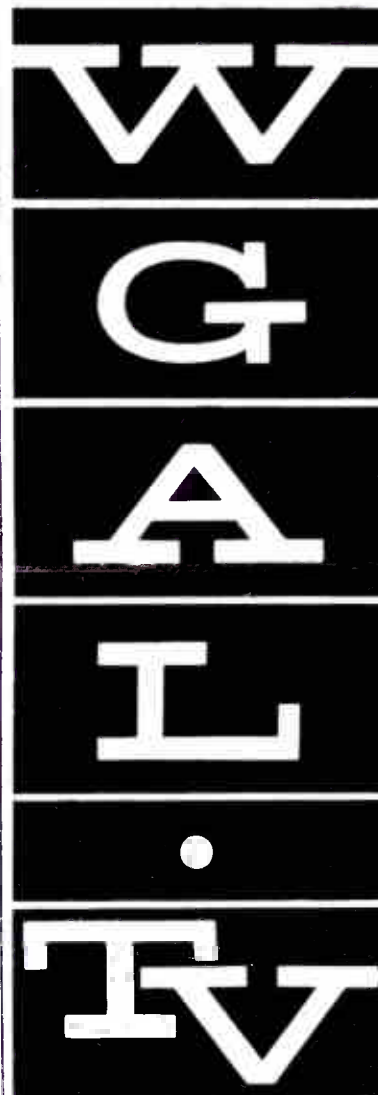
Boston — A comprehensive re-
view of the week's news happen-
ings in the Hub State is the sub-
ject of a new series of 15-minute
news review programs being aired
every Sunday on WMEX.

The inaugural show last week-
end featured news interviews
with Gov. John Volpe, Rep. Har-
rison Chadwick and Speaker of
the House John McCormack. Pro-
duced by WMEX Instant News,
the series was originated by M.
Evans Richmond, head of WMEX.

Praise Cellomatic Aids

Cellomatic Corp.'s animation
projector was utilized in the CBS
production of "John Brown's
Body" last Sunday. The visuals,
created and produced by the
graphic arts department of Celloma-
tic, received accolades from the
critics reviewing the TV perform-
ance.

in
the
public
interest



STEINMAN STATION
Clair McCollough, Pres.



Representative: MEEKER

DJ Dan Valle Denies He Controls Weather

White Plains, N. Y.—Dan Valle, marking his 10th anniversary as host of WFAS' "Breakfast with Valle," says his only complaint is that a number of area mothers seem to blame him for the snow on days he announces school-closings. "I really only report the bad weather," he points out, "I don't make it."

Cameras Eye Parade Of Winter Carnival

Minneapolis—The annual Saturday parade—high spot of St. Paul's famed Winter Carnival—will be featured on a special live TV remote pickup by WTCN Jan. 27, for approximately two hours.

WTCN personalities Stuart A. Lindman and Dave Lee will serve as hosts for the parade program. Lindman is known for his nightly weather programs, and Lee is producer, puppeteer and star of the TV station's "Popeye 'n' Pete with Dave Lee" kiddie series. The parade coverage will be under the supervision of production manager Lloyd Bolkcom.

WWRL's National Rep Deal Goes to Pearson

Edith Dick, general manager of WWRL, New York 5 kw Negro market station, has appointed the John E. Pearson Co. as national representatives for the station.

Management of Pearson was taken over three months ago by Ralph Weil, Arnold Hartley and Joseph Savalli, who used to operate WOV (now WADO). Pearson has offices in Chicago, Atlanta, Dallas, San Francisco and Los Angeles, as well as in New York.

KXLY Stations Sold

(Continued from Page 1)

kane Television and its subsidiary, Spokane Radio, has been approved by the FCC, price for the radio operation was \$650,000, with the TV station bringing \$2,600,000. Commissioner Bartley voted for a further inquiry before approval.

Spokane Radio and TV are part of the Morgan Murphy newspaper-broadcasting interests, which is, in turn, owned by five separate corporations.

Gervan Buffalo TV Exec

Buffalo—Frank Gervan has been named sales manager of WGR-TV, Transcontinent Television Corp. station here. Local sales manager since August, 1960, he joined WGR-TV as a sales representative in 1956.



By TED GREEN

• • • Jack ("21") Barry and his wife, Patte Preble, have started broadcasting from the Hollywood Beach Hotel, Fla., on Barry's station, WGMA, and are developing radio shows for syndication. . . . The voice you heard of Bing Crosby when he was a baby on Perry Como's show Wednesday night is none other than Mary Lou Forster. Frankie Avalon skedded for a week's engagement at "Blinstrub's Village," in Boston, beginning Monday. . . . Aside to the grey flannel boys who were eyeing the beautiful gal lunching at the Barberry Room at the Berkshire Hotel yesterday. It was Sigrid Nelsson, Sweden's gift to the U.S.A. She's loaded with talent.

☆ ☆ ☆ ☆

• • • The New York Press Photographers are looking for "Miss Press Photographer of 1962" to reign at their awards dinner dance March 17 in the Waldorf-Astoria. Any girl over 18 and single (must be single) may enter; judging will be Jan. 28 at the Tavern-On-The-Green, Central Park West. . . . At last there's a fireplace to match the one seen in movies depicting ski resorts. Norman King installed a huge one in his Kingswood Country Club at Haverstraw, N. Y., so snow bunnies can keep their tootsies warm—and toast marshmallows at the same time.

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• • • Meet: WNBC producer-director Tony Messuri, who began his career 16 years ago as an actor . . . wrote continuity for Patti Page's "Scott Music Hall" and "E.S.P.," acted on the major networks, and directed summer theatre in White Plains, Mt. Vernon, and Scarborough after military service. In 1956 Tony joined NBC as a stage manager, and four years later, as a director for the news department, did such shows as "Journey to Understanding" and specials for "World Wide 60." Now he handles "Recital Hall," "Dialogue" and the week-end news shows. Also directing films, Tony's "Fire Alarm, the Story of Eng. Co. 227" is contending for the Ohio State Awards. His latest film is on the FBI in New York, airing Jan. 26.

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• • • Dick Jacobs touts the sound of his newest singing group, "The Escorts," due with their first release any deadline now . . . Cab Calloway, currently touring with the Harlem Globetrotters, out with his first Coral LP, "Blues Make Me Happy," proving further that there's nothing like a pro . . . Webb Pierce bidding for top pop honors with "Alla My Love" . . . that "Wonderland by Night" man, Bert Kaempfert, has a winner in "African Beat" and also a new album, "With a Sound in My Heart," blanketing the country's turntables for listening and dancing. . . . Epic Records original sound track recording of the sensational French film, "Les Liaisons Dangereuses," featuring Art Blakey's Jazz Messengers and Saxophonist Barney Wilen, is just great.

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• • • My Stetson's off to: Rhoda Mann, whose fine work on the newest Ford and Marx Toys commercials are winning accolades on Madison Ave. . . . Jim Lucas, for a great job on his morning WNBC Radio show. We still think he should do more public service. He's great at it. . . . Bob Dixon, whose interview shows on WCBS Radio are interesting and informative. . . . Tony Mitchell is back in New York after a successful hold-over engagement at the Club Bali in Dallas, and has been booked into the Shamrock-Hilton.

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• • • Good wishes are in order for E. Roger Muir and Bob Nicholson, celebrating the first anniversary of their production firm, just a year since they formed New Merritt Enterprises. Incidentally, they've just completed a pilot of their "Big News" program for NBC Canada, Ltd.

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• • • Merv Griffin booked the whole "rat pack" on his "Play Your Hunch" show . . . Maestro Phil Bennett slated for an appearance on NBC's "Family" Jan. 30 . . . Apartment huntress Pat Palmer is renting apartments in luxurious remodeled town houses . . . Horace Silver a smash on his tour of Japan . . . Billy Reed, classiest of the "patrons," even has society's white-tie-and-tails set twisting at his Little Club Twist galas Monday eves.

'Candid Camera' Cons Gypsy Tea-Room Fans

Singer Jimmy Dean and A. Kelly, king of double-talk, are guests Jan. 28 on CBS-TV's "Candid Camera." Dean will pretend to be a Texan trying to marry a girl who speaks only Italian, with an interpreter, and Kelly will play a double-talking fortune teller in New York's Gypsy Tea Kettle. The show is taped for Bristol Myers by Allen Funt and Bob Banner Associates.

Good Nat'l Sales Mgr. For Detroit TV Outlet

Detroit—Peter S. Good has been promoted to national sales manager of WWJ-TV and Richard Bremkamp, Jr., has been added to the WWJ radio sales staff.

Good joined WWJ-TV in 1951 as a floor manager and was made a producer-director three years later. In 1956, he was made assistant program manager and most recently has been a sales rep.

Before joining WWJ radio, Bremkamp was successively salesman, sales manager and assistant manager of WCMW, Canton, Ohio.

Alan Framer Named VP For Starks' Starframe

Starframe, Inc., has appointed Alan Framer a vice president and advertising-promotion director. The company, headed by Don and Bill Stark of Mid-Atlantic Premiums, will merchandise new consumer products through radio and TV and provide a new pricing service to stations.

Framer was formerly associated with his brother, Walt, in Walt Framer Productions and Spotlight Promotions.

CBS-TV O-O Prog. Dirs. Slate 2-Day N.Y. Meet

(Continued from Page 1)

BS-TV, New York; Leon Drew, KNXT, Los Angeles; Charles Hinds, WBBM-TV, Chicago; John Downey, WCAU-TV, Philadelphia, and Don Markley, KMOX-TV, St. Louis. CBS-TV Stations Division execs attending will include Merle S. Jones, division president; Craig Lawrence, VP, CBS-TV stations, and Harvey Struthers, VP, station services.

OBITUARY

Elmer J. Roehl

St. Louis — Funeral services were held here for Elmer J. Roehl, 54, a staff musician at KSD-TV for 10 years. He died suddenly of a heart attack at the studio.

Reports' Examining Fall of Press Giants

The decline of the American newspaper industry and death of two large metropolitan dailies in Los Angeles will be the subject of "CBS Reports: Death in the City Room," scheduled Thursday on CBS-TV.

Mark Ethridge, chairman of the board of the Louisville Courier-Journal, and Louis Seltzer, editor of the Cleveland Press, will be interviewed on the present state of the press in the U. S. by news correspondent Charles Collingwood.

Films will be shown of news personnel winding up the last day on the Los Angeles Examiner and the Los Angeles Mirror, both of which went out of business within a few hours of each other, Jan. 5.

Half-Hour News Show Replaces Defunct Paper

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KTLA has begun a live, half-hour morning TV newspaper-of-the-air to fill the void resulting from the loss of the Los Angeles Examiner. Titled "A.M.-L.A.," it is compiled and prepared by the KTLA News Department under editor-in-chief Cleve Roberts.

Presiding over the broadcast is Stan Chambers, with Roberts providing commentary, Larry Tighe reporting on sports, Tom Franklin doing features and Larry Scheer giving live reports from the station's Telecopter.

CBC Joins TvB-Canada

(Continued from Page 1)

vate TV broadcasters because we are all involved in managing and selling Canada's most effective advertising medium," he continued.

During the past ten TV seasons, he said, "CBC's French and English station and network salesmen have carried the industry burden of bringing in new advertisers. With the TV expansion through second stations and Canada's third network, there is a genuine need for an organization like TvB to take over the responsibility."

'Sports Spectacular' Goes Hunting at Sea

CBS-TV's "Sunday Sports Spectacular" Feb. 4 will present "World Spear-Fishing Championships and a Tour of American Angling," unusual views of the world's finest underwater hunters and topside anglers as they seek out denizens of the deep. The feature was produced for TV by Chet Forte and John Pokorski.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KGBS general sales manager Dale Peterson reports purchase of 52-week schedule of traffic reports by TWA thru Foote, Cone & Belding. Placed thru PGW . . . KBIG's Bob McAndrews still hospitalized after surgery but coming along fine . . . Ford Dealers of Greater Los Angeles began sponsorship this week of George Putnam's "Dateline-Los Angeles" daily newscasts on KTTV.

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• • • KABC Radio's public service project this month is The Foundation for the Junior Blind, non-profit organization which serves all blind children in Southern California. Personalities at the Los Angeles station are cooperating in the project and many KABC news programs are being devoted to describing the foundation and its work.

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• • • Charles Godwin, MBS VP, in Seattle last week planning net's coverage of 1962 World's Fair . . . Anita Bryant guests on the Ed Sullivan Show from Las Vegas Sunday and will sing her latest Columbia release, "Step by Step." IVT will tape two Sullivan shows at the Lido Room of the Stardust Hotel . . . Jim Simons announced that Lenore Kingston returns to KFVB this week with her "Purely Personal" program. First participating sponsor is Steero Bouillon Cubes, signed for 13 weeks.

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• • • Edgar Bergen has busy TV season coming up. Featured recently as the zany angel in Dick Powell show, he stars with his wife, Frances, in upcoming "Bachelor Father" segment, "Visit with Edgar Bergen," and has several other shots set for next couple of months.

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• • • Larry Marcus elected VP of Collier Young Associates. He has arrived in New York to open eastern offices for the indie production firm.

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• • • Ed Wynn and Andy Devine signed by exec producer Stanley Rubin to costar in "Ten Days in the Sun" stanza of General Electric Theatre in production at Revue . . . Jack Parr guests on "The Bob Newhart Show" Feb. 7 . . . Jack Kruschen stars in David Merrick's new musical, "What's In It For Me," opening at Shubert Theatre in Philly Feb. 10. Show skedded for Colonial Theatre in Boston Feb. 26 prior to opening in New York March 20 . . . Robert Gist signed by Producer Buck Houghton to direct "Little Girl Lost" episode of "Twilight Zone." Production starts Jan. 31 at MGM . . . James Colburn inked for guestar spot in "Blues for a Junkman" episode of "Cain's Hundred," joining Dorothy Dandridge in stanza to be directed by Robert Gist. Paul Monash is executive producer.

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• • • Actress-Producer Susan Davis has signed for representation with J. W. Lauren Agency for TV and films . . . Poncie Ponce, hackie in "Hawaiian Eye," entertains at Polynesian luau to be given in honor of Boston Red Sox and San Francisco Giants in Phoenix, spring training home of both teams . . . Kevin Hagen cast as intellectual criminal who steals a train, no less, in "One of Our Trains Is Missing," a "Maverick" episode. Arthur W. Silver is supervising producer . . . Kay Elhardt, having completed role in "The Death Watchers," theatrical motion picture, cast in romantic lead opposite Robert Conrad in "Scene of the Crime" segment of "Hawaiian Eye" on ABC-TV.

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• • • Producer Tony Wilson has inked David Janssen and Anne Helm as guestars in "A Choice of Weapons," episode of Twentieth's "Follow The Sun." Alex Singer directs segment starting production this week . . . Screen Gems has some pretty important names scoring its pilots now in production. They include Johnny Green, George Duning, Frank de Vol and Leith Stevens.

☆ ☆ ☆ ☆

• • • Cliff Gill, on behalf of the NAB Code against hard liquor advertising, has talked with owners of the local FM stations that are carrying it and has assurance from at least one that it will be dropped when the others agree to act. Main NAB fear is regulation of all broadcast advertising of alcoholic beverages.

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• • • Town still hasn't recovered from the tragic loss of Ernie Kovacs, who gave TV some of its greatest comedy moments.

California U. Offers Video Course Credit

West Coast Bureau of RADIO-TV DAILY

San Francisco — College credit will be given for TV correspondence study in association with courses on NBC and CBS, University of California announces. Two of the courses are to be given on NBC-TV's "Continental Classroom," and the third CBS-TV's "College of the Air."

The courses are: "American Government," NBC, by Peter C. Regard, science political professor at U. of C.; "Introduction to Probability and Statistics," NBC, by "Probability and Statistics Teachers," NBC, both conducted by Frederick Mosteller, statistician professor, Harvard, and Paul Clifford, mathematics professor, Montclair College, and "The Biology for Teachers," CBS, by Ray Koppelman, assistant biology professor, Chicago U. Each course may be taken for three units college credit.

Tele-Radio & Tv Sales National Rep for XEXX

Warren Shuman, general manager of Tele-Radio & TV Sales Inc., New York headquarters rep firm specializing in Spanish media, announces its appointment as national rep for XEXX, which covers the San Diego market from Tijuana, Baja California. The station is a 100 per cent Spanish 2,000-watter.

George Voskovec Signed For 'Arsenic & Old Lace'

George Voskovec has been signed for the role of Einstein, mad German doctor-associate Jonathan Brewster (Boris Karloff) in the Feb. 5 NBC-TV adaptation of "Arsenic and Old Lace," on The Hallmark Hall of Fame, producer-director George Schaefer has announced.

Spot Sammy Davis Jr. As 'Hennesey' Frogman

Guest star Sammy Davis, Jr. portrays a Navy frogman who goes on a misadventure aboard a submarine. He puts Chick Hennesey to one of the severest tests of his military career on "Hennesey" Jan. 28 CBS-TV.

Mary Martin's Phone Plays Her Hit Theme

Mary Martin, star of the original Broadway production of "Sound of Music," has a special music-box telephone cradle which plays the show's theme when the phone is set down. She got it from WGBS, Miami, which distributes some 2,000 of the devices to agencies and client personnel around the country.

h Birthday on Tap Plattsburg Outlet

Plattsburg, N.Y.—Feb. 3 will be the 7th anniversary of WEAV, which began broadcasting in 1955 on call letters WMFF. George F. Bissell, president of Plattsburg Broadcasting, which owns the station, obtained the first license for WMFF and has been at the station ever since. He recently announced appointment of George Pleasants as general manager. Two years ago, on its 25th birthday, WEAV began simultaneous broadcasting on AM and FM. Over the years, power has been increased from the original 250 watts to 100,000. Since 1960, the station has been an affiliate of CBS, and many years before that it was associated with ABC.

Who Wants to Know? Returns to Air Sunday

The award-winning "You Want to Know" series is returning to WABC-TV as a Sunday program. B. K. Nehru, Indian ambassador to the U.S., will be quizmaster in a panel of high-school students. Theodore Granik is producer and moderator.

Staff Authors on Air

Quelvia Otis Skinner and Kimbrough will guest Monday on "The Elizabeth Morgan Show" on WNTA. They will discuss their literary and theatrical experiences.

Quebec Press Gallery Elects TV-Man Prexy

Montreal—For the first time in history a broadcaster has been elected president of the 31-member Quebec legislative press gallery. Gerard Fecteau, Quebec City's CFCM-TV news director, who in 1959 was the first broadcaster to become an active member of the gallery, succeeds Pierre Laporte. A recently adopted amendment permits radio-TV correspondents to be elected as members of the gallery's administrative board.

Timex in More Buys Of Specials on NBC

The U. S. Time Corp., for Timex, has purchased sponsorship in four upcoming NBC-TV entertainment specials, including its previously announced buy of one-third of the May 22 Emmy Awards 90-minute telecast. Warwick & Legler is the agency.

U. S. Time will also sponsor two-thirds of the Feb. 27 "Bob Hope Show;" one-half of the March 22 "Bob Hope Show," and all of the May 11 "Yves Montand on Broadway" show. All are hour programs.

New KTLW Voice

Texas City—Roy Jones is the new voice on KTLW. He conducts the "Texas City Hayride" each weekday afternoon.

TV 'Duck Pin Derby' Battles 'Big Wood'

Pittsburgh — The Pittsburgh Duck Pin Bowling Association is using TV as a major weapon in its battle with the larger size ten pin bowling groups in the area to win back the kegler fans to the smaller pins.

They are backing a weekly TV series on WHIC each Sunday called "Duck Pin Derby" and basing all their promotional efforts on the show.

The reason for the campaign is the fact that, until a few years ago, in the Pittsburgh area as in many other cities in the East, duck pin bowling was the most popular form of the sport. But the saturation TV coverage of ten pin bowling has severely set back the duck pin game.

The "Duck Pin Derby" featured on WHIC, using local players, leads the association to believe they stand a good chance of regaining their former prestige and popularity.

Cliff Tops 'Children'

Cliff Robertson has been signed to star on the "Breck Golden Showcase" CBS-TV presentation, "Saturday's Children," which Robert Emmett is adapting from Maxwell Anderson's Broadway comedy-drama for Feb. 25. "Saturday's Children" is the first of two TV shows Leland Hayward will produce for the "Breck Golden Showcase."

News Flashes From Coast-to-Coast

'Re-Sounds'

Chicago—In response to hundreds of requests, WCFL will re-broadcast Mike Rapchak's "Glenn Miller Tribute" on Saturday. The final broadcast was heard last Friday.

Who Joins WNAC-TV

Boston—William D. Walsh, former New England manager of Ed McCarty & Co., has joined the WNAC-TV sales staff.

Project

Charlotte, N. C.—In its third annual contest, a 7-year-old girl was chosen as WSOC-TV's "Little Miss Nina." Named for channel 3, she will serve as the station's "mascot" for parades, various on-the-air activities and special promotions.

Z 'Women's World'

Louis—Anne Voss and Ruth Miller, vice-chairmen of the West-Community Relations Committee, will be interviewed to-

morrow by KATZ's "Women World" hostess, Gloria Pritchard.

Doctor in the House!

Columbus — Robert R. Doctor has joined the WBNS-TV as a director. He was previously with the station for five years until 1958, when he went to Stockton, Calif., as publicist for its Chamber of Commerce.

2 Courses on WTIC-TV

Hartford — "Sunrise Semester" will offer two courses beginning Jan. 28 on WTIC-TV. A sociology course, "Changing Institutions of Contemporary Africa," will be telecast Tuesdays, Thursdays and Saturdays. The other, a history of modern Russia which will deal with "Industrialization and Revolution—1895 to the Present," will be telecast Mondays, Wednesdays and Fridays.

Other End of Field

Philadelphia—Tom Brookshier, professional football star, has be-

come a regular member of the WCAU staff. He conducts two morning sports shows each Monday to Friday.

KHOW RPI Subscriber

Denver—KHOW has become a subscriber to Radio Press International's voice news service.

43 "Parlons Francais"

New York—"Parlons Francais," a course in conversational French, has added ETV station WUTV, Charlotte, N.C., to its roster, bringing the total number to 43.

Gigi in St. Louis

St. Louis—While recently in St. Louis to promote her series, Gigi Perreau of ABC-TV's "Follow the Sun," visited KMOX's "Jack Buck Show" and KTVI's "Coffee Break."

TAB Taps Tucker

Dallas — Durward J. Tucker, managing director of WRR, has been named chairman of the FCC Industry Advisory Board for the Texas Association of Broadcasters.

Disk Spinning

Andy Miele, marketing director, MGM Records and its subsidiary labels has appointed Lenny Scheer national sales manager for single records. Reporting directly to Miele, Scheer is responsible for sales on all MGM, Verve and Cub singles.

United Artists Records features Nick Perito andork with two songs from a new UA motion picture, "The Happy Thieves," starring Rex Harrison and Rita Hayworth . . . Side 1 of Variety Records "Holiday and Special Days" includes "Your Valentine." (It won't be long to Feb. 14).

Two pop singles and 15 long-playing albums were certified for Gold Record Awards by the Record Industry Association of America during 1961. This is the largest number of records certified since the program in 1958. To qualify, a pop single must have amassed a sale of at least 1 million units; an album must have accumulated a minimum of \$1 million in factory billing.

Tommy Sands and Capital Records have completed negotiations for the singer's unconditional release from contract . . . Composer-arranger Mel Henke has signed with Warner Bros. as a recording artist . . . Of 100 limited edition "platters" featuring George Enesco conducting his own First and Second Rumanian Rhapsodies, Continental Records has 99 left. The chromium over nickel disks cost \$1,007.50 each.

Paul Weson, National Academy of Recording Arts and Sciences president, has disclosed that nominations for 1961's "Grammy" awards exceed the total for any year since the disk acad's inception. Screenings are being held on both coasts.

Choreo Records is advertising premier LPs on billboards in and around Los Angeles for 30 days. If successful the campaign will go nationwide.

Scan Russian Press

CBS News correspondent Marvin Kalb offers observations on the Russian press Sunday on the final program in a three-part series examining the newspapers of France, England and Russia on "WCBS-TV Views the Press." Charles Collingwood returns to the series Jan. 28.

Blue Cross Bankrolls TV Series in 6 Markets

The new TV documentary "Perspective on Greatness," has plenty of hospital coverage, with Blue Cross sponsoring it in four western and two Alaskan markets: Seattle, Spokane, Tacoma, Yakima, Juneau and Fairbanks.

In addition, the show is sold in 30 other markets to different sponsors. They include Rheingold Beer, WOR-TV, New York; Volkswagen, WNAC-TV, Boston, and WJAR-TV, Providence; Humble Oil, WTVN, Columbus, O.; Calif. Federal Savings & Loan, KHJ-TV, Los Angeles; City National Bank, WREX-TV, Rockford, Ill.; Riverside Trust, WHCT-TV, Hartford; Amarillo National Bank, KGNC-TV, Amarillo; Union Bank, WSEE-TV, Erie, Pa., and Annville American Legion, WLYH-TV, Lebanon, Pa.

"Perspective on Greatness" is created by Nat Gassman and distributed by BCG Films.

Illness Halts Singer's 173-Appearance Record

Special To RADIO-TV DAILY

Toronto—Juliette, blonde CBC-TV singing star, missed the 174th consecutive performance of her weekly show due to an attack of pleurisy. Guest star Marg Osborne and cast members filled in as the Jan. 27 show was videotaped.

Philippines TV Getting 'By-Line Steve Wilson'

"By-Line, Steve Wilson," has been sold for TV in the Philippines by M. & A. Alexander Productions, Inc. Originally shown here as, "Big Town," the series was purchased by Metropolitan Broadcasting System of Manila for distribution on the Islands.

CBS Names Bud Hirsch To National Sales Staff

Bernard (Bud) Hirsch has joined CBS-TV's national sales staff. Previously, he was an account exec for CBS-owned stations WCBS-TV, New York, and WBBM-TV, Chicago, and for WXIX Radio, Milwaukee.

OK Sale of KWEI Stock

Washington Bureau of RADIO-TV DAILY
Washington — The Broadcast Bureau has approved sale of 52 per cent of KWEI, Weiser, Idaho, by Mervin V. Ling to Edwin C. Miller for \$26,000.

STORK NEWS

A son, their seventh child, born to Mr. and Mrs. Harry Reasoner at Norwalk (Conn.) Hospital on Jan. 8. Father is CBS Newsman and host of CBS-TV's "Calendar" series.

AGENCY NEWSCAST

By WM. McCUTTIE

Revere Copper and Brass, Inc., through Adams & Keyes, enters daytime TV Jan. 31 with the biggest drive in the company's history for its line of Revere Ware cooking utensils.

The major portion of the ad budget has been channeled into full-minute participations on NBC-TV's "Today" show on the complete coast-to-coast network of 152 stations.

* * *

M. M. Steffee has joined the TV-radio department of Fletcher Richards, Calkins & Holden as a writer-producer . . . Papert, Koenig, Lois has added Arthur Kluger and George Jeffery to the traffic department and Joan Grant as personnel and office manager.

* * *

The NAB has named Paul Freyd, Batten, Barton, Durstine & Osborn VP and marketing director, marketing committee vice chairman. He succeeds Donald M. Hobart, Curtis Publishing Co. senior VP, who has retired from the post. BBDO-Canada has added Don Cole as account supervisor on the Pepsi-Cola Co. of Canada account.

* * *

Roger L. Schwab has joined Krupnick & Associates, St. Louis . . . Bob Seitzer has joined Holland Advertising, Omaha, as an account exec . . . Robert T. Crane has joined McCann-Erickson, Los Angeles office, as an account exec.

Visiting Exec Advises On European Agencies

Patrick Delaforce, marketing director of Intam, Ltd., London, (International Division, London Press Exchange) will address the International Advertising Association's New York Chapter Thursday at the Hotel Roosevelt. Topic: How to Get Maximum Service from Your European Advertising Agency.

Live Plays Get Nod From Mexico Video

Special To RADIO-TV DAILY

Mexico City—Televiscentro program chiefs, currently studying musical-comedy and theatre formats, are concentrating on presentation of live plays.

Through surveys and experience, the broadcasters have learned that the Mexican public, even in lower-class neighborhoods, is interested in the theatre.

A recent run of serious dramas, sponsored by the Mexican Social Security theatre division, proved to be "highly successful."

Industry Calendar Checklist

Jan. 19—American Women in Radio & TV, Educational Foundation, board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-20—Oklahoma Broadcasters Assn., Lawtonian Hotel, Lawton, Oklahoma.

Jan. 19-21—American Women in Radio & TV board of directors meeting Savoy-Hilton, New York.

Jan. 19-21—Advertising Association of the West, annual conference. Hotel Californian, Fresno.

Jan. 20-21—Retail Advertising Conference 10th annual meeting. Palmer House, Chicago.

Jan. 21—Iowa AP Radio & TV Association meeting, Des Moines.

Jan. 22—American Women in Radio & TV, New York Chapter. Hotel Delmonico, New York.

Jan. 23-25—Georgia Radio-TV Institute under auspices of GAB and U. of Georgia, 17th annual program.

Jan. 25-27—South Carolina Broadcasters Assn., 15th annual convention. Holiday Inn, Sumpter, South Carolina.

Jan. 29-Feb. 2—American Institute of Electrical Engineers exposition. New York Coliseum.

Jan. 29-Feb. 3—NAB Board Committees. Far Horizons Hotel, Long Boat Key, Sarasota, Florida.

Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-TV news short course, sponsored in association with the Northwest Radio-Television News Assn., and the Radio-Television News Directors Assn. U. of Minnesota campus, Minneapolis.

Feb. 4-13—Advertising Recognition Week.

Garroway Chairman Of FM Listener Guide

Dave Garroway, who has chased a substantial stock interest in Music Industry Promotion publishers of FM Listener's Guide—has been elected chairman of the MIP board. The national, gest-sized magazine, devoted to listeners of FM programming, an outgrowth of MIP's individual station program guides initiated nearly three years ago.

The title was changed to Playback to FM Listener's Guide with the January edition in connection with the consolidation of all editions distributed in listening areas throughout the country into one coast-to-coast publication.

Wini Hall Creative Chief In CBS Radio Spot Sales

Wini Hall has been named to the new post of creative coordinator of the sales promotion department at CBS Radio Spot Sales responsible for organizing material pertaining to the creative of spot radio and coordinating merchandising activities.

With CBS Radio since 1952, Wini Hall had worked exclusively on the Housewives' Protective League programs, most recently as merchandising coordinator. From 1948-52 she was advertising production manager for Mutual Broadcasting System. Miss Hall began at MBS in 1943 as secretary to manager of the New York Times.

Joan Sutherland Skedaddles For 2nd 'Telephone Hour'

Metropolitan Opera soprano Joan Sutherland will appear in a second taped performance of "The Bell Telephone Hour" on NBC-TV. The show will be in color, and she will sing "Mad Scene" from Donizetti's "Lucia di Lammermoor."

Religion & Modern Arts

"Tongue in Cheek," third four-part series on religious expression on the contemporary will be presented Sunday on CBS-TV's "Look Up and Live." The series is produced by Richard Manowski and Joe Clement of the public affairs department of CBS News, and has the cooperation of the National Council of Churches.

Thesp in TV-film Debut

London — Margaret Rutherford, one of England's top character actresses, will make her TV debut in "The Liar," seventh side in MGM-TV's "Zero" series.



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90, NO. 15

MONDAY, JANUARY 22

ENTS

STANTON ON STAND TOMORROW

Gov't-\$ Widen Broadcast Eyes

FCC Seeking 13.5-Mil.

Washington Bureau of RADIO-TV DAILY
Washington—The government will be on broadcasting more than ever during fiscal 1963 if Congress approves the extra money requests for some regulatory activities as contained in the President's budget now before Congress.

The President wants \$3,946,000 for the FCC's field engineering and monitoring activities in fiscal 1963, which begins on July 1, compared to an estimated \$3,597,000 in 1962.

(Continued on Page 6)

B. Flagship Acquires Seven Arts' Volume 3

Washington Bureau of RADIO-TV DAILY
New York, has acquired Volume 3 of the Seven Arts Associated's new volume of 41 Warner Brothers' '50 features, following negotiations by Norman Walt, station vice president and general manager, and Robert Rich, Seven Arts' vice president and general manager. It was the second volume in a three-sale to a CBS O&O. The previous buyer was WCAU-TV.

Warner Backs Newsman Parrored by de Gaulle

Washington Bureau of RADIO-TV DAILY
NBC president Robert E. Kintner sent a telegram to French President Charles de Gaulle protesting the temporary disbarment of NBC Paris bureau chief John Rich for remarks made last week.

(Continued on Page 5)

Jahncke in Pittsburgh

Pittsburgh—Ernest Lee Jahncke, NBC vice-president, Standards and Practices, will address members of the Radio and TV Club at the Incheon here tomorrow.

He will discuss safety measures to prevent improper broadcast material.

7 NETS IN SWIM FOR ORBIT POOL

Pool arrangements have been set up by the seven major radio and TV networks for Wednesday's Project Mercury orbit shoot from Cape Canaveral. News correspondents, manpower and equipment are on hand from ABC Radio.

(Continued on Page 7)

Short-Term Renewal, Outlet 'On Probation'

Washington Bureau of RADIO-TV DAILY
Washington—KARY Prosser, Wash., has been given a regular license renewal by the FCC despite questions about programming, but only because the renewal had already been held up so that only one year remains of the current license.

(Continued on Page 5)

1.6-Mil. More for FTC

Washington Bureau of RADIO-TV DAILY
Washington—The Federal Trade Commission is asking for \$11,845,000, up from \$10,221,000 in the current fiscal year and from \$8,004,000 in the last fiscal year. Most activities are raised, but the increase for investigation and litigation of deceptive practices is one of the larger ones. If the money figures are not persuasive,

(Continued on Page 6)

U.S. Voices 'Invading' Mexico, Ass'n Charges

Special To RADIO-TV DAILY
Mexico City—Charges of a "mass invasion" of Mexican border radio and TV facilities by U.S. announcers have again been launched here. The Mexican Association of announcers claims that approximately 100 Americans are working in Baja California, Sonora, Chihuahua, Coahuila, Nuevo Leon and Tamaulipas, without official permits.

10 More CBS Chiefs Ready As Witnesses In Video Net Probe

CBS has listed 11 witnesses, topped by president Frank Stanton, for its four-day "stand" in Washington, beginning tomorrow before the FCC on the subject of TV programming.

NBC will have available the week of Jan. 29, while ABC takes the week of Feb. 5. No witnesses have yet been announced for NBC and ABC.

Other CBS-TV network witnesses, including Richard S. Salant, CBS News president, are: James T. Aubrey, president; Oscar

NBC News will tape the entire FCC hearings to select what it considers "the most newsworthy portions" for presentation on three special TV network programs, "Television and the FCC."

Katz, Programs vice-president; Michael H. Dann, Program Development.

(Continued on Page 5)

NAB Award to Harmon

Washington Bureau of RADIO-TV DAILY
Washington—NAB has designated Ralph N. Harmon, Westinghouse Broadcasting Co. VP for engineering, to receive its Engineering Achievement Award for long and valued contributions to the broadcasting art.

Columbia, Philips Renew

Columbia Records, a CBS Division, and Philips Phonographic Industries have renewed their association for the United Kingdom and Eire.

DANNY THOMAS

... a well deserved tribute

By CHAS. A. ALICOATE

ALL OF US have had low points in our career. Danny Thomas, being no exception, in 1937 stopped in a Roman Catholic Church in Detroit and picked up a pamphlet on St. Jude Thaddeus, patron saint of hopeless causes. He promised Saint Jude that if he were given guidance to the road for his future, he would build a shrine where the poor and hopeless might come for aid and comfort. Danny Thomas took the right road. On Feb. 11, show business will pay tribute to this great performer, who has earned the esteem of the entertainment industry, and a place in the hearts of people everywhere.

Thus, this Toledo-born, California-domiciled American of Lebanese ancestry, who is an adopted son of Memphis, will be the guest of honor at a dinner in New York's Waldorf-Astoria, sponsored by

(Continued on Page 7)

BOSSIE DAVIS! TONIGHT ON PM EAST & PM WEST





Vol. 90, No. 15 Mon., Jan. 22, 1962 10 Cts.
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 MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
 ARTHUR PERLES : : : : Editor

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Britain Takes Profits From TV Watch-Dog

Special To RADIO-TV DAILY
London — Britain's independent TV authority — the government-appointed body which is the "watch-dog" for the whole commercial TV operation—has lost its battle with Chancellor of the Exchequer Selwyn Lloyd. It has agreed to hand over \$1,219,000 of its last year's profits, which totaled \$3,523,000.

Up to now, ITA has held back from handing over any money on the grounds that big funds were needed for building more TV stations and for preparing for the introduction of color TV. ITA's profits come mainly from renting transmitting facilities to the 13 TV companies.

Selwyn Lloyd made his latest demand for the money on the grounds that Britain's uneasy economic situation gave him no alternative.

St. Louis Sales Office For CBS-TV Stations

CBS-TV Stations National Sales opens an office in St. Louis today with William F. Miller as sales manager in charge. It is located in the KMOX-TV building. Miller has been an account exec in its New York office.

'Pantomime Quiz' Candid For Taping, Syndication

West Coast Bureau of RADIO-TV DAILY
Los Angeles—International Video Tape is negotiating with Mike Stokey Enterprises for possible reactivation and syndication of Stokey Enterprises' "Pantomime Quiz."

Cuff Gets V.P. Stripes

Joseph P. Cuff, national sales manager of Robert E. Eastman & Co., Inc., radio station representatives, has been elected vice president in charge of sales. His election to this new post in the Eastman company is effective immediately.

COMING AND GOING

MILTON ROGIN, president of Cellomatic Corp., to Washington, D. C., for Pentagon installation of audio-visual equipment.

RUDY BERGMAN, publicity manager of CBS Radio, to Cape Canaveral today, for network coverage of the upcoming man-in-space shoot.

GABE PRESSMAN, president of Radio-Newsreel-TV Working Press, to Florida this week on a vacation with his wife and children.

GORDON MASON, general manager of KNX, has arrived here from Hollywood for a week of business meetings.

ROBERT RICH, VP and general sales manager of Seven Arts Associated, arrives in town today from Chicago.

DANIEL SCHORR, CBS News correspondent in Bonn, in Colorado Springs today to deliver a lecture under the auspices of the Polly Grimes lecture series.

GERALD LEIDER, director of program sales, CBS-TV Network, returns today from a business trip to Chicago.

IRVING PINCUS, producer of "The Real McCoys," arrives in New York today to conduct business on behalf of the Mirisch Company, with which he is associated. He will be staying at the Plaza Hotel.

New Yorkers to See Preview of World TV

New York viewers will be given an opportunity to see TV as it exists today in other nations when WABC-TV presents "Show World" tomorrow, a half-hour special hosted by Darren McGavin. Joseph Stamler, VP and general manager of the station, said the special was conceived so viewers will have a preview of what's to come once international TV becomes a reality.

Russian TV will be represented by the Georgian Dance Company and a top puppet act appearing regularly on Moscow channels; Egypt, by the Reda Dance Company; Japan, by a group performing a folk dance; Italy, by a number of variety acts, and Australia, by a choral group. All performances were recorded in their own countries.

Producing "Show World" is Larry Johnson, with Lou Volpicelli as director. Arthur Gross is executive producer; Miss Mary Dornheim, writer.

Newhart Coming East

West Coast Bureau of RADIO-TV DAILY
Hollywood — Armanco Productions will move to New York at the end of January to beam the one-time emanation of "The Bob Newhart Show" from the Ziegfeld Theatre studio of NBC-TV Feb. 7.

MBS in '61 Carried 29,662 Live Features

Mutual Broadcasting System has distributed to its radio station affiliates the 1961 annual report of "live" features it provided throughout the year.

Total was 29,662, of which 740 were spot news actually from points throughout the world.

The breakdown showed 11,908 five-minute newscasts, MBS said, noting that it scheduled calls for 36 newscasts daily throughout the week and 28 on Sundays.

There were, in addition, 1,400 commentaries and 1,040 "Minutes of Spanish."

Also cited were 520 each of Wall Street news and stock-price programs plus daily editorials.

COVER
AUGUSTA, GA.
AREA with
WRDW-TV
Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV, available on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

SHOPPER-TOPPER guarantees:

- complete area direct-mail service
- in-store displays, placement of point-of-sale material, shelf stocking, checks on competitors in 32 high volume super markets
- product highlighting on WRDW-TV
- activity report every 13 weeks

For rates and avails:
 IN AUGUSTA: Virgil Wolff, TA. 4-5432
 IN NEW YORK: Lee Gaynor, OX. 7-0306

Represented nationally: Avery-Knodel, Inc. Member of the FRIENDLY GROUP

Other FRIENDLY GROUP Stations:

WSTV-TV Steubenville, Ohio
KODE-TV Joplin, Mo.

WBOY-TV Clarksburg, W. Va.
WRGP-TV Chattanooga, Tenn.

EXCLUSIVE VALUES IN BROADCAST PROPERTIES

NEW YORK STATE
\$175,000

This is a daytimer in a rich metropolitan market. Although currently showing substantial profit, this station has not realized full potential. \$60,000 cash and attractive financing on the balance.

SOUTH **\$225,000**

This fulltime property is in one of the South's best metropolitan markets. Programs popular music and has consistently good ratings. Downpayment of 25% and liberal payout.

BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

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GANNON R SALZ

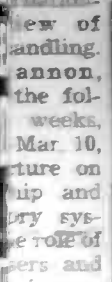
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Salzburg Seminar in 1947 to "conduct for Europeans in America Literature, Economic subjects." Attendees include six terms annual news journalists, government officials, labor unions and professional European nations.

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WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

Color mount



Color mount...
The color mount...
is a new...
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Students Air

Students Air...
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Britain Takes Profits From TV Watch-Dog

Special To RADIO-TV DAILY

London — Britain's independent TV authority — the government-appointed body which is the "watch-dog" for the whole commercial TV operation — has lost its battle with Chancellor of the Exchequer Selwyn Lloyd. It has agreed to hand over \$1,219,000 of its last year's profits, which totaled \$3,523,000.

Up to now, ITA has held back from handing over any money on the grounds that big funds were needed for building more TV stations and for preparing for the introduction of color TV. ITA's profits come mainly from renting transmitting facilities to the 13 TV companies.

Selwyn Lloyd made his latest demand for the money on the grounds that Britain's uneasy economic situation gave him no alternative.

St. Louis Sales Office For CBS-TV Stations

CBS-TV Stations National Sales opens an office in St. Louis today with William F. Miller as sales manager in charge. It is located in the KMOX-TV building. Miller has been an account exec in its New York office.

'Pantomime Quiz' Candid For Taping, Syndication

West Coast Bureau of RADIO-TV DAILY Los Angeles — International Video Tape is negotiating with Mike Stokey Enterprises for possible reactivation and syndication of Stokey Enterprises' "Pantomime Quiz."

Cuff Gets V.P. Stripes

Joseph P. Cuff, national sales manager of Robert E. Eastman & Co., Inc., radio station representatives, has been elected vice president in charge of sales. His election to this new post in the Eastman company is effective immediately.

COMING AND GOING

MILTON ROGIN, president of Cellomatic Corp., to Washington, D. C., for Pentagon installation of audio-visual equipment.

RUDY BERGMAN, publicity manager of CBS Radio, to Cape Canaveral today, for network coverage of the upcoming man-in-space shoot.

GABE PRESSMAN, president of Radio Newsreel-TV Working Press, to Florida this week on a vacation with his wife and children.

GORDON MASON, general manager of KNX, has arrived here from Hollywood for a week of business meetings.

ROBERT RICH, VP and general sales manager of Seven Arts Associated, arrives in town today from Chicago.

DANIEL SCHORR, CBS News correspondent in Bonn, in Colorado Springs today to deliver a lecture under the auspices of the Polly Grimes lecture series.

GERALD LEIDER, director of program sales, CBS-TV Network, returns today from a business trip to Chicago.

IRVING PINCUS, producer of "The Real McCoys," arrives in New York today to conduct business on behalf of the Mirisch Company, with which he is associated. He will be staying at the Plaza Hotel.

New Yorkers to See Preview of World TV

New York viewers will be given an opportunity to see TV as it exists today in other nations when WABC-TV presents "Show World" tomorrow, a half-hour special hosted by Darren McGavin. Joseph Stamler, VP and general manager of the station, said the special was conceived so viewers will have a preview of what's to come once international TV becomes a reality.

Russian TV will be represented by the Georgian Dance Company and a top puppet act appearing regularly on Moscow channels. Egypt, by the Reda Dance Company; Japan, by a group performing a folk dance; Italy, by a number of variety acts, and Australia, by a choral group. All performances were recorded in their own countries.

Producing "Show World" is Larry Johnson, with Lou Volpicelli as director. Arthur Gross is executive producer; Miss Mary Dornheim, writer.

Newhart Coming East

West Coast Bureau of RADIO-TV DAILY Hollywood — Armanco Productions will move to New York at the end of January to beam the one-time emanation of "The Bob Newhart Show" from the Ziegfeld Theatre studio of NBC-TV Feb. 7.

MBS in '61 Carried 29,662 Live Features

Mutual Broadcasting System has distributed to its radio station affiliates the 1961 annual report of "live" features it provided throughout the year.

Total was 29,662, of which 740 were spot news actualities from points throughout the world.

The breakdown showed it received 11,908 five-minute newscasts, MBS said, noting that schedule calls for 36 newscasts daily throughout the week and 28 on Sundays.

There were, in addition, 1,040 commentaries and 1,040 "Minutes of Spanish."

Also cited were 520 each Wall Street news and stock-price programs plus daily editorials.

COVER AUGUSTA, GA AREA with WRDW-TV Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV — serving a million people — is the only area station with SHOPPER-TOPPER.

SHOPPER-TOPPER guaranteed

- complete area direct-mail service
- in-store displays, placement of point-of-sale material, shelf stocking, check-out competitors in 32 high volume supermarkets
- product highlighting on WRDW-TV
- activity report every 13 weeks

For rates and avails: IN AUGUSTA: Virgil Wolff, TA. 4-5432 IN NEW YORK: Lee Gaynor, OX. 7-030

Represented nationally: Avery-Knodel, Member of the FRIENDLY GROUP

Other FRIENDLY GROUP Stations

Doug Fairbanks Tops 'Nightmare' on Steel

Douglas Fairbanks, Jr., will make a rare appearance in "live" TV drama Feb. 7 when he portrays a man with a strange secret in "Nightmare at Bleak Hill" on CBS-TV's "U. S. Steel Hour." Leora Dana and Donald Madden also star.

Fielder Cook will direct. "The Steel Hour" is produced by The Theatre Guild, George Kondolf, exec producer.

EXCLUSIVE VALUES IN BROADCAST PROPERTIES

NEW YORK STATE \$175,000

This is a daytimer in a rich metropolitan market. Although currently showing substantial profit, this station has not realized full potential. \$60,000 cash and attractive financing on the balance.

SOUTH \$225,000

This fulltime property is in one of the South's best metropolitan markets. Programs popular music and has consistently good ratings. Downpayment of 25% and liberal payout.

BLACKBURN & Company, Inc. RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building Atlanta: Healey Building

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

GANNON, PACK NAMED FOR SALZBURG SEMINAR

McGann Broadcasting Co. president Donald H. McGann and programming VP Richard M. Pack have been named to the faculty of the Salzburg Seminar in American Studies.

They will share a course of lectures and discussion groups in Mass Communications at the Austria graduate school, beginning next month.

During the first two weeks of the session, Feb. 11-23, Pack will lecture on TV and radio programming, network and local editorialization, and a comparison of film and videotape; and conduct seminars on documentaries and educational programming, staff organization and international review of handling.

McGann will lecture on the following weeks, Mar. 10, on the role of radio and television in political broadcasts. His seminars will cover the Kennedy-Great Debates, an examination of methods of program selection and a comparison of broadcasting systems of the world. McGann will deliver the final lecture to the session, a philosophy of television and its relationship to comics, government, and investigations.

The Salzburg Seminar was organized in 1947 to "conduct education for European Americans in American Literature, Economics and other subjects." Attending each year are six terms annually are students, journalists, teachers, government officials, labor leaders, business and professional men from 15 European nations.

Man Exec on WWRL

Edward Benjamin, director of Haiti Tourist Bureau here, will be a guest on WWRL's Alma show, Thursday.

The Award Fete Feb. 25

The second annual Mike Award Banquet of the Broadcaster's Foundation, Inc., will be held Sunday, Feb. 25, at New York's Latin Quarter. Last Friday's paper inadvertently gave the incorrect date.



GANNON



PACK

Electronics Association Issues Tech Standards

Washington — The Electronics Industries Association has issued eight new sets of technical standards for electronic equipment, including electrical performance standards for TV relay facilities, baseband characteristics of microwave radio and multiplex equipment, and numbering of electrodes and designation of units in electron tubes.

Sony in Color Via Paramount

Paramount Pictures Corp. has awarded Sony Corp. a technical assistance and licensing agreement concerning the manufacture and sale of the one-gun Chromatron TV color tube and associated apparatus, it was announced by Paramount president Barney Balaban.



BALABAN

Sony applied to the Japanese government at the end of 1961 for approval of the agreement. Paramount has fully supported research and development of the Chromatron since its inception. It was invented by Dr. Ernest O. Lawrence, nuclear physicist and winner of the Nobel Prize for inventing the Cyclotron.

Sony will cooperate with Paramount by adding its engineering, production and sales strength to produce and market Chromatron color TV.

Gormley 'On-Board'

Seattle—Glenn Gormley, chief accountant for KOMO, has been named a trustee of the Seattle World Affairs Council. He also serves on its Executive Committee.

Foreign Students Air Views

Boston—A four-part weekly educational series on WBZ, entitled "Tomorrow's World," features half-hour interviews by newsman Dick Levitan with students from Denmark, France, Germany and Pakistan.

The Sunday series is produced by assistant program director Jack

Chrysler Sponsoring Six Spring Specials

Chrysler, via Leo Burnett, will sponsor six major specials on NBC-TV in the upcoming Spring season.

First of the six, the "Bob Hope Show" on Wednesday, will present a taped recording of Hope's tour of overseas military installations in December. With Hope on the show will be Jerry Colonna, Dorothy Provine and Jayne Mansfield.

Subsequent programs will be "The Broadway of Lerner & Loewe," in color on Feb. 11; Milton Berle, in color, March 9; "Arthur Freed's Hollywood Melody," March 19; "Radio City Revue," April 17, and the Andy Williams show, May 4.

French Line Sees FM Promoting Ships at Sea

N. W. Ayer has purchased a 13-week schedule for the French Line on the nightly Casper Citron Show" on WRFM. An hour interview program, it emanates live from the Hotel Pierre. The commercials herald transatlantic service of the S.S. France.

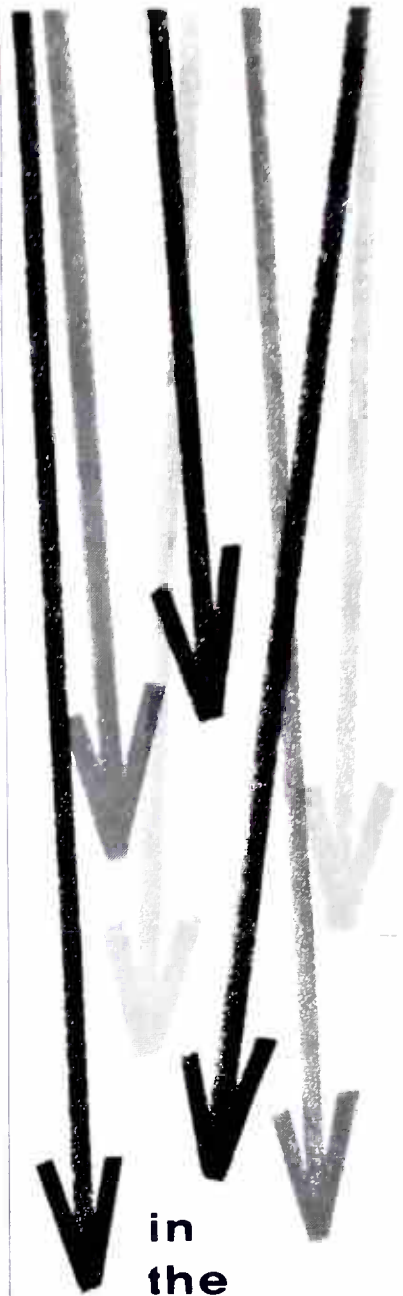
Guy de Berc, general manager in the U. S. of the French Line, said: "The medium of FM radio is compatible to the taste and quality of our presentation of the S.S. France."

PAT Names Comptroller

George A. Fausel has joined Producers Associates of TV as comptroller. PAT is the producing organization for the NBC animated color program series, "The Bullwinkle Show." Fausel, who will handle all corporate and business affairs for PAT and its allied organizations, was formerly with the Charles A. Petersen Co., N. Y., as an account supervisor.

WCAU Public Affairs Makes 3 Staff Changes

Philadelphia — James Krayer has been appointed producer for WCAU-TV's Dept. of Public Affairs, program director John O. Downey has announced. Also, Downey has named Bob Olander a director and Ed Gannon a coordinator.



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**



MY WIFE SAYS

My wife knows absolutely nothing about television, so naturally, she has thousands of opinions on the subject. Here's what I have to put up with after a hard day at the Brown Derby:

"I don't like that lighting on Barbara (Stanwyck) . . . there's a shadow just behind her left ear."

"You see? They've made Gardner (McKay) scowl again! Why don't they just let him smile all the time?"

"I don't see why they make Bob (Stack) wear those funny clothes week after week. But no, they always give the smart clothes to the gangsters."

"Oh, look dear . . . Dick (Boone) is petting his horse. Isn't that nice?"

"It's awful the way they treat Raymond (Burr). Why don't they make the program a half hour?"

"I saw Loretta (Young) at the market today. She looked so good! But of course, she has a maid!"

"Now there . . . Look at Jack (Kelly) . . . there's the kind of makeup you should have. Why don't you?"

Well, that's what it's like having a wife who knows "nothing" about television. In fact, she doesn't even know Barbara or Gardner or Bob or Dick or Raymond or Loretta or Jack. But the point is, she feels that she does know them. And that's a bond between star and patron that the movies never achieved.

—JACK DOUGLAS
Advt.



By TED GREEN

• • • The Emmyville buzz is that Milton Berle is a top contender for the coveted award for his outstanding performance on Dick Powell's recent "Doyle Against the House." It looks like Berle's delineation of a Las Vegas dealer will give the comedy star, whose funning made him "Mister Television," his first "Emmy" for a dramatic performance, which Dick Powell and critics across the nation labeled "The most brilliant portrayal of Berle's bejeweled career."

★ ★ ★ It has come to our attention that Gil Meyer, who was a producer-salesman on industrial and commercial accounts at Transfilm-Caravel, is now available as a result of the dissolving of the organization. He's a top man in the field of TV, having been with Sturm Studios, NTA and CBS. . . . This must be some kind of a record. Chuck Goldstein, prexy of Chuck Goldstein Productions, spent almost 70 hours in recording sessions in a single week not long ago, producing film soundtracks for Hamm's Beer and Imperial Esso Gasoline. Wha-kind pills you-all taking Chuck?

★ ★ ★ Meet: Evelyn Russell, in the entertainment business since starting in radio at the age of 4. She has done a considerable number of TV shows, including multiple engagements on the "Colgate Comedy Hour," "The George Gobel Show" (played Gobel's wife on several occasions), "Steve Allen Show," "Phil Silvers Show" and many more. Miss Russell toured with the USO in Italy and Africa from 1945-53 and was in charge of soldier shows in 19 countries. She was called to Hollywood as technical advisor on "Call Me Mister" in 1949. Miss Russell met her husband, Broadway director Joe Layton, when she played a lead in the 1958 production of "On the Town." She is currently featured in the comic role of Mrs. Lush, the fawning mother of an "obnoxious brat" in "Sail Away," and has been seen recently in a number of TV commercials.



RUSSELL

★ ★ ★ Gerald Lieberman has just been declared winner of the Joe Miller Award as Joke Writer of the Year for his new book, "The Greatest Laughs of All Time," published by Doubleday. . . . John Hazard, dynamic young Frenchman making a fine reputation as associate producer-director-editor. . . . Four Star just signed K. T. Stevens for her fifth lead in "The Rifleman" ABC-TV series.

★ ★ ★ Leif Woodrow, graphologist at the Punjab in Greenwich Village, is a former WQXR and TV announcer at stations around the country who gave it all up to study handwriting analysis. . . . Vaughan Monroe discussed his future TV schedule at Mama Goldberg's East and topped his dinner by "Racing with the Moon"—cookies on the menu. . . . Lenny Kent, in appreciation for Joey Bishop casting him on his TV series, bought him a special cashmere sweater. . . . "Bonanza" star Lorne Greene likes to drive around in a top-down convertible, even on the coldest, windiest days. . . . Sam Weiss of Superior Record Sales is distributing The Dukays' click Nat Record, "Night Owl," now over the 100,000-sale mark!

★ ★ ★ Music Makers' president Mitch Leigh getting much praise for his fine musical assist on the new Doyle Dane Bernbach radio commercials for American Airlines. Some high flying notes! . . . The talk around Mike Manuche's among a couple of agency execs indicated that there is a great amount of interest for an international product to sponsor Pat Boone in four or five specials on Australian and Canadian TV. . . . Afternoon TV really isn't that bad if you watch Johnny Carson. He brightens the big tube with clever comedy daily. ("Who Do You Trust," ABC).

Hutton's Finance News Now Aired in 6 Cities

Los Angeles — E. F. Hutton "Business News," begun 21 year ago on KMPC, today becomes financial news net with its extension by direct line to five other California cities. The added stations are KMJ, Fresno; KLYB, Bakersfield; KTMS, Santa Barbara; KCMJ, Palm Springs, and KGB, San Diego.

5 New AM Stations On Same Frequency

Washington Bureau of RADIO-TV DAILY
Washington—FCC hearing examiner H. Gifford Irion has issued a supplemental initial decision looking toward the granting of five new AM radio stations on 1550 kc, denial of application of Des Plaines-Arlington Broadcasting for a station on the frequency in Des Plaines, Ill., and okaying withdrawal of bid of North Shore Broadcasting for a station which would have operated on the frequency in Madison, Wis.

If the action meets final FCC approval, new stations will go to Radio Crawfordsville with 250 watts, full time, directional antenna at night, in Crawfordsville, Ind.; to Sullivan County Broadcasters, 250 watts, daytime, Sullivan, Ind.; to Southern Wisconsin Co., 1 kw, directional antenna daytime, in Lake Geneva, Wis.; to Grundy Broadcasting, 250 watts, daytime, Morris, Ill., and to Air Capitol, Inc., 5 kw, directional antenna, daytime, Madison, Wis.

Paul Lynde, Others, Join 'Henry Fonda & Family'

Paul Lynde, Verna Felton, Michael J. Pollard and Flip Mark join Henry Fonda, Dick Van Dyke, Cara Williams, Carol Lynley and Dan Blocker in the starring cast of "Henry Fonda and the Family," hour comedy special, Feb. 6, on CBS-TV.

Two Republic Dividends

West Coast Bureau of RADIO-TV DAILY
Hollywood — Republic Corp. directors have declared the regular quarterly dividend of 15 cent per share on the common stock, payable Feb. 15 to holders of record on Feb. 2. They also declared the regular 25 per cent quarterly dividend on the preferred, payable April 2, to holders of record on March 16.

RADIO-TV EXECUTIVE

available. Wishes to relocate West Coast. 15 yr proven record of success in large and small markets, including management, sales, merchandising, programming. Outstanding reputation. Presently employed.
Box 145, Radio-Television Daily, 6425 Hollywood Blvd., Hollywood 28, Calif.

Help Valuable, Tattman Tells Admen

go—In a speech to the Advertising Conference here, Tattman, advertising manager of Patterson Fletcher Payne, said TvB assistance in selling has been decisive in his store's TV advertising campaign off the ground. Tattman further said that Patterson had found that dabbling in "out" TV campaigns achieved little. TV, he suggested, should be used on a "long-term basis."

Tattman also pointed out that personnel, no matter how experienced in their own occupation do well in appearing in commercials. They usually appear nervous or uneasy when asked to make a spot look "fishy," he warned.

Oregon TV Outlet 'PM East' Series

KATU-TV, Portland, Ore., begins telecasting in mid-February has bought the nightly "PM East" series from the West Coast Broadcasting Co. The program, which will have expanded by that date to a 15-minute format, will be seen on KATU-TV, is owned and operated by Fisher Broadcasting Co., is represented by the agency.

Philadelphia 'On WCAU-TV' 2 Credit Courses

Philadelphia — Major English courses of the Nineteenth Century and History of the Far East will be added Wednesday to WCAU-TV's "University of Pennsylvania TV Seminar" college credit courses series. The semipresented in cooperation with the College of General Studies, Pennsylvania U.

Indian R-TV Execs Two Club Members

Social To RADIO-TV DAILY
 Social — Warren Reynolds, president of Ronald-Reynolds and Alan Savage, a director of Rockfield, Brown and Compton Ltd., have been appointed to the board of directors of the Indian TV Executives Club.

BILLS SEEK TO PENALIZE 'OBSCENITY' ON D.C. AIR

Washington Bureau of RADIO-TV DAILY

Washington — Two separate bills have been introduced to control the broadcasting of sex, obscenity, crime, violence and horror in the District of Columbia. Both bills would also set age limits below which people would not be permitted to pay their way into film theatres or other public exhibitions or plays which feature sex, crime and violence.

The first measure was introduced by Rep. Carroll D. Kearns (R., Pa.) and the second by Rep. John Dowdy (D., Tex.), whose bill provides for violators to be punished with fines of between \$50-\$500, imprisonment for not more than one year, or both. Both bills are silent on who would judge radio and TV, but would give the D. C. Board of Commissioners the duty of fixing the ages for admission with respect to public performances.

Kearns said that when parents shoo their children off to bed be-

cause they want to watch a TV program not suitable for youngsters, this is destroying the home community under which families do things together. "We are breaking down the family circle that way," he said.

Kearns noted that TV programs featuring shooting, violence and kidnapping undo the work of the schools, and remarked: "We have acquiesced to sponsors and their desire to gain an audience." He said the watchword should be, "Halt, let's take inventory of what goes on."

He also contended that frequently, TV stations don't want the type of programs they get from the networks, but have to take them.

Anti-Commie School On KTVU Four Nights

West Coast Bureau of RADIO-TV DAILY

San Francisco—KTVU will preempt its 7:30-10 PM schedule Jan. 29 through Feb. 1 when the San Francisco Bay Region School of Anti-Communism re-convenes at the Oakland Auditorium Theatre. The four-night, live telecast will be sponsored by the Technicolor Corp. and Schick Safety Razor Co. The Bay Area School is in association with The Christian Anti-Communism Crusade.

Speakers on Jan. 29, in addition to Dr. Schwarz, will include Rep. Walter H. Judd (R., Minn.), foreign affairs expert; on Jan. 30, Sen. Thomas J. Dodd (D., Conn.), member of the Internal Security Subcommittee; on Jan. 31, W. Cleon Skousen, former FBI member and author of "The Naked Communist," and on Feb. 1, Herbert Philbrick, former FBI counterespionage and author of "I Led Three Lives."

Arlene Francis Guests

Guest star Arlene Francis plays the domineering mother of a new coed on campus, in "The Mother Affair" on "The Gertrude Berg Show" Feb. 1 on CBS-TV.

Chi.'s 'Paperback World' Now on 50-Outlet Net

Chicago — "The World of the Paperback," award-winning public affairs program produced jointly by WBBM Radio and Chicago U., has been named "best educational program" by the American College of Radio Arts, Crafts & Sciences. It has also begun being broadcast nationally on some 50 stations of the National Association of Educational Broadcasters network.

Station Sows, Charity Reaps

Atlanta—What happens to thousands of items sent to WSB in connection with various contests? Since many WSB contest fans go to much trouble, and everyone can't win the prizes, the station reserves the useful items for various charities. Two examples came during the close of 1961:

Hundreds of Christmas tree ornaments submitted in one contest were sent to the Methodist Children's Home in Decatur. Celebrating October as "Eggtober" to salute the state's poultry and egg industry, WSB had listeners send in unusually decorated eggs, with the display later given to the Scottish Rite Hospital for the children to enjoy.

Postar Turns Teacher

Providence—Joe Postar, WLKW news director, has been appointed to conduct a 12-week course in Broadcast Journalism at the Brown U. Extension Division.

SG Increases Series Made Outside U.S.

Local Bureau of RADIO-TV DAILY

Toronto—Screen Gems first TV series to be taped outside the U.S. "By Pierre Berton," is leading a CFTO-TV daily time slot here and on other stations throughout Canada. Lloyd Burns, VP in charge of SG's international operations said.

CFTO-TV, opposed by five U.S. and Canadian stations in the market, is the key station of CTV Canada's commercial network.

Success of the program will lend impetus to SG's policy of production in foreign countries specifically planned for primary distribution within those countries. Production in Japan, Australia and South America is being studied.

Stanton Will Testify At FCC Tomorrow

(Continued from Page 1)

Department vice-president in New York, Guy Della Cioppa, vice-president Program Department in Hollywood; William H. Hylan, vice-president, Sales Administration; W. Spencer Harrison, vice-president-business manager, Talent and Contract Properties; William B. Lodge, vice-president, Affiliate Relations and Engineering; Joseph H. Ream, vice-president, Program Practices, and Jay Eliasberg, director of research.

KARY 'On Probation'

(Continued from Page 1)

the regular license period. This, the FCC explained, is in effect a short-term renewal to see whether station performance improves.

Commissioners Hyde and Craven dissented to advising KARY that its failure to broadcast any programs in three categories promised in its previous proposals constituted lack of responsibility.

'Calvin & Colonel' Return

"Calvin and the Colonel," ABC-TV's animated cartoon series starring Charles Correll and Freeman Gosden as the voices of a bear and a box will return Saturday.

Kintner Protests to DeGaulle

(Continued from Page 1)

before the National Press and other gatherings. In his telegram to President de Gaulle, Kintner declared that Rich Kintner, responsible correspondent with extensive experience as a writer and commentator, and my comment he may have

had "reflects his observations as a skilled reporter of developments in France and other countries."

Kintner also sent telegrams to President John F. Kennedy and Secretary of State Dean Rusk asking their aid in reestablishing Rich as NBC Paris correspondent.

IT'S SURPRISING—
 How fast a single error can generate a claim for damages for alleged

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

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

A Nationwide service, adequate and low in cost.

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55-Store Silco Chain Says Radio Ads Best

Philadelphia — Maurice Hahn, sales veep of Silco Cut-Price Stores, has said they find radio to be their least expensive and most effective advertising.

Hahn was speaking at a meeting with Morton Lowenstein, of Philadelphia Spot Sales. Last May PSS sold Silco its first radio advertising contract, a small, short-term deal with WDMV, Pokomoke City, Md.

Results from that first contract in May were sufficiently favorable for Silco to greatly increase its air-time.

JFK Asks Bigger Fund For Activities of FCC

(Continued from Page 1)

being used for this purpose in the current fiscal year.

He also asks \$2,638,000 for the Federal Trade Commission's activities in connection with investigation and litigation of complaints of deceptive practices.

The antitrust division of the Justice Department, which in recent years has been devoting much time and attention to TV, would get a raise from \$5,865,000 to \$5,988,000.

The budget asks \$13,508,000 for operation of the FCC in fiscal '63, compared to an estimated \$13,648,000 during the current year and actual spending of \$12,186,000 in fiscal '61. The drop is an illusion, however. It arises from the simple fact that the New York City UHF-TV experiment will be closing out. The experiment cost \$452,000 of the \$2 million authorized by Congress in fiscal '61, is estimated to be costing \$1,140,000 during the current fiscal year (accounting for much of the increase in total FCC spending over the previous year), and it is anticipated that the remaining \$408,000 will be spent in the '63 fiscal year, and this drop more than compensates for a total increase in requests for FCC spending for all other purposes of \$268,000.

FTC Sets Budget Larger than 1961

(Continued from Page 1)

the budget message says "in 1963 investigation and trial of deceptive practice cases will be expedited."

A huge increase from \$111,487,000 estimated current fiscal year spending to \$125,500,000 for fiscal 1963 is asked for the U. S. Information Agency. This is not very new, however, since in recent years, even under the previous administration, Congress was requested to increase USIA funds and always slashed the budget requests quite merrily.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Producer Earle Lyon has set R. G. Springsteen to direct "Portrait of Teresa" episode of "Tales of Wells Fargo," scripted by Al C. Ward . . . "Alcoa Premiere" exec producer Richard Lewis has announced six new writing assignments on upcoming episodes of ABC-TV series filmed at Revue . . . George Sanders, Margaret Phillips and John Emery have been set by Producer Dick Berg for important roles in "The Sound of Nervous Laughter" segment of "Checkmate," rolling this week at Revue.

☆ ☆ ☆ ☆

• • • Bill Thompson, p.r. director at KGBS is due back at his desk today after attending the Advertising Association of the West Conference in Fresno. . . James Barton, veteran actor and vaudevillian, checks in at Revue for guest star shot in "The Clan McDuff" episode of "Frontier Circus," CBS-TV series.

☆ ☆ ☆ ☆

• • • Shari Lewis will guest on the Jack Benny Show March 18 and the Garry Moore Show April 10, both on CBS-TV. Her own children's show is seen weekly in color on NBC-TV . . . Joan Harrison has inked Paul Henreid to a multiple-directing deal on the "Alfred Hitchcock Presents" telefilm series. This series delivers a good product generally except when it attempts a change of pace. Then it lays a turkey-sized egg as it did this week. Viewers tune in Hitchcock for his type of drama and feel cheated when they get something entirely different.

☆ ☆ ☆ ☆

• • • Today's episode of "Ben Casey" is a story of a doctor and his wife who have a retarded son. Segment features Lee Marvin and Jean Hagen along with 9-year-old Tony Maxwell as the retarded 4-year-old.

☆ ☆ ☆ ☆

• • • Irene Cuffe was to be honor guest star attraction at her one-woman comedy show celebrating burning of the Troupers Club mortgage. She is a former vaudevillian who has been appearing on the stage and via TV in New York and Hollywood . . . Alan Young is preparing a spectacular featuring himself and Mister Ed, talking horse of the TV series. MCA is handling.

☆ ☆ ☆ ☆

• • • Connie Stevens of ABC-TV "Hawaiian Eye" series guests on "Bob Newhart Show" March 14 on NBC . . . Eduardo Ciannelli signed for his first guest star role at MGM-TV in "The Stepping Stone" segment of "Dr. Kildare."

☆ ☆ ☆ ☆

• • • Rick Nelson's new "Album Seven by Rick," scheduled for release early in February, is figured to be a big one . . . Charlie Britt, L.A. Rams defensive star, has a role in Jan. 25 episode of "The Adventures of Ozzie and Harriet" . . . Fred Custer has finally got the green light from the FCC for his 50 kw at KPOL, which has started broadcasting with new transmitter.

☆ ☆ ☆ ☆

• • • MGM-TV has signed Nelson Riddle to compose the theme score for the "333 Montgomery Street" pilot starring Edmond O'Brien . . . "Father of the Bride" extended for another eight weeks making a full 52 week schedule of 34 episodes and 18 repeats . . . Lew Irwin has reorganized his production firm, now calling it Irwin-O'Donnell Productions. They are busy turning out documentaries, one of which is close to inking on a major network show.

☆ ☆ ☆ ☆

• • • NTA's "Black Monday," original drama written by Reginald Rose, received first special mention at the International Television Festival at Monte Carlo . . . Jay Ward staging nation-wide contest based on "The Bullwinkle Show," with cooperation of Teen Magazine. Grand prize will be a trip to Hollywood. Great if the winner doesn't live in Burbank!

Rogers W. Coast Mgr. For CBS Radio Sales

Craig Rogers, an account exec with the CBS Radio Sales Department, New York, has been appointed Manager of the department's West Coast office. George H. Gallup, currently at the West Coast office, will return to New York as Roger's replacement.

Ron Thompson Joins Plough Boston Station

Boston — Ron Thompson has been appointed program director of WCOP, the Plough Broadcasting station in Boston, it was announced by vice president-general manager John F. Crohan. Thompson has been program director of KFJZ, Fort Worth.

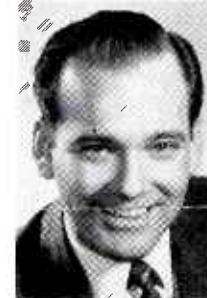
TVers on CBS, NBC Win Western Awards

The Western Heritage Awards has been given to CBS-TV "Rawhide" in the fictional-TV programs category, and to NBC-TV's "Project 20" production of "The Real West" as the "outstanding factual Western TV program of 1961." The latter starred the late Gary Cooper as storyteller in his last role.

Presentations will be made at a banquet tonight in Oklahoma City, home of the Western Heritage Center. The awards are two of several designed to encourage authenticity in Western fact and fiction, and to recognize achievement in TV, movies, magazine and music.

Nelson Heads Marketing For AM Radio Sales

J. Norman Nelson has been named to the new post of marketing and sales development director for AM Radio Sales, and the station representative company starts an expansion of client services. He begins his new duties this week with an extended visit to all AM Radio Sales stations



NELSON

across the country.

Nelson was most recently vice president and advertising manager of Calumet Publishing Co., Chicago, for three years. Before that he was advertising-promotion director for the ABC Western Division, president of the Southern California Broadcasters Association and director of national promotion for the Radio Advertising Bureau.

WEDDING BELLS

Hambrook-Cilenti

Edith Hambrook, of the sale promotion department of CBS Radio Spot Sales, will be married to tomorrow to Guy Cilenti, who works with the Feldhaber Construction Co.

Edgar-Fresch

Merle Edgar of WTAE's engineering staff, was married to Elsi Fresch, Jan. 20, in Forest Hill, Pittsburgh.

Schlanger-Frank

Ruth Schlanger, associate editor of Sponsor magazine and Arthur I. Frank, personnel manager of L. J. Gonzer & Associates, Newark, were married Saturday. They will honeymoon in the Catskill

Local Coverage of Orbit Shoot in High Gear

Networks Ready for Wed. Shoot

(Continued from Page 1)

and TV; CBS Radio-TV; NBC-TV, and Mutual Broadcast-System. Pool feeds, coordinated by NASA, are being handled by MBS for radio, and ABC-TV.

Pool remotes will feed into a switching center at Canaveral. There, pool video and audio both fed to the networks at Cape and also sent North for the networks in New York. In addition, each net will have its own cameras and mobile units at the press site.

Additional Line to N. Y. There is an additional video line from Cape Canaveral to New York which the three TV networks may use on a rotating basis for transmission of non-Cape Canaveral material. During the first half-hour, rotation will be in five-minute segments. After the segments will be 15 minutes.

NASA will provide the pool of the feed of unmanned vidcameras placed on the launch complex, North, South, East and West of the gantry from which astronaut Glenn will be launched. NASA camera will also be in the "White House" (room through which astronaut enters space capsule) and one on Gantry 12, 100 feet from the Atlas booster. NASA cameras will be controlled by NASA personnel. In pre-arrangement with the national networks will be given voice signals from the capsule in orbit, via tape or live, as cleared by NASA.

Post Golf Aired Live

San Francisco—KCBS will air live broadcasts of the Lucky International Golf Tournament this weekend, direct from Harding Park. Station sports director Don Egan will voice the action.

Stengel Subs for DJ

St. Louis—Dan Stengel will sit in for veteran KSD deejay Gil Green some when the latter enters the hospital for surgery as a result of a fall from a horse on his farm last Summer.

Milk-Pricing Interviews

Pittsburgh—KDKA's Mike Leary has been interviewing dairy farmers, consumers, officials and growers to get the story behind Pennsylvania's hot controversy over milk pricing and packaging. The series is being aired on "Program 1."

AGENCY NEWSCAST

By WM. McCUTTIE

White Front Stores (Interstate Department Stores) has selected Recht & Co., Beverly Hills, to handle its \$2,000,000 account. Media include radio, TV, print, outdoor and direct mail. Promo tie-ups with film studios also are planned. President Bob Recht's axiom, "We plan no advertising campaigns—just selling campaigns" . . . Esquire Shoe Care Products has retained Grey Advertising. Firm will spend over \$2,000,000 this year.

J. Brooks Emory, Jr., is joining Donahue & Coe's exec staff. He will work on special assignment from Don E. West, president, on account analysis and development.

Leo Burnett Co. has named Charles Jones, Allen Memhard, Charles Packer and Robert Williams client service division VPs.

Fuller & Smith & Ross has realigned its account groups and has promoted veeps Harold Bates and Gordon Zern to group managers.

Louis Milani Foods of Los Angeles and Chicago will move its entire product line from Cunningham & Walsh to Riedl and Freede effective Feb. 1. Ad media budget exceeds \$750,000. There is an additional promo budget on behalf of the salad dressing line.

Batten, Barton, Durstine & Osborn was the agency for a number of recently completed ads for

Movie Ways Replacing 'Anvil' Ads, Exec Says

Pierre Garai, Ogilvy, Benson & Mather VP and copy group head, discussed the beginning-middle-end motion picture techniques in making TV commercials on WNBC-TV's "Dialogue." "More and more," he said, "we will see not a battle of hammers, but a presentation of commercials that will move people through empathy and through the most direct, most forceful and most complete statement of fact about a product."

Surf detergents in which actress Zel deCyr supplied the voices.

Current figures show that Minipoo (shampoo) and Omega Oil sales are up 32 per cent over last year as a result of heavy network TV advertising and Sweepstakes promo. Commercials run on Jan Murray's "Charge Account" on NBC-TV and other NBC shows. Dick Clark's "American Bandstand" on ABC-TV and "ABC News Report" are being added to the schedule. Agency is Lawrence C. Gumbinner Inc.

DANNY THOMAS

. . . a well deserved tribute

(Continued from Page 1)

the Jewish Theatrical Guild. The tribute will take place one week after the formal opening of the \$4,000,000 St. Jude Hospital for leukemic children and research in catastrophic childhood diseases in Memphis, Tennessee—the shrine Danny Thomas made possible and is open to children of all races and creeds. Treatment will be free, there will be no accounts receivable in the hospital. In addition, the American Lebanese Syrian Associated Charities, of which Danny Thomas is president, has guaranteed the annual expense of the hospital up to \$1,000,000 for services and supplies.

Participating in this Entertainment Industry Tribute are the Negro Actors Guild, Episcopal Actors Guild, Catholic Actors Guild, Actors Fund, Motion Picture Relief Fund, Will Rogers Hospital, and the welfare funds of the American Guild of Variety Artists (AGVA) and the American Federation of Television and Radio Artists (AFTRA).

Names of those in charge, together with the Honorary Committee list, reads like a "Who's Who" in America, particularly in show business. Dr. Ralph Bunche, who will be among those on the dais, will see at this night-of-nights testimonial a United Nations of show business at work where talent knows no man-made boundaries.

To Danny Thomas our own "Two Palm" Award, wherever you are and whatever you do, may Saint Jude continue to guide you down that right road.

R-TV Teams Flood Cape, World Cities

Local radio and TV stations, as well as the networks, are finalizing plans for coverage of Wednesday's Mercury shoot, including reactions in world capitals and interviews with the family and friends of the astronaut, Lt. Col. John H. Glenn, Jr. Most immediate news on progress of the flight and the capsule recovery will of necessity be handled by radio.

WGBS, Miami, will cover the entire orbital shot live, providing color background and feature stories before and after the lift-off. Eighty-eight independent stations in the U. S. and Canada will pick up and re-broadcast the WGBS coverage via Radio Press International as will also the MacQuarie Broadcasting Network in Australia.

14 Newsmen from WJBK

WJBK, Detroit, is stationing 14 of its news correspondents around the world to assess and report reactions in world capitals, and will present highlights of the day's events in a special half-hour wrap-up that evening.

WOR-TV, New York, will cover the launching and recovery, and during the flight will present comments by leading space authorities, films on the human factor in astronautics, and an hour-and-a-half recap of the entire undertaking that evening.

KYW-TV, Cleveland, is showing "Launch Into History," a documentary background program on Glenn, his family and his home town, this evening. The show was produced by the station's news department, and is also to be seen on other Westinghouse stations throughout the country: WJZ-TV, Baltimore; WBZ-TV, Boston; KDKA-TV, Pittsburgh, and KPIX, San Francisco.

Mills Elected RCA Veep

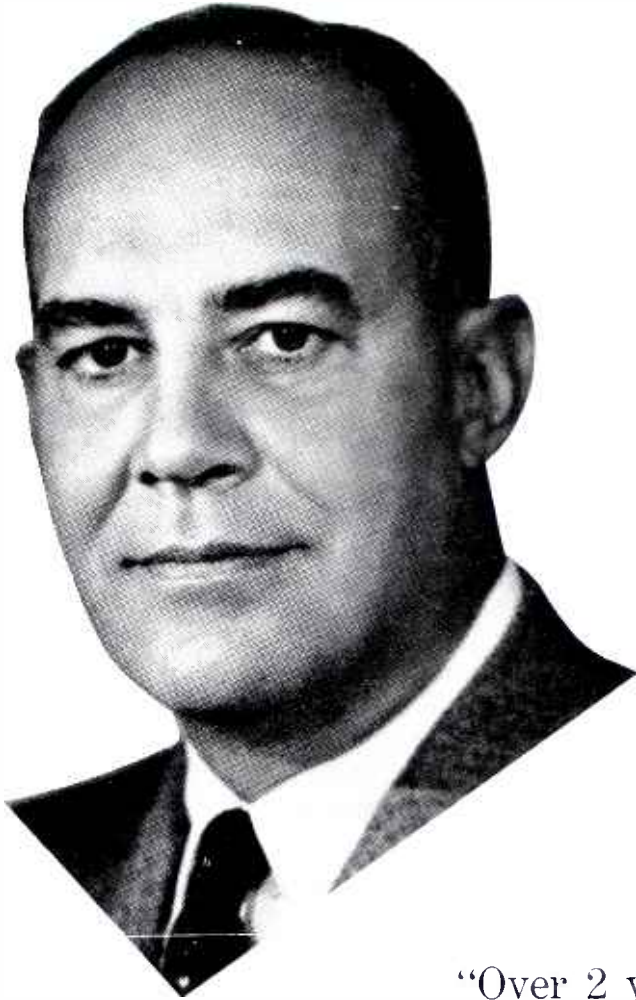
Indianapolis—Delbert L. Mills has been elected a vice president of RCA. He joined the company in 1960 in the division of Home Instrument Operations, and later became operating VP of RCA Sales.

Heads Easter Seal Drive

Boston—Curt Gowdy, sportscaster and "Voice of the Boston Red Sox," will head the 1962 Massachusetts Easter Seal campaign for crippled children and adults, March 15-April 22.

STORK NEWS

A daughter, Caroline Ann, was born to Mr. and Mrs. Robert Klek. Father is with the Tatham-Laird Advertising Co. in New York.



*“One of our
most productive
advertising media
is WSUN-TV
Tampa-
St. Petersburg”*

THIS IS HOW JACK M. ECKERD,
PRESIDENT OF ECKERD DRUG OF
FLORIDA FEELS ABOUT WSUN-TV.

“Over 2 years ago we became sponsors of a Sunday evening movie, 6:00 to 7:30 pm, called “Theatre 38”. Our results speak for themselves... at the time we had 5 stores, next month we are opening our 15th store in that market. When it comes to sales results we depend on WSUN-TV for a major share.”

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

WSUN-TV 
CHANNEL 38
TAMPA - ST. PETERSBURG

National Representative: Venard, Rintoul & McConnell
Southeastern Representative: James S. Ayers

RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Established February 9, 1937

90, NO 16

TUESDAY, JANUARY 23, 1962

TEN CENTS

HIGH CT. TO RULE ON PIX BLOCKS

NT&T Stockholders Vote on Changes

East Bureau of RADIO-TV DAILY
Hollywood—Holders of the 3,363 shares of NT&T outstanding Jan. 10 will vote to approve changing the corporate name to National General Corp., reduction of the board of seven members, and to elect seven new ones, at the annual stockholders meeting in the Fox Theatre, Beverly Hills, Calif., Jan. 20.

Explaining the change of name, President Eugene V. Klein said

(Continued on Page 6)

Telephone Wins Round in Public Facilities Case

The Arkansas Circuit Court yesterday affirmed the unanimous decision of the State's Public Service Commission ordering Northwestern Bell Telephone Co. to provide Midwest Video, holder

(Continued on Page 6)

CBS Mikes to Cover Yankee Ball Games

The entire '62 regular schedule of the New York Yankee baseball team will be aired on WCBS beginning Tuesday, Apr. 10, Sam J.

(Continued on Page 4)

Warner Appoints Katz to Represent Its WHN

The Katz Agency has been appointed national representative of WHN, soon to be named WHN, New York, Lionel F. Baxter, vice

(Continued on Page 2)

Aristol-Myers Picks Up Sponsorship on 'White Paper 9'

Aristol-Myers Co., thru Y&R, purchased sponsorship in "The Battle of Newburgh," to be presented as "White Paper No. 9," on M. Otter, director, special programs, NBC-TV revealed yesterday. The show will be aired Sunday with M. Otter as narrator. Executive producer is Irving Gitlin. Al Messerman produced.



Giant
Beater

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



Advt.

Gilchrist Hits Press For Anti-Video Bias

Daytona Beach—Thomas S. Gilchrist, VP and general manager of WESH-TV, has charged the press with irresponsible reporting and "anti-TV slanting of news coverage."

Gilchrist delivered a special editorial report over his station, charging that a remark he made

(Continued on Page 7)

Paper Buys WEAU-TV

Washington Bureau of RADIO-TV DAILY
Washington—WEAU-TV, Channel 13, Eau Claire, Wis., has been sold for \$2,100,000 cash, subject to FCC approval, by the Morgan Murphy group to the Appleton (Wis.) Post Crescent, according to Blackburn and Co., national media brokers who handled the deal.

Ark. Spring Meeting

Brinkley, Ark. — The Arkansas Broadcasters Association has scheduled its Spring meeting for Mar. 16-17 at the Sam Peck Hotel, Little Rock. The association board of directors will meet at the Sam Peck Saturday.

TV JOBS DOUBLE MEXICAN MOVIES

1,500 Thespians Received
Paychecks for Air Work

Special To RADIO-TV DAILY

Mexico City—TV was the major source of income for members of the National Association of Actors. Union figures reveal only 700 members were actively engaged in motion pictures last year, but approximately 1,500 got paychecks from TV.

The union claims almost 5,000 members in good standing. It said total gross earnings came to \$5,240,000—slightly over \$1,000 dollars per member.

Contest Fraud Case Closes

St. Louis—The FCC is expected to wind up its hearing today on alleged contest fraud charges leveled against KWK.

Examiner Forest L. McClenning has been hearing testimony in St. Louis, Chicago and Milwaukee to determine whether the station's

'Sweeping Decision' By Supreme Bench Seen As Outcome

Washington Bureau of RADIO-TV DAILY
Washington—The U. S. Supreme Court yesterday agreed to hear the TV block-booking case. This raises the prospect of a sweeping decision on feature-film distribution practices in TV, comparable to the Paramount case's affect on the motion-picture industry. A date for argument of the TV case will be set later.

Loew's Inc., Screen Gems, National Telefilm Associates, Associated Artists, United Artists and C&C Super Corp., were charged by the Justice Dept. with violating principles invoked in the Paramount case, allegedly requiring TV stations to take complete lists of feature films in order to get

(Continued on Page 8)

Curtain Going Up Today On Last Act in Hearings

Washington Bureau of RADIO-TV DAILY
Washington — The last lap of the FCC's lengthy programming hearings begins this morning, with CBS president Frank Stanton and 10 other CBS witnesses ready. After CBS, NBC and ABC will send witnesses to the stand in that order.

FCC sources say that nobody

(Continued on Page 5)

Richard Rendely Joins William La Cava as VP

Richard R. Rendely, former director of TV and Radio at Hicks and Greist, New York, and TV supervisor at Sullivan, Stauffer, Colwell and Bayles, has been named the vice president in charge of production and sales for William La Cava Associates, New York, a TV film producing company.

broadcasting license should be revoked.

Three attorneys are representing KWK. They are Jack P. Blume, Robert M. Booth and Gerald M. Smith.

The FCC attorney is Thomas Fitzpatrick.



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ARTHUR PERLES : : : : Editor

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

Storer Appoints Katz To Represent Its WHN

(Continued from Page 1) president, Radio Division, Storer Broadcasting Co., announced yesterday.

Katz also represents Storer stations WIBG, WJW, WJBK, WSPD and WGBS. KGBS is represented by Peters, Griffin, Woodward.



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BRITISH OVERSEAS AIRWAYS CORPORATION World Leader in Jet Travel

COMING AND GOING

GEORGE CHANDLER, co-star of CBS-TV's "Ichabod and Me," arrives here today for a five-day stay.

AARON BECKWITH, BBDO VP, leaves for Hollywood for taping of the Chun King show and to look at other TV programs for next year.

BLAIR CLARK, VP and general manager, CBS News, back in New York from Cape Canaveral. Also returned is DON HEWITT, director and co-producer of the CBS News coverage.

ROBERT W. BRECKNER, vice president and general manager of KTTV, Los Angeles, will arrive in New York today for a week of business conferences.

MARTIN CARR, CBS director, to New Concord, O., home of Astronaut Glenn, to direct the "Calendar" show there Wednesday, Thursday and Friday.

PAT BOONE, his wife SHIRLEY and their four children, to England for three months to film "The Main Attraction," his first film for Seven Arts Productions.

VICTOR GILBERT, "skinker" of Stonehenge in Ridgefield, Conn., and interviewer on WLAD, Danbury, leaves Monday for an extended stay on St. Croix, V. I.

JOHN KEENAN, sales manager, WANE-TV, Ft. Wayne, back to his Indiana Hq. after a week of selling with H-R here.

DON L. KEARNEY, Corinthian stations sales director, to Tulsa and Houston, visiting affiliates.

ARNOLD KATINSKY of WIP, Philadelphia; GARY DAVIS of WHK, Cincinnati, and DAVE GREEN of KMBC, Kansas City, Mo., homebound following talks here with Lynn Sawyer (PR) about the 1962 Miss Teenage America radio promos.

Ed Ryan Spearheads AP Nat'l Wire Study

New Haven—The '62 chairman of the national wire study committee of The Associated Press Radio-TV Association will be Edward F. Ryan, general manager of WTOP News.

Ryan's appointment was announced by the president of the APRTA board of directors, Daniel W. Kops. Kops is president of Stations WAVZ in New Haven, and WTRY, Troy, New York.

Kops said the committee would center on building stronger APRTA state associations and strengthening regional news coverage.

An increased member participation in the news report will be one of the goals.

FCC Okays 8 Permits For Intercity TV Relays

Washington Bureau of RADIO-TV DAILY Washington—The FCC has approved eight intercity television relay authorizations applied for by five Idaho TV stations to permit them to receive the programs of three Salt Lake City TV stations.

The frequencies to be used are reserved for use by common carriers solely for studio-transmitter links and remote pickup services for TV stations, and the FCC provided there must be no interference to these stations, plus a need for a showing as to how the frequencies have been used at license renewal time, as well as availability of equipment to operation on other frequencies.

KTVB and KBOI, Boise; KIKI and KID, Idaho Falls, and KLUX, Twin Falls, are the stations to get programs from all Salt Lake City stations.

Cantinflas Rejects Series; Wants More

Mexico City — Mario Moreno (Cantinflas), Mexico's top movie comic, is considering a series of 13 half-hour TV shows. Scripts, by Julio Navarez, tell of the misadventures of a vagabond. However, minor considerations aside, the deal will not go through at the present money offer—175,000 pesos (\$14,000).

Chi. Filmack Leases Space in Coliseum

Chicago—Don Mack, vice president of Filmack Studios has announced that his firm has leased from the Chicago Coliseum a 15,000-square foot sound stage "to provide the additional space for live shooting of industrial and TV films."

Filmack will equip it with Mitchell cameras. A shipping entrance is large enough to accommodate moving vans and buses.

USO, 21, Still Needs Talent

The USO, born in the midst of World War II to provide a "Home Away From Home" for lonesome GIs, continues to seek entertainment-talent and performers from the broadcasting industry.

The organization, which will mark its 21st anniversary Feb. 4, still sends out its famed USO shows to military installations in the U. S. and overseas. Last year these shows gave over 2,000 performances to a total audience of more than a million GIs, most of them in the more isolated installations where the morale of homesick troops appears to be the lowest.

With the increased influx of draftees and reservists last year,

FINANCIAL

(Jan. 22)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: High, Low, Close. Lists various stocks like Capital Cities, Desilu, Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

Avco's Earnings Rose 30% to All-Time High

Avco Corp. today said its earnings for '61 increased 30 percent to the company's highest level. Consolidated net earnings for the fiscal year ended Nov. 30 were \$12,982,052, equal to \$11.10 per share; in '60 they were \$10,021,501, or 97 cents per share. Consolidated sales for fiscal '61 of \$323,142,012 were slightly higher than sales of \$332,744,000 for 1960.

FOR SALE RCA Regulated Power Supply. 370 Watts. Serial 1028. Model 571A Good working condition. No reasonable offer refused Write Box 146 RADIO-TV DAILY 1501 Broadway, N.Y.C.

AVAILABLE

FOR YOUR MARKET FEB. 18TH

THE 22nd ANNUAL NATIONAL BASEBALL PLAYERS GOLF TOURNAMENT FROM MIAMI SPRINGS

FEATURING SUCH STARS AS MICKEY MANTLE, YOGI BERRA DON DRYSDALE AND WHITEY FORD IN BASEBALL'S OLDEST AND MOST COLORFUL GOLF TOURNAMENT

One Hour "Same Day" Videotaping on Sun., Feb. 18 of the Final Exciting Action, Winner's Presentation, and Colorful Interviews with Top Finalists, Delivered to Your Test Board, 4-5 E.S.T.



Al Dark, Mickey Mantle, Rocky Marciano (guest), John Gray, Al Lopez, Whitey Ford, Bob Toski (golf pro), and Jim Piersall at the '61 Tournament.

Baseball and golfing fans alike will eagerly tune in to watch famous stars trade baseball bats for golf clubs just before the start of Spring Training. A record number of past and present stars, managers, coaches, and prominent members of the baseball community will participate in the action and festivities.

A television first, the Baseball Players Tournament makes an ideal buy for any sports oriented sponsor. It appeals to *both* the baseball fans *and* golfing fans in your area, and provides a unique and colorful one day "Special".

FOR MORE INFORMATION CONTACT: MR. MACFARLAND



SPORTS NETWORK INC

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MURRAY HILL 2-0117 CALL COLLECT OR TWX. NY-1562

Mickey Mantle,
early entrant in the 1962 Tournament

Categories System For Emmy Dropped

The New York chapter of ATAS has decided to eliminate categories in its 1962 Emmy awards competition. Chapter president Betty Furness said this would "unlock the rigid restrictions imposed by categories."

The new system of unlimited nominations will allow more than one outstanding achievement in a single area to be eligible for award.

In addition to members' nominations, each of the seven New York TV station managers may also submit suggestions every three months.

R-TV Pkgrs. Handling Cartoon, Jingle Shows

Radio and Television Packagers, producers of "Cartoon Classics" and "Jungle" series, have announced they will handle distribution of these packages.

The newly completed third group of 104 "Cartoon Classics" has been licensed by WOR-TV, New York; WGN-TV, Chicago; CKLW, Detroit; KHJ-TV, Los Angeles, and other stations. WR-CV-TV, Philadelphia recently purchased the complete "Cartoon Classics" package, Groups I, II and III, totaling 320 episodes.



By TED GREEN

• • • Reports have it that Pat Wheel is being considered for the 'spokeman' assignment by a top soap outfit. Here's a gal who really sells. . . . Tony Faillace and his beautiful wife, Harriet, off to Nassau on a combined business-pleasure trip. . . . If anyone has stock footage of ballroom dancing, contact Steve Jackson, TV director at Metlis & Lebow. . . . Bob Horton wants to quit "Wagon Train" in time to begin February rehearsals for a Broadway show. . . . "Two Women" did for Sophia Loren what the voters did for JFK. . . . Brook Benton will follow the example of his pal, Sammy Davis Jr., and become a dramatic actor as well as a singer. . . . Shelley Winters has become a "Twist" addict.



WHEEL

☆ ☆ ☆ ☆

• • • Bill Britten (Bozo the Clown, on WPIX) and Doris Faye (Princess Ticklefeather) take bows in Paterson, N.J., for attracting the largest crowd in 13 years at the city parade. . . . To prove baritone Robert Merrill can sing a pop tune as well as an operatic aria, RCA-Camden issued a new Merrill album consisting of his pop favorites and featuring his version of the "Whiffenpoof" song. . . . Stardust Hotel in Las Vegas has joined "Sig's Show," a one-minute spot weekly, for six months. . . . Hugh Marlowe is bicycling between "The Verdict Is Yours" at CBS-TV and night rehearsals for "Under the Yum-Yum Tree," in which he will star at the Sombbrero Playhouse, Phoenix, the day after winding up his video chores.

☆ ☆ ☆ ☆

• • • Meet Bob Rich, vice president and general sales manager of Seven Arts Associated whose success in marketing the Warner Bros. Post-'50 feature films is the talk of the trade. Rich, a broadcasting executive since '34, began his career in radio in Cleveland. Later, from NBC News Editor in San Francisco, he went into radio station management in California and then to TV programming with WBEN-TV, Buffalo, and WPIX-TV, New York. In 1955, Bob was appointed general sales manager for Associated Artists Productions (AAP), then marketing the pre-'48 Warner Bros. and RKO feature film libraries. AAP later became United Artists Associated (UAA), and in '58, he was elected vice-president and general sales manager. Bob helped set up the R-TV Dept. at U. of Buffalo. He's a graduate of Oberlin College, served during World War II in North Africa and Europe as an Army Captain in a combat tank company.



RICH

☆ ☆ ☆ ☆

• • • Gloria Okon, the WPIX weather gal, is taking singing lessons for a series of radio, TV and nightclub dates. . . . Lee Jordan, host of WCBS Radio's "Music of Broadway," discussing several roles for Summer stock. . . . CBS Newsman Allan Jackson, setting up his annual look-see at the world political problems, expects to leave in the late Spring for about six weeks. . . . Sherril Taylor and Jory Nodland, of Taynod Productions, on the West Coast completing a pilot with pianist Roger Williams, the first of four they'll do in seven weeks. . . . Monty Hall, executive producer of NBC's "Your First Impression," working on a new show for the Fall season. . . . Jack Sterling talking with agencies about returning to TV.

☆ ☆ ☆ ☆

• • • Producer Bill Hobin contemplates shooting a pilot film, using his new 35 foot sloop, Mizpah, as home-base. . . . The ship's name, incidentally, is also that of his new production company. . . . Doris Day's new movie, "Lover Come Back," said to be more humorous than "Pillow Talk"—which will take some doing. . . . Richard Rodgers new musical, "No Strings," has none (strings). The orchestra consists of woodwinds and brass. . . . Director Martin Carr signed to direct a new CBS pilot film of an adventure series for children, possibly to be emceed by Lowell Thomas, Jr.

450 Airings Slotted For 'Dimes' Special

Since Jan. 1, a majority of nation's 525 stations in the U. S. and Alaska and Hawaii have booked "The Scene Stealers," a one-hour TV special for the National Federation-March of Dimes.

An estimated 450 airings of Buster Keaton-Ed Wynn star many scheduled in prime-time will take place before conclusion of the annual March of Dimes campaign this month.

The comedy entertainment includes Jimmy Durante as Jack Lemmon, Rosemary Clooney as Fabian, Lorne Green, Jack Cooper, Abby Dalton, Earl Kitt, Nanette Fabray, Doris Provine and many others.

Script is by Johnny Bradford; Jack Shea directed; Edward Franck, produced.

Jim Alspaugh to Chair RTES '62 'Fun Day'

James M. Alspaugh, radio vice president at H-R Representatives, has been appointed chairman for the RTES "Fun Day." This will be the fourth annual outing of the city, and special feature this year will be a golf tournament for the Storer Cup.

WCBS Mikes to Cover 162 Yankee Ball Games

(Continued from Page 1)

Slate, vice president and general manager of the station, said yesterday.

All 162 Yankee games will be heard on both AM and FM (a departure from last season when some games were broadcast only on FM).

Mel Allen, Red Barber and Tony Rizzuto will do the play-by-play commentary.



B.O.A.C.

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WJBK-TV

2

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

Represented by
 Storer Television Sales

Kenyon Brown Estate Sells 2 Coast Outlets

Two 'Radio-Active' Clerics Present 'Parson to Parson'

Stamford, Conn.—When folks here talk about their two "radio-active" clergymen, they're not referring to nuclear energy. They're talking about Rabbi Samuel M. Silver, of Temple Sinai, and the Rev. Hendricks M. Osborn, of the North Stamford Congregational Church, who conduct a program on WSTC every Saturday morning called "The Rev. and the Rabbi."

Although the two sometimes chat, most often they have a set whom they query about trivia and attitudes. Among them appeared ex-baseball great Sam Robinson; editor-lecturer Herman Cousins; ABC sportscaster Howard Cosell; Gen. Anthony J. S. Culiffe, and actress Peggy

Wood.

The program, which recently marked its first anniversary, is nicknamed "Parson to Parson," for when holidays roll around the two ministers exchange information about their respective faiths and practices and are joined by their wives. Rabbi Silver is president of the Association of Jewish Chaplains and the Stamford-Darien Ministers' League, the latter post previously occupied by the Rev. Osborn.

All Citations Going to 123 Tunesmiths

Writers and publishers from 19 states and three foreign countries are being presented with certificates of achievement in popular music for 1961 by Broadcast Music, Inc.

AMI awards are presented annually, based on trade-paper polls of popularity, record and sheet-music sales, radio and TV performances and coin machine sales.

The 123 writers and 68 publishers of 88 award-winning songs are from Alabama, Arizona, California, Connecticut, Georgia, Illinois, Kentucky, Louisiana, Michigan, Mississippi, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Pennsylvania, Tennessee, Texas and Virginia. Foreign countries are Greece, Italy, and the United Kingdom. One of Manos Hadjidakis, composer of "Never on Sunday," is from Britain and France.

Sweeney Resigning

John J. McSweeney, sales manager at WMCA, is resigning effective Feb. 1. He has been with the station since 1948.

Huntley Report in Color On Volcano Blast-Off

Closeup views of a volcano in eruption, with a wall of lava creeping away villages and trees in its path, will be shown in color today on NBC-TV's "Chet Huntley Reporting." The film was shot by cameraman Art Carter and members of the National Geological Services, during the eruptions of Mount Kilauea, Hawaii, in 1959 and 1960.

Canada Battle Looms On Private TV Bids

Special To RADIO-TV DAILY

Montreal—Competing applications for station licenses from the CBC and two private TV companies will be considered by the Board of Broadcast Governors at its session opening Feb. 6 in Quebec City.

The CBC is being challenged for new TV stations at Chilliwack, B.C., and in Quebec City. Both CBC and CHAN-TV, Vancouver, want rights to the new station at Chilliwack, in order to extend their coverage in the area. In Quebec City, both the CBC and a company headed by Jacques LaRoche are seeking to open a new French-language TV station.

Other Actions Posted

Other actions of the BBG in this session will be: discussion of programming with the owners of CHNS, CHNS-FM and CHNX, Halifax; CHWO, Oakville, Ont.; CHRC and CHRC-FM, Quebec City, CFCJ-TV, Port Arthur.

Consideration of AM radio applications by Mario Verdon, Montreal; C. Stanczykowski, Montreal; James A. Stewart, Ottawa; CHFI-FM, Toronto; Carleton-Victoria Broadcasting, Fredericton, N.B., and CKEN, Kentville, Nova Scotia.

Consideration of FM applications by CHUM, Toronto; John W. Pollie, Ottawa; CJAD, Montreal, and Raymond Crepault, Montreal; and consideration of stock-transfers involving CHED, Edmonton; CFCO, Chatham, Ont.; CKPT, Peterborough, Ont., and CKAC, Montreal.

Gannett Retains H-R To Rep R-TV Stations

Gannett Newspapers, Inc., has appointed H-R Television, Inc., and H-R Representatives, Inc., as national representatives of WHEC and WHEC-TV, Rochester, N.Y., and WINR and WINR-TV, Binghamton, N.Y., effective immediately.

Max Everett, formerly president of the station rep firm of Everett-McKinney, Inc., New York, will join H-R as VP in charge of development effective Feb. 1.

Race Documentary Gets Theatrical Screening

Nicholas Webster's "Walk in My Shoes," film study of the American Negro televised on ABC-TV's "Close Up!" series in September, was screened over the weekend at the Charles Theatre in Greenwich Village.

Hazam to Roll Print Of Van Gogh's Bio

Washington Bureau of RADIO-TV DAILY

Washington—NBC-TV writer-producer Lou Hazam will be the guest speaker at the January meeting of the Academy of Television Arts and Sciences at Washington scheduled at the Sheraton-Park Hotel Tuesday.

Hazam will show the A.T.A.S. members a color print of his recent "Vincent Van Gogh; A Self-Portrait."

Curtain Going Up Today On Last Act in Hearings

(Continued from Page 1)

will be cut off and that questioning by the FCC staff will not be limited, so that additional time will be made available even if the hearings can't be concluded in four hearing-days per week for three weeks.

Freberg's Chinese New Year

Stan Freberg goes all-out with satire to greet China's "Year of the Tiger," when he offers "Stan Freberg Presents Chinese New Year's Eve," an hour special Feb. 4 on ABC-TV. It is sponsored by the Chun King Corp., via Batten, Barton, Durstine & Osborn.

The satirical sketches will be in

the areas of TV, advertising, history, cultural exchange and music idols. Stan, through these, will examine the state of TV as it appears from his viewpoint. Saul Bass designed the entire production which Jack Donahue produced and directed from a script by Freberg.

KSON and KITO Buys Total \$686,267; FCC Okays Other Deals

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has announced approval of sale of KSON, San Diego, Calif. and KITO, San Bernardino, Calif., by Ruth E. Brown as executrix of the estate of Kenyon Brown. Clinton Dan McKinnon and Michael Dee McKinnon bought KSON for \$436,267, while KPOI Broadcasting bought KITO for \$250,000, subject to certain adjustments.

Other station transactions approved by the FCC were:

Sale of WMOV, Ravenswood, W. Va., by Valley Broadcasters to Good Neighbor Broadcasters for \$11,000. Sale of KBBB, Borger, Tex., by Robert M. and Dixie Dice Watson to Weldon W. and Weldon E. Lewis for \$70,000.

Sale of KBMX, Coalinga, Cal., by Meldean Upp to Charles E. Kelly for \$49,500.

Sale of KSFE, Needles, Cal., by SES Broadcasting to James Parr for \$57,500.

Shares Exchanged

Sale of WMAK, Nashville, Tenn., by Frederic Gregg, Jr., John Gregg, Jr., John R. Ozier and Frank M. Farris, Jr., as voting trustees, to Lin Broadcasting. Consideration involves cancellation of \$112,778 loans, exchange of 5,000 shares of WMAK for 108,519 shares (27.7 per cent) of Lin voting stock valued at \$162,778.

Sale of KURL, Billings, Mont., by Yellowstone Broadcasting to Christian Enterprises for \$71,600 and agreement not to compete for one year.

Sale of 65.84 per cent of WKBY, Scottsdale, Ariz., by Morris Mindel to John C. Cox, Jr., for \$110,000.

Share in WKBY Sold

Sale of license and subsidiary communications authorization of KELE-FM, Phoenix, Ariz., by Anjo Broadcasters and Telecasters to Camelback Broadcasting for \$3,001.

WWCO Ups Hamilton

Waterbury, Conn.—WWCO personality Sam Hamilton has been promoted to news director.

Bardot-Boyer Feature Delivers Ch. 7 Record

"La Parisienne," WABC-TV's "Night Show" feature seen Friday earned the highest ratings ever achieved by Channel 7's late feature movies. Starring Brigitte Bardot and Charles Boyer, it averaged a 17.5 Nielsen rating and a 41 per cent share of the viewing audience.

Heart Campaign Spots Will Avoid Fund Pleas

In a departure from the usual appeal-type of announcement publicizing a fund-raising campaign, the New York Heart Association will instead present medical authorities answering questions, in a series of TV and radio spots in February. The spots will be filmed and recorded, and no appeal for funds will be made in them.

Microphone Studies 'Lonely American'

St. Louis — KMOX Thursday will present a documentary study of loneliness entitled, "The Lonely American."

The program will feature national authorities in religion, psychiatry, sociology, marriage counseling and literature, among them, Prof. Clement Mihanovich, of St. Louis U., who calls loneliness "one of the greatest diseases of our time and about which very little is known."

"The Lonely American" is the sixth in a series of documentaries sponsored by Hoffmeister Mortuary on KMOX Radio. It was written and produced by the KMOX Public Affairs Department.

Change of NT&T Name Put Up to Stockholders

(Continued from Page 1)

in his notice to stockholders, mailed yesterday, "as the company is no longer engaged directly or indirectly in the ownership and operation of TV and radio stations, the board considers it advisable to change the name of the company to one more appropriate to the general activities in which the company is now engaged or may engage in the future." He said "The company proposes to enlarge and diversify its scope of activities."

Lloyd Drexler, of Chicago, who is a partner in Northern Illinois Steel Co. and chairman of the acquisitions committee of Victor Comptometer Corp., along with Edward Patterson, New York, associated with Allen & Co., Allied Capital, and other corporations, are new nominees for election to the board.

Present members up for re-election are Klein, Joe Benaro, Jack M. Ostrow, Irving L. Levin and Allen May.

Leonard Davis and Philip Handsman, who headed up a proxy fight at the last stockholders meeting, have decided not to seek re-election. Also withdrawing are Willard W. Keith, A. J. Gock and Richard W. Millar.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Production activity at 20th-Fox Television is at its peak in more than a year, with seven different companies shooting. In work are: two new "Bus Stop" segments, two "Follow the Sun" episodes, and one each for "Dobie Gillis," "Margie" and "Adventures in Paradise." Pilots for five new series are in final stages of preparation.

★ ★ ★ ★

• • • The Kingston Trio, Mort Sahl, Dolores Hart, Dodie Stevens, and Clint Walker and his Singing Group are among the latest performers set for the Star-a-Minute Ball at the Palladium Feb. 11th for the 8-Ball Welfare Foundation . . . Burt Kennedy rolling at Warner's on "The Wanted Man" episode of "Lawman," his third assignment under a writing-directing deal on series.

★ ★ ★ ★

• • • New York actor Steven Hill is set as guest star in the "City of Wheels" episode of "Route 66," filming on location in Phoenix, with Bert Leonard producing for Screen Gems. Hill scored heavily with his portrayal of Vanzetti in the TV drama of the Sacco-Vanzetti case. He also starred recently as Sigmund Freud in "The Far Country" on Broadway.

★ ★ ★ ★

• • • Independent TV stations in other markets will be watching KCOP's venture into color. There's no question but that KHJ-TV has benefited by going color and stations in other markets will follow suit. It's just a matter of how long each station feels it can hold out.

★ ★ ★ ★

• • • Latest at Warner's: Gerald Mohr and Charles Lane set for "The Money Game" episode of "Surfside 6" for ABC-TV . . . Evan McCord, contract player, set for title role in "The Youngest," "Lawman" ABC-TV drama being directed by Robert Sinclair for producer Jules Schermer . . . Mala Powers, who has a current picture "Flight of the Lost Balloon," in release, is cast in "Violence for Your Furs," "77 Sunset Strip" segment . . . H. M. Wynant has been cast as romantic heavy in the "Scene of the Crime" stanza of "Hawaiian Eye."

★ ★ ★ ★

• • • Wolper Productions has finished two half-hour documentaries, "Duke and Duchess of Windsor" and "Babe Ruth." Produced by Jack Haley, Jr., for the new "Biography" series, prints have been delivered to Official Films . . . The Mary Kaye Trio has signed with Charles H. Stern Agency for representation for radio and TV commercial work. . . Howard Duff and Pippa Scott signed with Producer Robert Brees for "Door Without a Kay" segment of "Bus Stop." Roy Huggins is exec producer.

★ ★ ★ ★

• • • Paul Petersen, 'teen-ager in the Donna Reed TV family, debuts as a recording artist this week on Colpix. . . . Rhubarb, a feline star of the Paramount picture of the same name, is returning to show business in a self-portrayal in Four Star's new "Low Man On a Totem Pole" series. . . . Alan Hale, Jr., has been cast by producer-writer Ellis Kadison, to guest star opposite Celeste Holm in 20th-Fox's "Irresistible Miss Bullfinch" segment of the "Follow the Sun" series.

Telemeter Wins Round In Cable Facilities Case

(Continued from Page 1)

of an International Telemeter Co. franchise agreement, with the necessary facilities for a cable system for pay television.

The Circuit Court appeal was filed by a group of theatre owners who sought to have the Public Service Commission's ruling vacated. The theatre owners had appeared before the PSC as intervenors and then carried the case to the Circuit Court. In dismissing their arguments, the Circuit Court noted that theatre owners' contentions "involving alleged destructive competition do not present a justifiable issue in this case."

Nick Castle to Stage Dinah Shore Dances

Nick Castle has been signed by producer George Schlatter as choreographer for the remainder of the season on NBC-TV's "Dinah Shore Show" color broadcasts. Sid Dorfman and Laurence Marks have been signed as writers for the show.

TvQ Service Signs CBS

TvQ, the qualitative TV research service, has just added CBS to its client roster, the seventh new subscriber in seven months. This brings the total number of clients to 18, 15 agencies (including nine of the top ten in total network TV billings) and the three networks.

St. Louis Air Promos Really for the Birds

St. Louis — In this sub-zero weather, KMOX admits it definitely is for the birds. As a service to our feathered friends, the station's "Little Bird with the Weather" urges residents to provide feed during the Winter. Each weekday, The Bird (Bob Holt) suggests special foods and diets, some of which have been recommended by listeners.

Meden Takes Charge Of BPA's N.Y. Office

Don B. Curran, president of Broadcasters' Promotion Association, has announced establishment of a national BPA headquarters in New York, as the "kickoff of the '62 expansion campaign."

Harold S. Meden, of Franznick-Meden, has been named secretary-treasurer, and "all transactions of BPA affairs and services to members will be handled through him," Curran said. "This is the first time BPA had full-time listed-telephone and membership services available."

Meden, before forming his own partnership, was promotion manager at the Radio Advertising Bureau.

Trans-Lux Sales Tops Gather for Pow-Wow

Trans-Lux Television Corp. has set important sales meetings in New York for this week in conjunction with a press conference on Thursday.

Richard Carlton, vice president, said Arthur Manheimer, Western Division manager; Bud Ormond, Midwestern Division manager; Murray Oken, Eastern Division manager, and Roslyn Karan, special coordinator for the "Encyclopaedia Britannica Films" Library will be in hand to preview and discuss the company's new properties for '62, and plan sales campaigns. Carlton indicated emphasis will be placed on mapping a "color" drive for "It's A Wonderful World."

Utah's 'Soviet Timetable' Available in TAC Library

Salt Lake City — "Soviet Timetable," a KCPX-TV program produced and directed by Dan Rainer, has been accepted by Television Affiliates Corp. for its library. Presented in cooperation with the Utah National Guard, it was presented in prime time last September and repeated in October.

City-by-City Grants UHF Abandoned

Washington—The Association of Maximum Service Televisers, WICU-TV, Erie, Pa., WCIA, Champaign, Ill., have received little satisfaction from requests for more information about FCC proceedings aimed at encouraging UHF and lifting operating VHF stations in eight markets to make all-UHF.

The Commission has stated that of the AMST requests in matters not now specifically raised, some "are contentious," some seek information already in the FCC public files, and these questions would not be raised.

Selection Explained

As to why the eight cities were selected, the FCC said "the selection of markets for deintermixing was based on consideration of lack of competitive service, existence of UHF service in the area with substantial receiver conversion already accomplished, the impact on the general public. The purpose of deintermixing is to encourage more service to the public and the markets selected are comparable to other markets now supporting three or more competitive TV services."

The FCC Commission explained its proposal to abandon city-by-city allocations for UHF would make possible for applicants to select the lowest available channel, and this might be an "incentive." Technology is more advanced on low channels than on the high ones it was further explained. However, there would be need for criteria such as a group assignment or a skeleton assignment plan to avoid dangers in letting an assignment plan develop in actual applications because of lack of regard on overall efficiency, it was said.

Paperback Books Hypo TV Baseball Promos

Radio and TV stations promoting baseball this year are being offered special discounts on paperback books which can be used for mailings to prospective advertisers or other station promotions. The Special Projects Division of Pocket Books, Inc., is identifying labels with "Comments of (the sponsoring station)" can be supplied. Scheduled for March release, the books are the 1962 edition of "Major League Baseball Handbook," published by Pocket Books, and "Baseball Is a Funny Game," by sportscaster and former leaguer Joe Garagiola, published by Bantam Books.

'CASTERS TAKE OFF FEB. 3 ON L.A. GOOD-WILL TOUR

A group of outstanding U. S. broadcasters will make a 22-day good neighbor tour of six Latin American countries next month. A State Department spokesman said the visit will emphasize the importance which the people have placed in President Kennedy's Alliance for Progress. The broadcasters, who will visit Argentina, Brazil, Chile, Mexico, Peru and Uruguay, leave from Miami Feb. 3 and return 21 days later.

The tour was arranged by NAB at the invitation of the Inter-American Association of Broadcasters as a "return visit" to one made by IAAB delegates to the United States last year. The IAAB held its annual convention in Washington last Spring. Its delegates later attended NAB's 39th Annual Convention. They were singled out by President Kennedy, the NAB's opening convention speaker, for their joint efforts with U. S. broadcasters to assure a maintenance of freedom in the hemisphere.

Headed by H. E. Evans

The U. S. delegation will be headed by Herbert E. Evans, president of the Peoples Broadcasting Corp., Columbus, O., the NAB's representative on the IAAB Board.

The tour is designed to acquaint the U. S. broadcasters with social and economic conditions in Latin America and to help in creation of plans and programs of mutual interest to broadcasters of both North and South America. Arrangements are being made for the taping of on-the-spot programs for later broadcast in the U. S. by individual stations.

Congressional Programs Back on New York Video

WOR-TV's three congressional programs, which took a hiatus during the interlude between congressional sessions, return this month. Sen. Kenneth B. Keating will again host the program "Let's Look at Congress," every second Sunday beginning Jan. 28. Congressmen Emanuel Celler and John V. Lindsay alternate as host of "Congressional Conference" each Sunday.

Three-Week 'Odyssey' Coming Up for 'Lassie'

"Lassie's Odyssey," a three-part episode in CBS-TV's "Lassie" series, will be presented Feb. 18, Feb. 25 and March 4.

Stars in the series are Jon Provost, June Lockhart and Hugh Reilly, and of course the famous collie itself. Producers are Robert Golden and Bonita Granville Wrather.

Chicago Video Series Airs Religious News

Chicago WBBM TV on Saturday will begin a weekly half hour adult religious news program, "Religion in the News," which will cover significant international, national and local news about all faiths.

Each show is being produced in association with the three major religious groups—Catholic, Jewish, Protestant—each being represented in a 10 minutes in length segment.

"Religion in the News" is produced by Maurice Borg, Jr., for the public affairs dept. of WBBM-TV in association with the Archdiocese of Chicago, the Union of American Hebrew Congregations and the Church Federation of Greater Chicago.

'Anti-Video Bias'

(Continued from Page 1)

during a speech to the Peninsula Club had been quoted out of context by a local paper and its meaning distorted so that he appeared to agree with current criticism of TV programming.

"If we handled our newscasts with the same lack of responsibility," he said, "the press would be the first to holler foul and demand investigations."

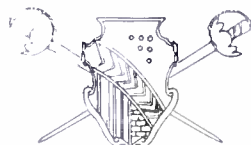
Pittsburgh's Pennies Make Impressive Total

Pittsburgh — Friday was KDKA's "Thank You Day," to thank its listeners for some \$15,000 received in December's "Penny-a-Month" campaign for Children's Hospital. Each year the station requests its listeners to send in just 12 cents—a penny for each month of the year. Last year the amount raised was \$13,000.

Morton Wishengrad Teaches at Hunter

Author and playwright Morton Wishengrad, also well-known for radio, TV and film scenarios, will teach a seminar course in playwriting and directing during the Spring term at Hunter College beginning Feb. 7.

The new course is designed to meet the needs of advanced students presently engaged in professional theatre or intending to enter the pro field.



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

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

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

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

—A Thought For The Day—

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

60-Man Film Crew Raced Sun on Links

Hank Saperstein, president of Glen Films, producer of "All-Star Golf," yesterday announced completion of the 90-minute TV sport special "Golf Champion of the USA."

Competing for \$22,000 in prizes and the national title, Gene Littler, Gary Player, Jerry Barber and Jack Nicklaus, U. S. Open, PGA, Masters champions and ex-amateur champ respectively, teed off at La Quinta (Calif.) Country Club, on Jan. 16.

This classic struggle was produced as the 90-minute special in a single day. From sunrise to sunset, the 60-man crew, handling seven cameras and related equipment, completed filming only minutes before dusk.

McGregor-Doniger, thru McCann-Erickson, has already picked up one-third sponsorship.

TV-Pix Block Booking Going to High Court

(Continued from Page 1)

desired features. The New York District Court directed a consent decree under which distributors could offer blocks until they found no station in a market which would take the entire list, after which they would have to offer the films separately.

All distributors except NTA appealed on grounds that the Paramount decree is not applicable to TV because these are old films and not dependent upon box-office receipts, and also because TV distributors don't have a programming monopoly or even a monopoly over feature films, as was the case in the film industry.

The Justice Dept. asked for a review, on grounds that the distributors, under the challenged consent decree, would still be able to force TV stations to take full blocks of films in order to receive desired features, if only to keep competing TV stations from securing the higher quality films.

Len Roberts Joins Cristal

Len Roberts has joined the staff of Cristal Animation as a vice president.

CBS Sports Exec Takes Basketball Role on TV

Chet Forte, former All-America basketball player for Columbia U., and now associated with CBS-TV Sports, will be seen in action in the basketball sequences of "The Defenders" on CBS-TV Feb. 3. This episode, "The Point Shaver," deals with a college basketball player accused of bribe-taking to fix a game.



By PETER C. DAVALLE

U. S. Twist experts predicted that Britain would capitulate to this new dance sensation just as quickly as it did to rock 'n' roll. But not so. So Chubby Checker came over to Britain last week to give the Twist a shot in the arm. He did a "Personal Appearance" on Granada TV, backed by top instrumentalists and singers, including 16-year-old American singing star Linda Scott . . . Groucho Marx should get viewers twisting with laughter when he narrates "Merrily We Roll Along," the NBC feature which is due this week.

★ ★ ★ ★

Sixteen scripts have been completed for the MGM-BBC TV series "Zero One," now being filmed at Elstree. All 39 should have been written by the time the first six stories have been filmed . . . Add these to the facts I've already given about this U.S.-slanted series. First four titles are "Million Dollar Lift," "Gunpoint to Shannon," "And Maya Makes Three" and "Fly Away Peter." Wolf Rilla and George Pollock have joined Roy Baker on the series' directing panel.

★ ★ ★ ★

U. S. contribution to the current Intertel series, "Postscript to Empire," focussed on Britain, with some hard-hitting words and visuals from Westinghouse Broadcasting Co. Inc. of America. Newspaper critics were divided: Said the "Daily Telegraph": "There was nothing to shock the fair-minded viewer. It was all further evidence of the global importance of this far-sighted TV film project" . . . Said the "Daily Mail": "Atmosphere was mysteriously one of caricature . . . half-baked."

★ ★ ★ ★

Fantastic! The strictly non-commercial BBC TV mentioning branded goods! But it's going to happen—every month in Spring. Idea is for BBC TV's top personality, Richard Dimbleby, to weigh the respective merits and demerits of everything from babies' nappies to cars. Actual tests will be carried out by the controversial Consumers' Association whose recent reports on British and Continental family cars have rocked the industry.

★ ★ ★ ★

Seems I was over-optimistic in forecasting that Equity's (the actors' union) recent proposals to end the current Independent Television strike, would provide a basis for negotiators. The 13 ITV companies have rejected them. And so the 11-week strike goes on . . . Some of the ITV companies are denying that ratings are dropping because they have had to put out old films in place of strike-hit programs. Says one company: "The reverse is true. Some old films are actually attracting bigger audiences than the programs they replace."

★ ★ ★ ★

Alan Morris, head of light entertainment for ARTV has resigned to go home to New Zealand . . . Because BBC TV's weekly children's program "Blue Peter" has been chopped from 20 minutes to 15, popular commere Leila Williams has been dropped . . . Tom Masson, one of Radio Luxembourg's top producers, has gone into the freelance business as voice-scriptwriter-producer and as commercial radio consultant.

★ ★ ★ ★

A. P. Films Ltd. of Slough—they make the "Supercar" series now scoring fluently on U. S. TV—have appointed Ken Davis to head a new associate company, Arrow Productions, which will specialise in TV commercials and documentaries . . . Surveying three successful years of operation, Tyne Tees Television select as one of their highlights the recent link-up with Station WCKT, Miami, Florida whereby a Tynesider serving with the Venezuela Navy appeared in a program there at the same time as his parents, celebrating their golden wedding, appeared in TTTV's "One O'Clock Show."

★ ★ ★ ★

The London Press Exchange Ltd. has received Treasury permission to acquire the equity of Robert Otto and Co. Inc. of New York. Robert Otto will remain chairman of the New York agency, which will now be known as Robert Otto-Intam Inc.

Fetbrod Joins Promotional

Arnold Fetbrod has joined Promotional Services as director of sales and programming. His previous associations have included Screen Gems and Official Films.

Manson Scores TV Spec

NBC has assigned composer-conductor-arranger Eddy Manson to score "Sentimental Journey," a documentary TV spectacular to be broadcast in March.

Caldwell Ltd. Names Burrows Office Mgr.

Special To RADIO-TV DAILY

Montreal—S. W. Caldwell, Ltd. has appointed Gerry Burrows manager of its branch office here. For the past several years he has been associated with TV through his All-Canada, Ltd., sales position and as assistant manager, radio-TV department, Cockfield, Brown & Co.

Prior to that Burrows was radio department manager at McKim Advertising. He also has writer and producer credits on radio and TV.

Fetzer Given Approval For WWTV Satellite

Cadillac, Mich. — Fetzer Television, Inc., operators of WWTU Channel 13, Cadillac-Traverse City, has been granted a construction permit by the FCC to build a satellite located in Sault Ste. Marie. The satellite will telecast on Channel 10 with call letters WWUP-TV. WWTU is affiliated with the CBS and ABC networks.

Target date for the operations of WWUP-TV is the summer of this year. Other Fetzer operated TV stations include WKZO-TV, Kalamazoo; KOLN-TV, Lincoln, Neb. and its satellite KGIN-TV, Grand Island.

Bob Leonard to WNJR As Operations Manager

Newark — Bob Leonard has joined WNJR as operations manager. Previously he was with WKBN, Hartford, as program director, assistant manager and later station manager. He also has been associated with WROW, Albany; WMEX, Boston, and WRIT, Milwaukee.

Jack Moss Incorporates

Jack I. Moss, free-lance writer for film strip, motion picture and audio-visual presentations, has incorporated as Jack I. Moss, Inc. with offices in New York.

Denver Station Rescues Fire Refugees Twice

Denver—KIMN came to the aid of a burned-out family of seven here twice in one month. When the family lost its home and most of its possessions in a mid-December fire, the station broadcast an appeal and obtained use of a house until the owner returned last week. Out in the cold again, the family turned once more to KIMN which aired another plea and this time obtained food, clothing and other help, in addition to a home.

Youth Bureau Reaches 300

Detroit — "Youth Bureau," which depicts real-life cases of youngsters who come to the attention of the police, has completed its 300th telecast on WXYZ-TV. The originator, Granville Van Dyke, is still writing, producing and moderating it. During its lengthy run, the program has won many awards, including: The first national TV award presented by the Big Sisters of America; the first TV award presented by the Detroit Education Dept., and the top award of \$360 from the Detroit Educational TV and Radio Council.

Plow Deep, Client Finds

Waukegan, Wis. — "A concentrated radio advertising program has all resulted in the biggest quarter sales in Case history," J. I. Case Co. ad and promoter D. E. Fricker said. As a result, the agricultural implement manufacturing firm is unveiling an expanded five-part radio package in the first quarter of 1962.

The package provides a completely localized approach to farm advertising. A combination of spots and farm service programs will bring the campaign to markets on behalf of 30 products, Fricker said. The agency is Morey, Madden & Bal-

Does Remotes 35-Foot Yacht

Cleveland — WERE is broadcasting this week from a 35-foot cruiser at the Mid-America Boat Show being held at Cleveland Public Hall. Broadcasting at various times from the yacht are WERE personalities Dick Conrad, Mike and Jack Daniels. The station also is conducting a treasure chest contest during the boat show. Contestants who find the right key to open the treasure chest will win a record album.

Dispute Settled

Washington Bureau of RADIO-TV DAILY — Stevens-Wismer Broadcasting, Port Huron, Mich., has accepted a National Labor Relations Board consent order which it will pay Ernest G. Byrnes \$315 for loss of pay because of his alleged discharge because of union activities, and which it agrees not to discharge union membership. ABET was the complaining

AGENCY NEWSCAST

By WM. McCUTTIE

"Women (by two to one) do not want consumer protection from the Federal Government," Charles H. Brower, Batten, Barton, Durstine & Osborn president told the 55th annual National Canners Assn. convention in Miami Beach. A recent survey by his agency "confirmed results of a previous poll of food editors on this question," he said. If a manufacturer cheated, the "vengeance (of the consumer) would be swift and sure," Brower said. Finally he recommended that the Senate look into one "flagrant case of mislabeling"—the American dollar.

M. L. Grant, Inc., has been retained for all advertising and PR of the M. Blatt Co., Trenton, N. J., designers, manufacturers and national distributors of modern bowling centers and billiard room equipment. Al Cirillo is the AE.

William La Cava & Associates taking over an entire floor at 675 Fifth Ave. New York... New TV animated commercial for Folger's coffee featured Allen Swift voices as French hockey player and Rus-

Ad League Examining Use of Video Film Ads

How the small agency can effectively and economically use TV film commercials will be discussed at a League of Advertising Agencies dinner meeting tomorrow at the Advertising Club, New York. Richard Dugelman, Lux-Brill Productions president, will be the main speaker.

sian concert singer. Agency is Cunningham & Walsh.

New VPs at Winius-Brandon Co., St. Louis, are C. P. Crady, J. R. Gimblett, Edward Hirsch and H. B. Jones.

White Advertising, Tulsa, has added Hal O'Halloran as an account exec, following his resignation as KOME VP and general manager.

ABC Covering Ski-Jumpers

Two highly realistic documentaries on American life, produced by the British Broadcasting Corporation, are scheduled for the National Educational Television network.

They are "Grassroots," a study of the town of Princeton, Ky., population 5,618; and "Ed and

Frank," a portrait of the daily lives of two men in the Chicago area—both produced by Denis Mitchell.

"Grassroots" premiered this week on N.E.T.'s network of 58 non-commercial stations. "Ed and Frank" will be aired beginning Feb. 19.

News Flashes From Coast-to-Coast

IRE Holds 7th Meet

Seattle—The Seattle Section of the Institute of Radio Engineers will hold its 7th Region Conference May 24-26. The theme will be "Space Communications," and will stress the impact of electronics on the social and cultural life of the future. The IRE Board of Directors will hold its annual meeting during the conference and the Seattle Worlds Fair will designate May 25 as "Electronics Day" in honor of the occasion.

Changes and Additions

San Antonio — Jerry Kunkel, formerly KONO air personality and public service director, has been upped to program director. Joining the staff are Ben Laurie and Dick Cowser.

Chef's Special

Salt Lake City—Wayne Henry,

KALL deejay, has launched a favorite recipe contest. Listeners send Wayne their favorite recipes, which he reads over the air leaving out one ingredient. Whoever names the missing ingredient wins all kinds of goodies, contributed by local merchants.

Smile for Cadet Don

Houston—Cadet Don, host of KTRK-TV's morning "Cadet Don Show," got an idea of his audience pull recently when some 4,000 young viewers responded after he asked them to send in their pictures.

A Question of Money

Boston — A discussion of the money problems a family faces, will be the subject of "Family Economics" on the WHDH-TV "Family Living" series Sunday. Prof. James Morgan, a Michigan

Hawaii Gets Lots of 'Luck'

Special To RADIO-TV DAILY

Honolulu — Robert (Lucky) Luck has begun an early morning show on Kaiser Broadcasting's KHVH here. Plans are under way to simulcast the six-days-a-week broadcast on three Kaiser TV channels. Formerly Luck had been with KPOA and KGU, both Hawaii.

A native Texan, Luck discovered Hawaii as a Marine. After the war he became a night club attraction and a radio "draw." His specialty is dialect stories and good-humored satires of Hawaii's melting pot, which preserve "the traditional Hawaiian spirit."

Gasoline, Coffee, Cigs Sponsor Angels Tilts

Phoenix — The entire regular schedule of baseball's Los Angeles Angels in the American League will be broadcast live on KVIX here. The games have been sold to Standard Oil Co. of California, Folgers Coffee, and Brown & Williamson Tobacco Co.

Buddy Blattner will join the Broadcasting staff, which includes Don Wells and Steve Bailey, both of whom covered the team for the station last year.

Wander Standards Boss

Arthur Wander has been appointed supervisor of news and broadcast standards at Storer's WMGM. He joined the station last August, and previously was with WAKR-AM-TV, Akron.

U. economist, is the guest-expert on this 15th and final program of the series.

Teens Go Steady with D.J.

Detroit—Dave (Jack the Bell-boy) Shafer has added "Steady Teen Salute" to his WJBK d.j. show. He singles out teenagers in the audience who are steady daters and talks about their likes and dislikes.

WEJL Editorial in Record

Scranton, Pa.—Rep. William W. Scranton (R., Pa.) has entered into the Congressional Record a WEJL editorial in connection with India's aggression against Goa.

Seratti Moves to KOGO

San Diego—Bruce Seratti has been named KOGO merchandising director. He formerly was with KSDO here.

Herb Oscar Anderson 6-10 AM Charlie Greer 1-3 PM Dan Ingram 3-6:15 PM Fred Hall 10 AM-6 PM Sun. Sam Holman 11 AM-1 PM Scott Muni 7:15-10 PM Bruce Morrow 10 PM-12 Mid.



ROAD SERVICE

(Listeners fill up at New York's finest service station)

Every hour of the day, motorists turn right to these men for the best steer in traffic reports. Their 24-hour radio service shines with a winning warmth and exuberance. But traffic reports are only one aspect of the complete service that has helped put WABC on the road, gaining momentum week after week. You can hear it in WABC music — "your kind of music." In news reports that tell what the news means to New Yorkers. In spirited participation in the causes of the metropolitan area. The response is clear: on the air, WABC Pulse ratings have averaged a 250% jump in 1961 over the previous year. In the marketplace, the impact of advertising dollars spent is visible in shelf depletion, and cash register addition. Permit WABC's seven personalities to pump for you. You'll find, as others have, that their high-octane brand of radio moves a predominantly adult audience — and an advertiser's product.


WABC
 RADIO CHANNEL **77**
on your sound dial

RADIO-TV DAILY

The
INTERNATIONAL
NEWSPAPER
OF



Established February 9, 1937

NO. 17

WEDNESDAY, JANUARY 24, 1962

Indiana University Library
Bloomington Ind

STANTON FAVORS MORE RIVALRY CREEPING CENSORSHIP FEARED BY CBS CHIEF Aubrey Urges Screening Commercials

DAY 'SELLING' AIR UPHELD

Missouri's Attorney-Gen'l.
Projects Inquiry in R-TV

St. Louis—Missouri's Attorney General Thomas F. Eagleton, a Sunday selling, has upheld the sale of TV and radio stations broadcast advertising on that ground the ruling in the capital Jefferson City, in response to
Continued on Page 6)

Rifleman' Connors Starts Own Firm

St. Louis—Chuck Connors, "Rifleman" has formed C.A.F. Enterprises, Inc., for packaging and program association with Ray L. Fitzgerald, former president of sportcraft, Inc., and James Fitzgerald, former president of Cowan account executives
Continued on Page 4)

Storer Broadcasting Co. 45-Cent Dividend

St. Louis—The board of directors of Storer Broadcasting Co., declared a quarterly dividend of 45 cents per share on its common stock payable Mar. 9, to stockholders of record Feb. 23. The company also declared a quarterly dividend of 12½ cents per share on its listed Class "B" common.

Storer Okays Tower

St. Louis—Storer Broadcasting Co. has received permission of the Federal Communications Commission to build a radio station and tower in a one-story modernistic building formerly used as an automobile sales-

Dodd Woos Spotlight With 'Sexy' Probe

Washington Bureau of RADIO-TV DAILY
Washington—The networks this afternoon face a slashing flank attack from Sen. Dodd's Juvenile Delinquency Subcommittee, even while they are tied up in three weeks of hearings before the FCC on their programming practices. Dodd issued a fire-breathing statement yesterday
(Continued on Page 5)

Wm. C. Thompson Upped In KGBS Programming

West Coast Bureau of RADIO-TV DAILY
Hollywood—William C. (Bill) Thompson, director of public and community relations of 50,000-watt Storer station KGBS, Los Angeles, has been named program manager, Wendell B. Campbell, v.p. and general manager, announced yesterday.

TV Interests Separated By Publishing Corp.

Temple, Tex. — The FCC has granted the application of Bell Publishing Corp. to separate its publishing and TV interests and authorized transfer of the license of KCEN-TV to a new corporation, to be known as Channel 6, Inc., and Bell Publishing Co.

Radio Outpulls Press Ads

Cleveland — A two-year survey at Higbee's, department store here, proves that radio advertising can sell virtually every category of merchandise and in all price lines, according to Miles David, vice president, Radio Advertising Bureau.
Higbee's was chosen from among 40 stores offering to put up \$1 for each \$2 by the Bureau to make a test. David asserted that
(Continued on Page 4)

Washington Bureau of RADIO-TV DAILY

Washington—With the scholarly clarity, executive incisiveness and quiet humor which are the acknowledged hallmarks of his personality, Dr. Frank Stanton, CBS president, became

RTES 1962 Gold Medal Slated for Dr. Stanton

Dr. Frank Stanton, CBS president, is the unanimous choice of the Board of Governors to receive the Radio and Television Executives Society's '62 Gold Medal, RTES president Matthew J. Culligan, general corporate executive and director of Interpublic, Inc., said yesterday. Presentation will be at the RTES 22nd anniversary banquet, Mar. 8, in New York.

So. Carolina Forum 'Admits' the Public

Sumter, S. C.—The South Carolina Broadcasters Association convention opens tomorrow and continues Friday and Saturday at the Holiday Inn there.
On Friday, from 10:30 AM until noon, candidates for major offices
(Continued on Page 4)

the star witness in the opening day of hearings that will conclude the FCC's record-length probe into network programs and practices.



STANTON

Addressing the en banc seven-man commission in the ICC hearing room, Dr. Stanton took the initiative in a concise 22-page statement setting forth these points:

1. Increased competition in the form of more stations and more networks is the best assurance of TV's growth and improvement.
2. Broadcasters, manufacturers
(Continued on Page 3)

Bill Miles to Manage KITE in San Antonio

San Antonio—William L. (Bill) Miles has been named general manager of KITE. He has been in radio sales in San Antonio for seven years, was formerly an account executive at KTSA and sales manager of KONO.

AMF Pinspotters Signs For 4 Daytime Shows

AMF Pinspotters, Inc. has signed for sponsorship in four CBS-TV daytime programs, "Calendar," "I Love Lucy," "Video Village" and "Your Surprise Package," effective Monday, Jan. 29.

THE ADAMS! TONIGHT ON PM EAST & PM WEST

Westinghouse
Broadcasting
Company, Inc.



Vol 90, No 17 Wed, Jan 24, 1962 10 Cts.

CHAS A ALICOFTE President & Publ

MARVIN KIRSCH Assoc. Publ-Gen Mgr.

ARTHUR PEREFS Editor

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'Pick Letter' to Fill 26-Episode Schedule

Screen Gems has gone into full production in Canada on "Pick A Letter," new, five-minute filmed children's series. Lloyd Burns, vice president, international operations, said yesterday.

Steve Krantz, vice president and general manager, Screen Gems (Canada) Ltd., has scheduled 26 episodes for completion during the next ten weeks.

Star of "Pick A Letter" is Hungarian-born artist-cartoonist George Feyer, well-known to Canadian moppet audiences. Charles Winter is writing and researching for the series.

REPLY TO AUDIENCES THAT VIEW AND LISTEN TO WDAU-TV

SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK HOUR OR CALL CONWAY IN SCRANTON.

COMING AND GOING

BOB SINNETT, sales manager at WEEL, Boston, in town visiting CBS Radio Spot Sales.

BOB MILLS, New York literary division head, and MITCH LEISER, director of TV programming for GAC, arrive on the West Coast today for talks.

TOM HOWELL, executive VP of the Cellomatic Corp., is in York, Pa., for preparation of the York Dealers Show.

MALCOLM SHERMAN, Southwest and West Coast representative for Hollywood TV Service, has left Los Angeles for a business tour of Western and Southern states.

BILL WYLER, WLBW-TV, Miami, personally, to Hollywood to appear in ABC-TV's "The Real McCoys."

LAWRENCE WHITE, VP of daytime programs for the CBS-TV Network, has arrived in Hollywood on business.

PETER M. PIECH, president of Producers Associates of TV, back to New York after meetings in Mexico City and Los Angeles on further production plans.

JACKIE MASON, TV and nightclub comedian, has returned from Minneapolis, where he starred at Freddie's Cafe and made TV and radio appearances.

5 Newsmen on CBS Add New Dimension

CBS News Correspondents Eric Sevareid, David Schoenbrun, Walter Cronkite and Grant Holcomb will be heard regularly on CBS Radio's new "Dimension" feature. "Observations, U.S.A." presented Monday-through-Friday.

Bernard Eismann, covering the Mid-Western states out of Chicago, has already been announced Eismann will be heard on Mondays. Each Tuesday, David Schoenbrun, chief correspondent of the CBS News Washington Bureau, will be heard from the nation's capital. On Wednesdays, Grant Holcomb will make his reports and observations from Los Angeles.

Every Thursday, Eric Sevareid will be heard on roving assignments and from New York. The Friday reports will be broadcast by Walter Cronkite out of New York and surrounding areas. "Observations, U.S.A." is produced by Orson Marden of the Public Affairs Department of CBS News.

Tampa Outlet Nets \$260,000

Washington—The FCC's Broadcast Bureau has approved the sale of WHBO, Tampa, by Gateway Broadcasters to Floradio, Inc., for \$260,000. The agreement calls for no competition within 50 miles for 155 months, during which time the seller will be paid \$77,600 as consultant.

Also approved were new class B FM stations for Stereo Broadcasting on 101.5 mc in Springfield, Mo., for Holland Broadcasting on 96.1 mc in Holland, Mich., and for Prestige Broadcasters on 102.1 mc in Danville, Ill.

FCC hearing examiner David I. Kraushaar issued an initial decision looking toward grant of application of Kenosha Broadcasting for a new FM station operating

True Love and Model-T

Starlets can have their purple Cadillacs, and Walter Cronkite, Garroway, Paar and Henry Morgan their speedy sports-cars, but Chuck McGann will stick with his 1926 Model-T Ford. McCann, children's-show host on WPIX, found the red two-seater at Rhinebeck, N. Y., and swears Elliot Ness will never come between them.

Gal Producing Daytime 'Price'

Attractive Beth Hollinger Ferro has been named producer and Bob Stewart executive producer of the daytime version of Goodson Todman's "The Price Is Right."

Mrs. Ferro has been with the show since its beginning five years ago, successively as writer, fashion coordinator and associate producer. She will continue as associate producer of the Monday night "Price Is Right." Both the daily and Monday night versions of the show are presented on NBC-TV.

FINANCIAL

(Jan. 23)

NEW YORK STOCK MARKET

Table with columns: Stock Name, High, Low, Close. Includes Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak, Gen. Elec., Gen. Tel., Hazeltine Corp., Loew's Theat., Magnavox, MCA, M.G.-M., NAFI, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close. Includes Capital Cities, Desilu, Movielab, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

Table with columns: Stock Name, High, Low, Close. Includes Bartell, Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

'Directions '62' Show Jan Peerce 'Portrait'

Jan Peerce, Metropolitan star, will be interviewed by music critic, lecturer and exec Martin Bookspan, on BC-TV. The program is in a series called "A Good Stage of Jewish Traditions: Portraits of Distinguished of Our Time" on "Directions '62."

FOR SALE

RCA Regulated Power Supply. 370 Watts. Special 1028. Model 5. Good working condition. reasonable offer ref.

Write Box 146 RADIO-TV DAILY 1501 Broadway, N.Y.

U-Channel Receiver Law Urged At Hearing

Ad Checks for NAB Study, Key Tells FCC

(Continued from Page 1)
 Government should join in a "offensive" directed at increasing competition both in standard networks by increasing availability of more outlets, sacrificing service to any segment of the public." Widespread use of all-channel receivers would be an important step in encouraging use of frequencies. (He stated that his company would support the FCC "in its efforts to persuade the Congress to enact legislation in which would result in manufacture of only all-channel receivers.")

4. There is a discernible trend towards "indirect but nevertheless effective program control" which could produce "unhappy results," though a slight, at least in what he called the long processes of history with a "day of reckoning" ahead.

Stanton stated emphatically that a broadcaster's fear of program control is based on deep concern not "primarily as a matter of our ox being gored" but "as a matter of pressing interest." Absolving the nation from censorship plot-observed: "It will seem impelled to lead us to the heights we ourselves

... a display of erudition, Stanton, FCC commr. Robert T. ... reused Shaw quotations as ... projectiles. Stanton had ... as saying "it is un- ... do unto others as you ... do that they do unto you. ... tastes may not be the same." ... retorted with another ... notation to the effect that ... re so powerful, what is ... ned on the stage today will ... or in the world tomorrow.

... tained — through some ... coercion or our cultural ... io."

... e, the man who started his ... sional career as a philoso- ... teacher, concluded:

... fast way to growth or im- ... ment in free societies is ... he wrong way. The only ... ay is through the increased ... nce by the public of what ... and the increased rejection ... t is shoddy. This is some- ... a painfully slow process; ... (Continued on Page 7)

News Via Airwaves Vital, McDaniel Says

Milwaukee — Broadcasting must help the American public understand the news, William K. McDaniel, executive V P of NBC Radio said. Addressing the Wisconsin Broadcasters Association, at ceremonies honoring NBC's 35th anniversary. McDaniel appealed to the broadcasters to help the public interpret and understand the news, pointing out that Americans have never before been so eager for it, and it is the "direct responsibility of broadcasters to meet this public need."

"We can preserve our way of life only through an informed public opinion," he said. "We must always bear this in mind, for this we can do for our country."

Crosby-Hope Film Topic Of Wolper 'Biography'

West Coast Bureau of RADIO-TV DAILY
 Hollywood — In "Biography of a Movie," Wolper Productions is making a TV documentary on how a motion picture is produced. Subject of the "biography" is United Artists' "Road to Hong Kong," starring Bing Crosby, Bob Hope, Dorothy Lamour and Joan Collins.

After completion the show will be presented on NBC-TV's "Dupont Show of the Week."

Joe Bailey, Lee Eastman Form Business Team

Joe (Joseph W.) Bailey has formed an association with Lee V. Eastman, prominent entertainment industry attorney. Bailey has been associated with Grey Advertising, Ziv and prior to that with Robert Montgomery's production outfit. The team will concentrate on radio, TV, advertising and general entertainment fields.

So. Jersey U-Relay Planned

Newark — Plans for a South Jersey transmitter and a Trenton studio, to be an integral part of the proposed commercial-educational UHF station WNJ-TV — "to unite the entire state with one communications medium" — were announced yesterday by Ed Cooperstein, president, New Jersey Television Broadcasting Corp.

His company last week submitted a brief to the FCC Commission

Mid-Winter Scene: Mexico



ABC executives and members of the ABC Television Affiliates Association board of governors met in annual mid-Winter sessions at the Hotel Pierre Marquese, Acapulco, Mexico. Left to right are: (front row) D. A. Noel, general manager, WHBQ-TV, Memphis (secretary); Howard W. Maschmeier, general manager, WHNC-TV, Hartford-New Haven; Thomas P. Chisman, president and general manager, WVEC-TV, Norfolk, Va.; Donald S. Shaw, director of TV Station Clearance; Michael P. Boland, ABC v.p., financial controls, and Edgar J. Scherick, ABC v. p., network sales; (back row) Michael J. Foster, ABC v. p., press information; Donald W. Coyle, president, ABC International, Inc.; Robert L. Coe, ABC v. p. TV station relations; Leonard H. Goldenson, president, AB-PT, Inc.; chairman John F. Dille, Jr., president, WSJV-TV, South Bend-Elkhart, Ind.; Oliver Treyz, president, ABC-TV; W. W. Warren, executive vice president and general manager, KOMO-TV, Seattle; Mike Shapiro, general manager, WFAA-TV, Dallas, (treasurer); Joseph F. Hladky, Jr., president, KCRG-TV, Cedar Rapids; James C. Hagerty, ABC v. p., TV network programming, Norman Louvain, v. p., and general manager, KCPX-TV, Salt Lake City; Dean Linger, ABC director, advertising and promotion; Jerome Bredouw, ABC director of on-the-air promotion, and Giraud Chester, ABC v. p., TV daytime programming.

Pauley Returns From Omaha SAC Mission

Robert R. Pauley, president, ABC Radio network, has returned from Omaha, Neb., where he was one of 20 industrial and business leaders invited to visit Strategic Air Command Headquarters at Offutt Air Field.

Pauley and the other civilian leaders were flown to Omaha for a two-day briefing on our national defense situation.

Smidt Promoted

Denver — Radio-TV newsman Tom Smidt was named assistant news director for KOA. Smidt has been on the news staff for five years.

'Diving High in the Sky Is My Idea of Nothing'

The U. S. Army Recruiting Service and the TV series "Ripcord" are co-sponsoring a dramatic display of skydiving at the Army's Times Square Recruiting station. The exhibit, on display through Feb. 5, has mannikins floating in various skydiving attitudes and apparel on the roof of the recruiting station. "Ripcord," which features the exploits of a pair of skydiving ex-paratroopers of the Armed Forces, is seen Thursdays on WNBC-TV.

RPI Orbit Coverage To Feed 100 Stations

Radio Press International has set up special facilities at Cape Canaveral to cover the attempt to place a man in orbit. More than 100 radio stations in the U. S., Australia and Canada will carry the live RPI report.

RPI's aero-space team, comprising Dick Kidney, Spencer Danes and Merrit Hadley will begin transmitting from the Cape ten minutes before the launching, continuing until orbit is established.

Dimes Really Move, In Minn. 'March' Promo

Minneapolis—The dimes really march, in KDWB's public service promotion of the March of Dimes. Two huge moving conveyor belts, surfaced with special adhesive tape produced and donated by Minnesota Mining & Manufacturing, are on display downtown here, for by-passers to drop their dimes on and see them "march."

Frizell Replaces Rich In Paris News Bureau

Bernard Frizell has been named acting chief of the Paris bureau of NBC News, replacing John Rich, barred from France because of a speech he made Jan. 4 in Washington.

Rich, in the U. S. on a speaking tour, criticized French president Charles de Gaulle in a speech at the National Press Club, and Jan. 19 the French government notified NBC that Rich would not be permitted to return to Paris. NBC president Robert Kintner stood up for Rich and protested the French government's action in telegrams to de Gaulle, Kennedy, and various French and U. S. officials.

Frizell has been head of the NBC News bureau at Leopoldville in the Congo, since last May. Before that he was roving NBC News correspondent in Europe. Rich has been re-assigned as a European correspondent, based in London.

Radio Outpulls Papers

(Continued from Page 1)

from newspapers. He added that "results in the second year were substantially better than in the first."

To date, 1,000 items featured in radio spots have been checked and about 7,000 advertised in newspapers. Measurement of results of radio advertising is also under way in other stores, including the seven units of the May Co. in Los Angeles.

Bill Tabbert Joins Cast Of 'Our Five Daughters'

Bill Tabbert, who starred as Lt. Cable in the original Broadway production of "South Pacific," has joined the cast of the new NBC-TV daytime serial drama, "Our Five Daughters." He portrays lawyer Bob Purdon.

STORK NEWS

Twin sons were born to Mr. and Mrs. Allan Lurie at U.C.L.A. Medical Center, Los Angeles, on Jan. 16. Father plays the court bailiff on CBS-TV's "The Verdict Is Yours."



By TED GREEN

• • • Musicasters who put Burl Ives' record, "Itty Bitty Tear" into the top ten and made "Big Daddy" a bigger teen-age idol deserve a reward. The tune has just been placed among the folklore collection in the library of Congress . . . Happiest PR man in town these days is Phil Dean . . . Jim Knight of WTRF-TV, Wheeling, W. Va., and Caley Augustine, WIIC, Pittsburgh, won the two top prizes in the NBC promotion contest. Frank Doherty, WWLP, Springfield, Mass., copped third place. All three stations are Phil's clients . . . TV director Jack Smight and his pretty wife with Peter Graves at Tom Pepe's Steak Casino . . . a series in the works?

☆ ☆ ☆ ☆

• • • My Stetson's off to: The TV commercial Production dept. of Cunningham & Walsh for their Yellow Pages commercial 'Walking Fingers,' seen on the Bell Telephone Hour last Friday. We aren't forgetting that talented C&W producer Edward Kogan who was in charge of production. . . . RCA Victor's recording star Elvis Presley, who will be awarded a Gold Record for "Can't Help Falling in Love," which passed the million mark. . . . Organist Billy Nalle, will celebrate his 4,000th TV Show. Nalle supplies the background organ music on NBC-TV's "Young Dr. Malone."

☆ ☆ ☆ ☆

• • • Meet Evelyn Cunningham, associated with the New York Courier for the past 23 years, and now its City Editor. She's well qualified to serve as women's editor of WLIB. Her affiliations include executive board of the Committee on Civil Rights in Manhattan, president of the Women of the YMCA, executive committee, Afro-Arts Theatre, women's chairman, People's Civil and Welfare Association; board member, House of Friendship Community Center; president, Continental Society of New York; NAACP, Urban League, president, Media Women. Her community achievements include Abyssinian Baptist Church's outstanding citizen award; Independent Press Service achievement medal; N. Y. City Police Department achievement award; National Urban League Guild testimonial luncheon and plaque; best-dressed woman, named twice by the National Association of Fashion and Accessory Designers.

☆ ☆ ☆ ☆

• • • Rhoda Mann, "The Voice For Your TV - Radio Commercials," is hearing herself on Channel 9's Herb Sheldon and Terrytoon Circus programs, where the foreign cartoons she dubbed are being rerun. The young fry are beginning to recognize Rhoda's voice . . . Mark Goodard, lead in "Robert Taylor's Detectives" telefilm series, flew to Pittsburgh last weekend to narrate film on police work in juvenile delinquency with police and educational cooperation . . . Max Factor & Co. has retained Annette Green Associates, New York, as its New York publicity representative.

☆ ☆ ☆ ☆

• • • Bob Dale Martin took a blonde prospect for his "Bring Me A Warm Body" play to the Peppermint Lounge. She wanted to leave soon as she found out they didn't serve peppermints. CBS' Martin has an office sign for casting directors all over. It says: "Don't Call Us And We Won't Call You Either." . . . Phil Bennett, swank society orchestra leader, sometimes wears a bandjacket with a real mink collar . . . TV star Merv Griffin set for a tour of Japan with his band . . . The Delmonico Hotel readying a whole floor for Liberace in March . . . Paul Taubman has Eleanor Steber for his giant Carnegie Hall concert Mar. 18 to benefit the City of Hope . . . Jazz star Cannonball Adderley breaking records at the Village Vanguard . . . Saverio Saridis, the singing cop, already booked for the entire year . . . Jazz pianist Horace Silver a smash in Japan.

Connors Forms Own Firm

(Continued from Page 1)

tive and director of radio and record promotion.

The new company will develop and produce TV and motion picture properties, and operate a public relations and publicity firm to be known as the Fitzgerald Co., functioning in all entertainment fields.

SCBA Forum Slated

(Continued from Page 1)

will present their views in a forum, offered to member stations for live airing or taping for delayed broadcast.

Guest speaker at the convention banquet, Friday, will be Arthur W. Hummel, Jr., who is currently deputy director of the Voice of America.

Contest Wins Station Fire Safety Award

Storer Stations' WGMW been presented with a Certificate of Appreciation by New York commissioner Edward Thomas for its Christmas Tree fire-protection poster contest. More than 3,000 posters were submitted by listeners, with the six winners awarded transistor radios.

Dali, Sammy Davis Spark 'PMs' Week

The wild and wonderful world of "mad artist" Salvador Dali and Twist as danced by Sammy Davis Jr., songs of Tony Bennett, and performances of Ray Bradbury and a concert with the Limeliteres are highlights of next week's "PM East" and "PM West."

Other guests to appear on back-to-back twin TV series during the week of Jan. 29 include Morton Minsky, "King of Burlesque;" Billy Eckstine; Mitch Miller; Mai Britt; editor Paul Kerner of The Realist; Ed Lerner, author of "Subways Are Sleeping;" Kay Armen; Dolores Hart; songwriter Sammy Coltrane; Margaret Hall; Lillian Bruns; and folk-song vocalist Steve Pass.

Translator Builds Area For San Francisco ETV

West Coast Bureau of RADIO-TV DAILY

San Francisco — KQED, educational TV station here, will increase its viewing audience in two more Bay Area counties, Contra Costa and Solano, with the aid of a new translator station starting Feb. 5.

The translator atop Mt. Diablo will automatically rebroadcast KQED programs on Channel 26, one of the UHF channels which the FCC has designated for educational purposes. The cost, \$15,000 to build the translator, is being shared jointly by the school districts and contributions from the general viewing audience.

Shultis GM in Kingston

Kingston, N. Y. — Howard Shultis has been appointed general manager of WKNY. Joseph K. Close, president, Kingston Broadcasting Corp. said Shultis succeeds Arthur E. Jost.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

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WABC-TV SCORES 10 SALES FOR 7 ARTS' VOLUME 3

WABC-TV has become the second CBS owned-and-operated station to buy Seven Arts' third volume of Warner Bros. "Best-50s" film features. The first CBS owned station to buy the package was WCAU-TV, Philadelphia.

Robert Rich, Seven Arts sales manager, announced that Volume Three, put on the market at the end of the year, has already been sold to 10 stations. In addition to the two stations already named, it has been sold to CBS affiliates WIC-TV, Hartford, Conn.; KTV, Sacramento, and WBAY-TV, Green Bay, Wisc.; to ABC affiliate WHYN-TV, Springfield, Mass.; and to independent stations WEN-TV, Buffalo; KSD-TV, St. Louis, and KHOU-TV, Houston. The deal with WABC-TV was negotiated between Rich and Norman Walt, general manager of the station.

D. Probe on in D.C.

(Continued from Page 1)

in which he appeared to cause more trouble for the witnesses than they were likely to encounter at the commission. Leading the list of subcommittee witnesses today will be ABC president Oliver Treyz, and former NBC programming vice president David Levy. William Capitana, now out of business but formerly head of a firm doing audience research work for the networks, shapes up in advance as possibly the Dodd hole-card in negotiations against the networks. Dodd released no names of witnesses for beyond this afternoon, nor did he say anything about his plans for further hearings except to say they would be "soon," and could be engineered so as not to conflict with FCC programming hearings. A subcommittee staff member said Dodd might have an announcement about hearing plans this afternoon. In his statement announcing the hearings, Dodd accused the three TV network presidents of failing to give him "accurate" information about crime, sex and violence at their facilities.

Paul Litt, James Jordan Join WBKB Sales Staff

Chicago — Paul R. Litt and James Jordan have been appointed to the WBKB sales staff. Litt comes to WBKB from KTVI-TV, St. Louis. Before joining WBKB, Jordan was on the sales staff of WIND here.

'Rough Sketch' on Tonight

"A Very Rough Sketch" starring Dina Merrill on CBS-TV's "Checkmate" will be aired tonight instead of Feb. 7 as previously announced.

TELEVIEWS

Show World WABC-TV, Ch. 7, N.Y.

"Show World" on WABC-TV, New York, last night proved again an old reliable. A good show's just that—regardless of geography's latitude or longitude.

It was a half-hour special which Joe Stamler, station general manager, telecast to give his metropolitan audience a sample of what a good part of the world enjoys via the magic box and a foretaste of what Americans may view once those promised satellites swing into space to transmit global signals.

Italian video provided a delightful satire on British customs, with music and commentary which reminded this member of the night people of an Upstairs At the Downstairs skit. The RAI performers rang down "Show World's" curtain with a "Balli Balli" big-production number that would have been at home on this side of the ocean in a New Year's club revel.

"The Dance" received a variety of treatments with an eye-filling Cairo performer who made today's Twisters look tame; Russia's famed Georgian Dance Co., in a typical Cossack terpsichorean tornado, and a mixed Japanese chorus-line that betrayed the occidental influence, despite mincing Sino steps.

Moscow TV virtuosity came through with an "adult" puppet bit of an opera diva and flautist, a clever jibe on the vocal stylists.

Sequences were filmed and taped abroad by Univision. Larry Johnson produced, Lou Volpicelli directed. Arthur Gross was executive producer, with Mary Dornheim the writer.

—Artper

St. Louis JCs Honor KADY Stations' Prexy

St. Louis—William R. Cady, Jr., president of KADY and its FM affiliate, KADI, has been given the Junior Chamber of Commerce's 1962 "Distinguished Service Award for Business." He was one of KADY's founders in 1958.

ABC Tech Upgraded

ABC has promoted Merle Worster to be technical operations director-TV. Since 1951 he has been TV operations manager for the engineering department, Eastern division.

McDermott Offices Adding Talent Unit

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Pat McDermott, Inc., has moved its headquarters here into new and larger offices, to permit establishment of a separate talent division.

For the past six years the company has represented buyers and sellers in TV, packaged shows and corporate accounts in the field of public relations.

Patricia McDermott, president and founder, said staff additions for the new division will be announced within 60 days.

Joseph Schackner Upped At TV Affiliates Corp.

Joseph Schackner has been appointed assistant to the vice president of Television Affiliates Corporation, it was announced today by Robert Weisberg, vice president of TAC.

Schackner, who has been with TAC since August 1961, will also act as program consultant to TAC Subscriber Stations. Prior to his association with TAC, Schackner was affiliated with Grey Advertising as an assistant time buyer and before that with National Telefilm Associates in the station relations department.

Washington Debs Bow In Social-Whirl Feature

Films made at the Thanksgiving Debutante Cotillion in Washington will be shown Feb. 9 on NBC-TV's "Debutante '62."

Handy, Dandy 'Ranger Andy'

Hartford, Conn.—Patients in the children's ward at Hartford's St. Francis Hospital were up to their eyeballs in TV sets this week.

A front runner for the "meanest man in the world" title stole the only TV set from the kiddies' ward. The howls could be heard from isolation to surgery when the tots learned they would be deprived of their daily electronic visits by WTIC-TV's "Ranger Andy."

Apprised of the calamity, WTIC president Paul W. Morency sent over a new set, two engineers and Ranger Andy. William Savitt, president of radio station WCCC, ignoring media competition, also donated a TV set. So did the Joseph S. Stackpole Trust Fund, followed quickly by another from an anonymous donor.

As a result, it takes a clever nurse to avoid Ranger Andy at St. Francis these days.

WTIC - POLITZ STUDY* TAKES A NEW AND CLOSER LOOK AT RADIO LISTENERS IN RICH, RICH SOUTHERN NEW ENGLAND

* YOU, TOO, MAY TAKE A LONG LOOK AT THIS IN-DEPTH AUDIENCE SURVEY. JUST CALL YOUR NEAREST HENRY I. CHRISTAL OFFICE



21 Sponsors Swell WLIB's Sales Total

WLIB last year realized an eight per cent increase in sales over 1960, president and general manager Harry Novik reported yesterday. The station also announced a total of 21 new contracts, bringing national business to an all-time high. Advertisers, agencies and contract periods are:

Feenamint through N. W. Ayer & Son (13 weeks); Pepsi-Cola, BBDO (52); Fletcher's Castoria, Brown & Crane (13); Krey Packing, D'Arcy (18); C. F. Mueller, DCS&S (17); Bayer Aspirin, DFS (13); Carolina Rice (13) and Lydia Pinkham (18) both Donahue & Coe; Ballantine Beer (52) and Reynolds Tobacco (52) both William Esty.

Also Rheingold Beer, FC&B (13); Carnation Milk, Erwin Wasey, Ruthrauff & Ryan (42); Parks Sausage, Leon Shaffer Gornick (23); Rem, Lawrence C. Gumbinner (6); Lander's Dixie Peach, KHCC&A (26); American Snuff, Simon & Gwynn (42); Seven-Up, JWT (52); Bowery Savings Bank, Edwin Bird Wilson (52).

Also American Home Foods (26) and Borden's Milk (52) both Y&R, and F. W. Woolworth (13).

Sunday 'Selling' Upheld

(Continued from Page 1)

an inquiry about application of the state law on Sunday sales. Eagleton recently sparked the drive that closed up all discount stores in the state.

Eagleton refused to help Prosecuting Attorney John Hosmer of Webster County who sought his assistance in prosecuting TV station KYTV in Springfield, Mo., which has its tower in Webster County, for Sunday broadcasting.

Eagleton cited a 1951 opinion of the Missouri Supreme Court involving the Pulitzer Publishing Co., publishers of the Post-Dispatch. The tribunal held that newspapers are a public and prime necessity despite their advertising. Eagleton said that those standards had been extended to radio and TV.

Art Linkletter Plays Boy Scout Leader on GE

Art Linkletter, a former national doubles handball champion, calls on his athletic as well as dramatic talents when he stars as a Boy Scout official with an aggressive plan for curbing juvenile delinquency in "Badge of Honor" on the "General Electric Theatre" Feb. 11 on CBS-TV. To win over a gang of young toughs, he challenges leader Frankie Thomas to a handball game.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • **KGBS** has added a quarter hour noon newscast to its schedule, sponsored by Humble Oil Company which also has a five minute newscast at 4:30 PM . . . Jay Ward has done it again. He and Bill Scott are preparing special film footage as part of the program at the 1962 International Convention in Atlanta July 1-4 of The Loyal Order of Moose. Bullwinkle will be inducted as an honorary member. A natural!

☆☆☆☆

• • • Tom McDermott, exec v.p. of Four Star Productions, has inked Glynis Johns and James Coburn to star in hour long series based on "African Queen." First episode titled "Safari" will air as a segment of Four Star's "The Dick Powell" series. McDermott has also given the green light to the production of two other half hour pilots, "Low Man On a Totem Pole" with Dan Dailey and Diana Lynn and "Lum 'n' Abner," starring Arthur Hunnicut and Edgar Buchanan.

☆☆☆☆

• • • **KFAC** will broadcast the "Symphonies for Youth" program from the Los Angeles Philharmonic Auditorium Saturday. The program will be presented in cooperation with the Los Angeles Board of Education Music Department and will feature the World of Fairy Tales.

☆☆☆☆

• • • Wolper Productions has signed three new staffers for the "Biography" documentary series being produced by Jack Haley Jr. for Official Films. Julian Ludwig and Alan Landsburg are associate producers, while Nick Noxon has been given the post of research director.

☆☆☆☆

• • • **KNX** started announcement schedule day before yesterday for Pacific Telephone and Telegraph Co. It consists of 13 announcements a week to run thru Dec., 1962. The order was placed through CBS Radio Spot Sales by BBD&O, San Francisco . . . "Perspective on Greatness" on KHJ-TV will feature General Douglas MacArthur in the second of the series scheduled for Feb. 4.

☆☆☆☆

• • • Signings at Warner's: Roxanne Berard and Christopher Dark for "The Money Game" segment of "SurfSide 6" . . . Marie Windsor for the femme lead in "The Wanted Man" episode of "Lawman" . . . Maurice Manson and Dee Woolem for "The Bad Penny" stanza of "Cheyenne" . . . Gunther Fritsch to direct "The Dark Image" segment of "Lawman" . . . all for ABC-TV.

☆☆☆☆

• • • Stanley Rubin has signed Barbara Rush to star in "Something Old, Something New," General Electric Theatre teleplay. Ida Lupino will direct . . . Tom Corradine has acquired four video tape shows for release this fall. In addition, Corradine and Sid Mason will produce 52 half-hour tapes of "Tales of the Unknown," adapted from Mason's radio series, "Eerie Tales."

☆☆☆☆

• • • After two weeks, the local radio outlets report no noticeable increase in sales due to the demise of two of the L. A. metropolitan dailies. There has been expanded news coverage, however, and the expectation is that increased reliance on radio for news will result ultimately in increased advertising revenue.

'Plays of Shakespeare' Returning to Boston

Boston — "Plays of Shakespeare," a series from the University of Michigan TV center, returns to WHDH-TV, Feb. 4.

The debut offering in the 15-program series will be "Macbeth," to be followed in successive weeks with "Merchant of Venice," "Romeo and Juliet," "Richard II," and Part I of "Henry IV." Arthur Eastman will be host and commentator for the series.

PKL Appoints Southard

Papert, Koenig, Lois, Inc., has appointed John L. Southard an account supervisor. Previously he was a Benton & Bowles VP and management supervisor.

'Operation 1040' Aids D.C. Viewers with Tax

West Coast Bureau of RADIO-TV DAILY

Washington — WTOP-TV once again will aid area residents with income tax problems on "Operation 1040," a series of three hour programs next Sunday, Feb. 25 and Mar. 25. A panel of four Internal Revenue tax agents will answer, on-camera, phoned-in questions. Lawrence Beckerman produces; Edmund Colbert directs.

Erie Loses VHF Bid

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has denied a petition by WSEE-TV, UHF Channel 35, Erie, Pa., asking assignment of a second VHF TV Channel to Erie.

4 Added by Ziv-UA To Its Sales Force

Ziv-UA has added 4 new count executives to its sales force. The company has regrouped elements of its divisional staff, reassigning six members to other posts around the country.

Announcement of new business was made this week by M. (Bud) Rifkin, executive vice president in charge of sales. New count execs are Dick Colbert, Joseph (Red) Moscato, Stanley Florsheim, and Hal Winther.

Moscato will function in the Pittsburgh territory, Colbert the San Francisco - Sacramento orbit, and Winther and Florsheim who are rejoining the sales corps will serve Ziv-UA in the Minneapolis sector, and as account executive at large, respectively.

Reassignments Listed

The reassignments promote Buddy Brooks to spot salesman in the southeastern division, relocate Ray Watson in San Antonio and West Texas, and place Bill Glenn in St. Louis-Kansas City. Ed Davis in Atlanta, Jerry Thompson in the Carolina territory, and Andy Jaeger in Boston.

Colbert served previously Screen Gems and Universal Pictures; Moscato, prior to joining Ziv-UA, was with WIKK, Erie, Pa. and Westinghouse Broadcasting.

Jaeger to Exec. Post At Allied Artists TV

C. P. (Pete) Jaeger has been named director of national programming for Allied Artists Television Corp., Robert B. Morin v.p. and general sales manager announced yesterday.

Jaeger's duties will include development of network properties and supervision of eastern syndication sales.

Formerly, he was executive vice president of Flamingo Films, eastern sales manager of MGM-TV, and executive v.p. of Trans American Broadcasting.

'Continental Classroom' Credits at 200 Colleges

An 80-lesson college-level course on the Structure and Functions of American Government will be broadcast on NBC-TV "Continental Classroom" during the Spring semester starting Monday. Dr. Peter H. Odegard conducts the course which is carried on 180 stations. More than 200 colleges and universities offer the two-semester course for academic credit.

Chicago

The new program director for WGN radio, Len Schlosser, starts in that post Feb. 1. Schlosser has been with the station since 1933. He recently completed a seven-part documentary for CBS titled "How Serious the Challenge." Other programs under his direction, that brought national awards to WGN radio: "Ballad of the North and the South," "Summer Night at Ravina" and "Lyric Op-eretta." He was previously an assistant for CBS network operations in New York.

★ ★ ★
Ward L. Quaak, general manager of WGN, Inc. has been named National Radio-TV chairman of Brotherhood Week, Feb. 18-24. The event is sponsored by the National Conference of Christians and Jews.

★ ★ ★
John Norman is joining WGN as presentations supervisor replacing Charles Stroud, who is leaving for another field.

13 'Bomba' Segs Sold In 25 Major Markets

Allied Artists TV Corp., has sold its package of 13 "Bomba, the Jungle Boy," feature films in 25 major markets, Robert E. Morin, vice president and general sales manager, said yesterday.

Sales push on "Bomba" has placed it in the Cleveland, Buffalo, Miami, Jacksonville, Indianapolis, Columbus, among other important market areas.

Lone Eagle's Life, Era On WOR-TV Documentary

"The Crowded Idol—Charles A. Lindbergh" will be the second offering on "Perspective on Greatness," WOR-TV's new hour-long documentary series based on the lives of famous people of our times. This study of the man and his era will be seen Friday.

The historic takeoff, landing and reception in Paris and New York City ticker tape parade will be shown.

The program was produced by Hearst Metrotone News with Caleb Stratton as exec producer and Bob Foster as director.

There's a Fascinato In Pea-Picker's Future

Jack Fascinato has been named musical director of "The Tennessee Ernie Ford Show," new, daily, daytime, half-hour musical variety show which debuts Apr. 2 on ABC-TV. Fascinato held the same post on the singer's daytime TV show in 1955 and radio show in 1958. He also was arranger-conductor of 200 of Ford's recordings.

ETMA Chief Bows in N.Y.

Dr. Samuel B. Gould, chancellor of California U. at Santa Barbara, in his first appearance at president of Educational Television for the Metropolitan Area, will speak at the Thomas Alva Edison Foundation National Mass Media Awards dinner Feb. 2 at the Commodore Hotel, New York City.

The award program of the Edison Foundation will mark the seventh year in which recognition is given to outstanding science materials programed by radio, TV, motion pictures and children's books.

Sen. Allot Opposes Deintermixture Now

Washington Bureau of RADIO-TV DAILY
 Washington FCC proposals to take single operating VHF TV stations out of eight markets in order to make these markets all-UHF should wait for the outcome of the New York City UHF experiment and proposals for legislation to force manufacturers to make all channel sets, Sen. Gordon Allot (R., Colo.), a member of the Senate Commerce Committee, said in a statement to the Federal Communications Commission.

9 TV Outlets in Colorado

Allot said Colorado has only nine commercial TV stations, all VHF, and that a network of 208 repeaters, translators and boosters is necessary to bring TV programs to every isolated mountain and plains home in that state.

He argued that if the stations should be forced to UHF, "the areas served directly would be reduced greatly because the more limited range of the UHF signal would place some of the boosters out of range of an originating signal . . ."

Conversion a Big Problem

"Additionally, it has been demonstrated repeatedly that UHF signals do not satisfactorily cover mountainous terrain, further reducing the service. And, of course, millions of dollars in conversion of stations and receivers ultimately would be involved."

HTS Sells Okla. Outlet Entire Film Library

West Coast Bureau of RADIO-TV DAILY
Hollywood — The entire library of films offered by Hollywood Television Service has been licensed to KSWB-TV, Elk City, Okla.

The transaction makes available to the Oklahoma outlet a total of 1200 films, ranging from 13 minute serial chapters to hundreds of full length features, released theatrically as recently as 1959. The deal includes such John Wayne starrers as "The Quiet Man," "Wake of the Red Witch," "Sands of Iwo Jima" and the "Flying Tigers."

Minow Denies Invasion of Programming

(Continued from Page 3)

It is a process that has proved to be spectacularly productive. It invites experiment and innovation. It is the surest way to insure that TV, with its great potential, will always be a medium evolving, and drawing its strength from a free people."

As to the turning down of public affairs programs by affiliates, Stanton said he would be as much against "anybody's forcing them to take the programs." He said we can't have the freedom of progress without the freedom to choose and sometimes to make mistakes.

He told the FCC "we see no national emergency in television programming. There is no wholesale abandonment of their responsibilities by American broadcastees. The public has not deserted television nor is there any public uprising against the general content of television programming. The day-to-day competition of the networks has brought each season not dozens, not scores, but hundreds of programs of distinction . . . We tend to forget that it is an infant medium of communication and that it must be allowed its growing pains . . ."

James T. Aubrey, Jr., president of CBS-TV, testified that CBS is setting up a private agency with the NAB to screen TV commercials for honesty. FCC chairman Minow inter-

rupted him to ask if any action had yet been taken on the idea, or if the NAB had yet been contacted.

"We plan to discuss it at the NAB meeting scheduled for next week," Aubrey answered.

Minow had previously declared that only 35 of the nation's 543 TV stations are unaffiliated with a network, that the licensee may not transfer his legal obligations

"TV will move forward," Stanton said, "as advances are exacted of it by the 47 million family units it reaches . . . the most likely instruments of progress are the enterprise and initiative of competitors and the public's pressures, which are normal and healthful in a free, pluralistic society."

to another, that networks take up half of all operating time of all TV stations, about 70 per cent between 6-11 PM, and about 90 per cent in prime time, so that stations, in effect, have little part in actual programming of their stations despite their legal obligations.


He said the network programming process "is enormously complicated," and that networks are only a part of the programming picture. He added that Congress has wisely forbidden censorship and "we are determined that it shall so remain . . . we are equally determined that every broadcaster

to whom we issue a license shall make an honest, sincere effort to serve the public interest—and in these hearings we seek ways to assure that every broadcaster shall be able to fulfill this grave responsibility."

Minow at the outset denied that the commissioners contemplate any invasion . . . of the programming functions of the broadcaster."

FCC network study counsel Ashbrook Bryant called Dr. Hyman Goldin to the stand for the purpose of putting figures in the record to demonstrate the giant TV has become in the world of advertising media, and how networks and their owned-and-operated stations net a huge percentage of the resulting income. His figures were drawn from TV financial reports made available by the FCC late last summer, and so were not new, though a few previously unpublished figures were added.

Dr. Goldin's figures were aimed to establish network dominance, but when asked by Commissioner John Cross why the networks earn such a large percentage of the money and take such a large percentage of the audience, Goldin conceded that the networks have the programs the people want to watch, and Cross, replying, emphasized "there is no doubt about that."



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Chrysler of Canada Sponsoring Musical

Special To RADIO-TV DAILY

Montreal — The Chrysler Corporation of Canada Ltd. through its agency Batten, Barton, Durstine, Osborn Inc., has announced sponsorship of "The Broadway of Lerner and Loewe" on CBC-TV.

This musical salute to the theatre, by the hit Broadway composing team of Alan Jay Lerner and Frederick Loewe will be seen Feb. 11.

Starring in the special will be Julie Andrews, Richard Burton, Maurice Chevalier, Robert Goulet and Stanley Holloway, all veterans of Lerner and Loewe musicals. The program will be produced and directed by Normal Jewison with musical arrangements by Franz Allers.

Don Green to Young-TV; Raskopf on Radio Staff

Donald G. Green has been transferred from the radio sales staff of Adam Young, Inc. to the New York sales staff of Young-TV. He is being replaced by Lloyd A. Raskopf.

Green, on the radio staff for two years, previously was a time buyer and account executive for Grey Advertising in New York. Raskopf comes from the sales staff of Crosley Broadcasting Co.

Lawrence Welk Plays At 'Star-a-Minute' Ball

West Coast Bureau of RADIO-TV DAILY

Hollywood — Lawrence Welk and His Champagne Music Makers will play for the "Star-a-Minute" on Feb. 11 at the Hollywood Palladium, Les Kaufman, chairman of the Ball has announced.

Barry Shear will be head producer of the event sponsored by the 8-Ball Welfare Foundation and the Greater Los Angeles Press Club and produced by the Hollywood Press Club.

Tunes Ruled 'Off Shelves'

Youngstown, O. — Hudix Music Co. here has been temporarily restrained from sending background music to grocery chains in both the Wooster and Cleveland areas, as a result of a complaint of "piracy" by Musaire, Inc., Wooster.

Mahoning County Common Pleas Judge John W. Ford, who issued the restraining order, was the same judge who issued a permanent restraining order against Hudix in November, 1960, on a complaint by the Ohio Music Corp., Cleveland, which also had charged Hudix with piracy of the

AGENCIES

By WM. McCUTTIE

KYW-TV, Cleveland, has mailed a time-saver to agency time buyers—a rate card designed in slide-rule form. One side shows at a glance the cost of various spots at different times. Other side gives info about spots in participating shows. Base rates, discounts, etc. stand out in appropriate slots.

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Gerald Auerbach, Advertising Radio and Television Services president, has named Robert W. Rawson ARTS VP with responsibility for special projects in advertiser services. Rawson formerly was TV/Radio advertising manager for U. S. Rubber Co. (tires).

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The 14th Institute on Advertising is being held under the joint sponsorship of the Advertising Club of St. Louis and the Junior Advertising Club. Theme: Advertising '62. The 16-lesson course, designed primarily for businessmen and newcomers, ends May 3, programming staff.

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Gardner Advertising has named Ernest A. Heyler an account executive. Mrs. Mary R. Wilson and Daniel Tamkus have joined N. W. Ayer & Son as copywriters. Cristy Chemical Co. (automotive specialty products) has retained The Sackel-Jackson Co., Boston.

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Papert, Koenig, Lois, has appointed Herbert Gompertz TV producer; Thomas Courtos, art director, and Miss Patricia Layman to the account group. Parker Advertising Co., Dayton, has added Gerald A. Crabbe as an account executive.

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Waldbaum's Supermarkets, 35-store Brooklyn-Queens-Long Island food chain, has, for the first time in its 58 years, turned to local saturation radio spots. A total of 100 spots a week are being aired through February. Agency is Co-Ordinated Marketing.

air waves.

David B. Denison, Musaire president, explained his company distributed its background music through closed radio circuits or multiplexing systems. In the latter system, the music is sent out on a specific wave length and becomes usable when the receiving equipment is tuned to this wave length.

Denison charged Hudix appropriated and sold its background music to Kroger and Loblaw supermarket outlets. Judge Ford set Apr. 16 for a hearing on a permanent restraining order.

New School Offers Classes in TV Arts

Two courses on TV will be offered in the Spring semester at the New School for Social Research, New York.

"TV Production Workshop" will be conducted by CBS News' David Ebin, producer of "Lamp Unto My Feet." It will cover production and programming, and is intended for students who contemplate entering the TV field.

Flora Schreiber and Milton Kramer will conduct "Workshop in TV Writing." The course will primarily concentrate on drama-writing for TV, but will also cover the writing of documentaries.

Earl J. Glade Named To Radio Service Post

Salt Lake City — Earl J. Glade, pioneer broadcaster and long-time mayor of this city, has been named consultant and PR rep for Radio Service Corp. of Utah by Arch L. Madsen, president.

The corporation is parent company of KSL-AM-FM-TV here; it also is major stockholder in KBOI-AM-FM-TV, Boise, and in KID-AM-TV, Idaho Falls.

Georgetown, Tex. AMer Approved by the FCC

Washington Bureau of RADIO-TV DAILY

Washington—FCC hearing examiner Millard F. French has granted Georgetown Broadcasting an initial decision favoring construction of a new AM station on 1530 kc, daytime, in Georgetown, Tex.

Henze Joins Howard Co.

Raymond F. Henze, Jr., has been appointed VP, New York office, of Bernard Howard and Co., station reps. Previously he had been John E. Pearson Co. president and director until its sale.

Alert WKNY Newsman Gets Exclusive Story

Kingston, N. Y.—For an alert newsman, the days of the "scoop" are not over. WKNY radio news reporter Tony Bell was lurching in a local restaurant when he recognized former secretary of Health, Education and Welfare Arthur H. Flemming at a nearby table. He was visiting Kingston, his home town. Bell talked him into an exclusive taped interview on the Newburgh welfare situation. Bell used it on his newscast that night and it was picked up by the AP.



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When The Homestead — featuring Eil Allen Early American furniture — opens a new store for Atlantans, it schedules WSB Radio. And WSB got results! WSB sales have been so far above expectations that we are revising our advertising budget upward. This means we will be spending three times as much on WSB. We declared Robert B. Eckert, President of The Homestead. Local advertisers have tested and proved WSB Radio's selling power. You can profit by their experience on the 50,000 watt "Voice of the South."

WSB Radio

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NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte
WHIO WHIO-TV, Dayton.

Represented by
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Established February 9, 1937

1962, NO. 18

THURSDAY, JANUARY 25, 1962

TEN CENTS

REFORM NOT URGENT: STANTON

8 Directors Tab TV Major Affairs 5-Day Session

The goodwill tour of Latin America to be made by a group of leading broadcasters, starting Feb. 3, will be among the topics discussed by NAB's 43-member board of directors at a five-day meeting in the Far Horizons Hotel on Longboat Key, Sarasota, beginning Monday. Presiding at the full board session will be chairman Clair R. (Continued on Page 5)

David Gives Miles Title, Added Duties

Miles David, vice president and in charge of promotion, has been promoted to vice president, administration, of the Radio Advertising Bureau. Kevin Sweeney, vice president, yesterday said: "Miles David's functions at RAB (Continued on Page 7)

Travelers Broadcasting Adds 2 Board Members

Stamford, Conn.—Travelers Broadcasting Service Corp. has elected TV programs VP Leonard J. Patriarca and radio programs VP Bernard L. Mullins to the board of directors. Robert S. Tyrol, radio (Continued on Page 2)

House Allbritton Replaces Palmer at Academy

Wash.—House Allbritton, actress-wife of newsman Charles Collingwood, replaced Betsy Palmer on the board of governors of the TV Academy's New York Chapter.

Presidents to Hear Salinger

Washington—Presidential press secretary Pierre J. Salinger will be one of the principal speakers at the two-day annual conference here of Presidents of the Broadcasters Associations on Feb. 28-Mar. 1. He will speak at the Mar. 1 morning session after a discussion of "Civil Defense—Where Do We Stand?" An opening-day luncheon talk will be given by Sen. John O.

100 MAYORS JOIN FIGHT TO SAVE 'V'

More Ammo for WREX-TV
Batting FCC Deintermix

Rockford, Ill. — WREX-TV, fighting the FCC proposal to switch its present VHF Channel 13 to UHF Channel 17, has pledged the support of 100 mayors of cities in the Northern Illinois-Southern Wisconsin area it covers. The FCC recently granted WREX-TV a time extension to continue collecting public opinions for its case before the Commission. (Continued on Page 4)

Clear Channel Issue Faces House Airing

Washington Bureau of RADIO-TV DAILY
Washington—The clear channel issue will be aired next Tuesday, thru Friday at hearings before the House Commerce Communications Subcommittee.

Hearing will concern the FCC's proposal to put additional radio stations on half of the current clear channels, bills introduced in Congress to countermanding this decision, and the pro and con arguments of those affected.

KPRC Snares 3 Awards Of Nat'l Press Photogs

Houston—KPRC-TV took three National Press Photographers Awards in individual categories. Tom Jarriel, news editor, won first place in spot news category for his coverage of Hurricane (Continued on Page 5)

Treyz Admits Okay Of Mayhem Episode

Washington Bureau of RADIO-TV DAILY
Washington — ABC-TV president Oliver Treyz yesterday admitted to Senate probers that his decision to allow broadcast of a controversial "Bus Stop" episode, described as dealing with adultery, sex psychosis and suicide, was one of the toughest he ever had to make. Rather than (Continued on Page 4)

Duplicate Program Plea For Rochester Rejected

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has turned down an application by Community Broadcasting for a UHF channel 15 station in Rochester, N. Y., to duplicate programs of a channel 13 in that city, contingent upon Community's winning 13 in its contest with other applicants. The FCC said Community had given no reason for waiver of FCC rules against "contingent" TV applications.

'Man-in-Orbit' Projects 'Today' into Saturday

For the first time in its ten-year history, NBC-TV's "Today" show will be broadcast on a Saturday when it presents a special program starting at 6:30 AM, EST, of America's first man-in-orbit flight.

'PM East' Soon 90 Mins. With A Studio Audience

"PM East" becomes "PM" when it expands to a nightly 90-minute TV series Monday, Feb. 5, with an all-star guest roster, Joel Chase (Continued on Page 7)

Automatic Level Control

Stamford, Conn.—Audimax, automatic level control device to maximize audio coverage, has just been introduced by CBS Laboratories. Incorporating advances of solid state and computer technology, Audimax acts as a super-alert broadcast engineer in maintaining maximum modulation or recording level.

Major News Shows Now Being Developed By Net, Salant Says

Washington Bureau of RADIO-TV DAILY
Washington — In a sharp exchange with FCC general



SALANT

counsel Ashbrook Bryant, CBS president Frank Stanton yesterday stated his belief in unqualified terms that private operation and responsibility for TV's programming content are vastly preferable to governmental dictation.

Responding to a question from the FCC on his opinion concerning a 1960 White House Commission report that video broadcasting had "failed adequately to meet its obligations to the public," Dr. Stanton said:

"I think the Commission's preference was to a very narrow segment and we have gone through that reform . . . Improvement is always urgent but I stand by my statement that there is no national emergency in television . . . Please don't put me on the record as saying that television is perfect . . . Our job is to expose various types of programs to the public and let them make their choice."

Other CBS witnesses who testified yesterday were News president Richard S. Salant; CBS-TV President James T. Aubrey and Michael H. Dann, CBS-TV vice (Continued on Page 6)

Petersmeyer to Address Indiana Broadcasters

Indianapolis—C. Wrede Petersmeyer, Corinthian Broadcasting Corp. president, will be the featured speaker at the annual Indiana Broadcasters Association Spring meeting here Mar. 16. Jack Douglas, IBA president is general manager of WCFB, Columbus, O.



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License Fees Sought By Bill Filed in House

Washington Bureau of RADIO-TV DAILY
Washington—A bill to require broadcasters to pay license fees has been introduced by Rep. Charles S. Joelson (D., N.J.) and has drawn immediate fire from the NAB, whose Vincent Wasilewski pointed to a long-time industry opposition and said it would not only be contrary to the interests of broadcasters, but would be contrary to public interest.

NAB has held this would be a tax on communications, a limitation to the freedom of the press, and might lead to censorship.

Tech Papers Wanted By Audio Engineers

An urgent call for more technical papers on current activity in the audio field is being made by William H. Thomas, chairman of the Audio Engineering Society's 1962 Spring convention.

Papers are to be presented at the technical sessions of the Society's ninth annual Spring convention at the Ambassador Hotel, Los Angeles, Mar. 21-23.

COMING AND GOING

CAROL BURNETT, featured on CBS-TV's "Garry Moore Show," has arrived in Hollywood to star in an upcoming "Twilight Zone" episode.

PAMELA ILOTT, director of religious broadcasts in the public affairs department of CBS News, to Washington, D. C., where she addressed the 19th annual convention for the National Religious Broadcasters.

LUCILLE BALL will arrive in New York this evening from Hollywood.

DON TREVOR, VP and director of the Radio-TV department of Doyle, Dane, Bernbach, has returned to New York after a two-week business trip to Germany.

B. G. KRANZE, VP of Cinerama, Inc., is in Los Angeles for business conferences.

TOM WELSTEAD, WLBW-TV national sales manager, in Atlanta to meet H-R Reps.

FRED M. WOOD, president of WMVB, Millville, N. J., is vacationing in Nassau. He is expected to return on Monday.

R. L. (DANNY) COCHRANE of KXTV, back in Sacramento following a two-week trip to New York and Chicago.

TOM BUCHANAN, Everett-McKinley Chicago office manager, has returned after two days of conferences with Max Everett and Jack White.

PETE CASH and GUY CUNNINGHAM, TvB, back in town after a business trip to Detroit.

K. C. (CASEY) BENEDICT of WKCB, to Washington and Dallas on speaking engagements describing his recent visit to Outer Mongolia.

GORDON MASON, general sales manager of KNX, Los Angeles, is in town visiting CBS Radio Spot Sales.

Irish Mother Bemoans Effect Of B-B-C on Son's Alphabet

London — People sometimes blame the BBC for things over which it has no control. Forecasts of bad weather, for instance, or a run of gloomy news. But one mother went a bit far recently when she wrote to one of Britain's national daily newspapers to complain that her 3-year-old son was having difficulty in learning the alphabet. No matter how often she told him it began A-B-C-D, he always insisted on saying A-B-B-C-D. She blamed the men whose faces he saw each evening on TV saying: "This is the BBC."

In a way the complaint was a compliment, for the letter came from Dublin, not specifically served by BBC-TV, but which can receive its programs from over the border and from across the water.

Broadcast Foundation Assists Int'l Contest

The Broadcasting Foundation of America, International Division of the National Educational TV and Radio Center, will screen entries for the Eurovision Grand Prix of Television Films 1962, which takes place in May during the 15th International Film Festival in Cannes.

This marks the third consecutive year BFA has been asked by the European Broadcasting Union to organize American participation in the competition. Final selection of American entries will be made by a panel of judges appointed by B.F.A. Each nation may enter one fiction and one documentary film or two films in either category.

UHF Channel Rusty; FCC Considers Switch

Washington—The FCC has announced it will consider reassigning UHF commercial TV Channel 30 from Elmira, N. Y., where it is unused, to Corning-Elmira jointly for use as an educational Channel.

NATAS Mulls 3 More Units

St. Louis—Robert F. Lewine, president of the National Academy of TV Arts and Sciences, will meet with station and agency representatives here tonight to discuss a proposed chapter. Mark Russell is executive producer at KMOX-TV and president pro-tem of the proposed chapter.

FINANCIAL

(Jan. 24)

Table with columns: High, Low, Close. Lists various stock prices including Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists American stock exchange prices including Capital Cities, Desilu, Movielab, etc.

OVER THE COUNTER

Table with columns: Bid, Ask. Lists over-the-counter stock prices including Bartell, Jerrold, Meredith, etc.

Travelers Elects Two

(Continued from Page 1) sales VP, was elected assistant secretary. Patricelli joined WTIC as a continuity writer in 1929 and Mu became an announcer in 1931. Both have been VPs since 1951. Tyrol, who joined WTIC in 1951, has been a VP since 1959.

BONDED TV FILM SERVICE advertisement. Includes Q. How can I be sure my TV prints are of proper television quality? A. Let BONDED procure the prints and check the quality before shipping the spots to the stations.

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS

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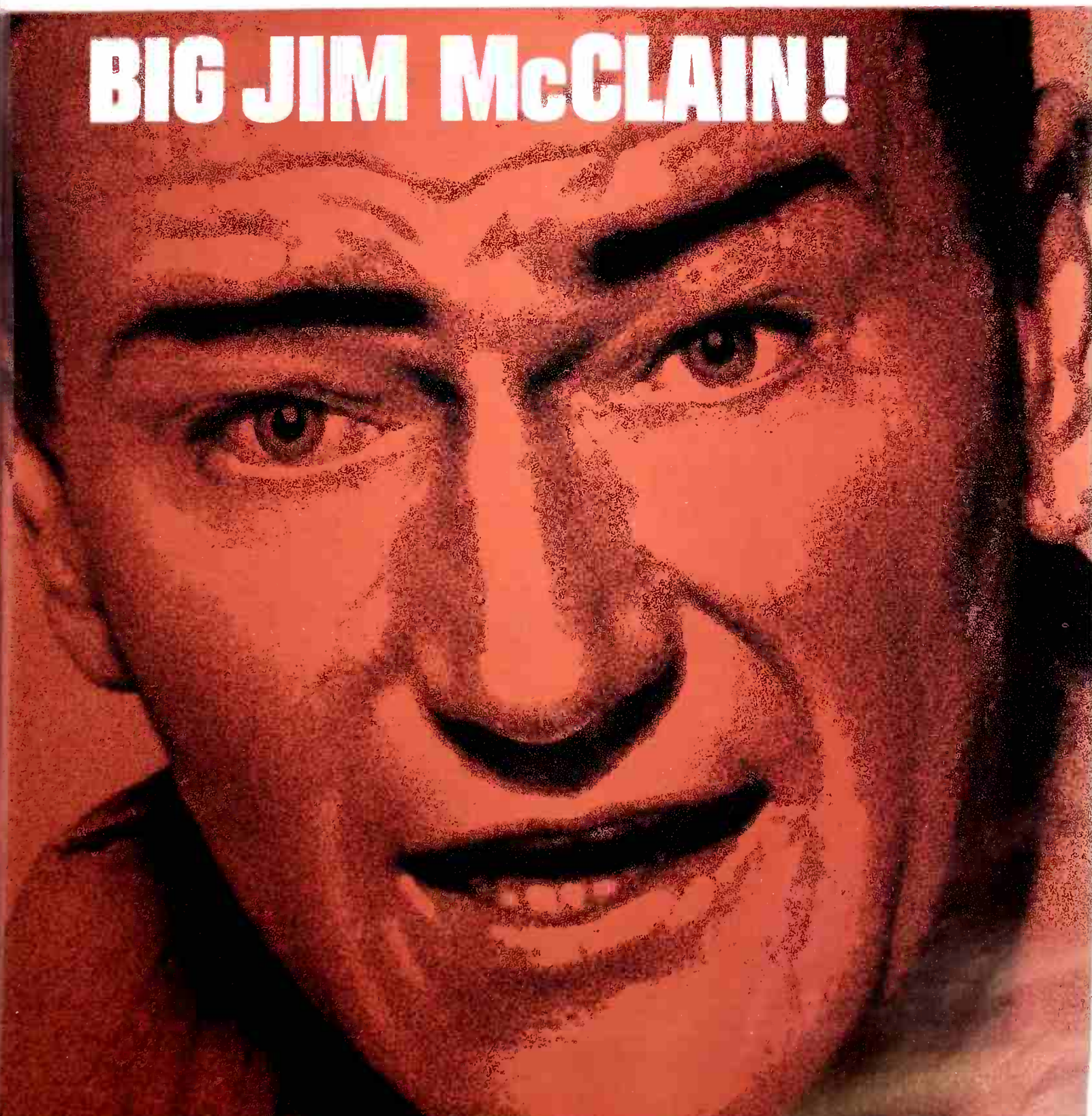
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SEVEN ARTS "FILMS OF THE 50's"—MONEY MAKERS OF THE 60's

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

BIG JIM McCLAIN!



Eight Stars Highlight Salute to Musical Pix

Eight performing stars, three of whom will act as narrators, will appear on the Mar. 19 NBC-TV special colorcast, "Arthur Freed's Hollywood Melody," a history of musical motion pictures from 1929 to today. Sponsor is the Chrysler Corp., via Leo Burnett Co.

They are Richard Chamberlain (of NBC-TV's "Dr. Kildare"), Nanette Fabray, Shirley Jones, Steve Lawrence, Yvette Mimieux, Juliet Prowse, David Rose and his orchestra and Donald O'Connor. Narrators will be O'Connor, Chamberlain and Miss Fabray, with composer and motion picture producer Freed appearing on-camera and serving as executive producer.

"Arthur Freed's Hollywood Melody" will be produced and directed by NBC-TV's Alan Handley and written by Stanley Roberts, with Tony Charmoli as choreographer and Lillie Messinger as associate producer. It will be taped in NBC's Burbank color studios, beginning Feb. 25. The program was developed by Lester Gottlieb, vice president, entertainment specials, for NBC.

Comedy Tryout Theatre Presents Young Comics

The Comedy Tryout Theater presents "Ten in a Row," an all comedian revue, at the Gag-writers-Comedy Workshop tonight, Wednesday and Thursday. Young comics will present "Spring Styles in Comedy": stand-up, sit-down, baggy pants, sketch, raconteur, pantomime, improvisations, satirist, humorist and off-beatist.

Mayors Joining Fight To Save WREX-TV

(Continued from Page 1)

sion. Joseph M. Baisch, VP and general manager of the station, said he expects to receive about 75,000 letters before Feb. 5.

Swan Hillman, president of Greater Rockford TV, which owns and operates WREX-TV, has engaged the ARB to conduct special surveys on the extent of the station's circulation.

Lloyd Stars in Spec With Fishy Friends

Palos Verdes Estates, Calif. — Lloyd Bridges will star in "Marineland Circus," an hour-long CBS-TV special Apr. 22 from the internationally famous Marineland of the Pacific here. Bubbles the whale, porpoises, clowns, etc. share billing. Sponsor is Minute Maid Co. through Dancer-Fitzgerald-Sample. Charles Andrews is the producer.



By TED GREEN

• • • Jan Murray returns Tuesday to DeWitt Clinton High, which he attended, to receive an honorary diploma at the school's mid-year graduation ceremonies for his "varied contribution to society and entertainment over the years." . . . The suave Pino, whose name rings a bell with radio and video people from coast to coast, is currently welcoming old friends as maitre de at the elegant Hostaria. . . . Joey Adams, AGVA president, who recently returned from a "round-the-world entertainment tour for the State Department, will host a Chinese New Year's Party in the 'Ming Room' of Ging Tom & John Ly's Hoy Yuen Restaurant for his Chinese friends, including entertainers and delegates to the UN.



MURRAY

• • • Brenda Lee in Canada for three one nighters in February, then she invades the Catskills with a weekend at the mammoth Concord Hotel . . . On tap in April is a jaunt to London for Miss Dynamite . . . Jackie Wilson really in top form with "The Greatest Hurt." It looks like it will be one of his biggest platters . . . George Romanis, clicking big with his "Double Exposure" LP, considering a series of college prom dates after fulfilling his many commitments for scoring advertising jingles . . . Patsy Cline makes it three in a row with "She's Got You" . . . "Yes Indeed" by Pete Fountain looks like a hit single from this best selling album. He just copped the Playboy Jazz Poll as No. 1 Clarinetist . . . Charlie Manna doing some of the hilarious routines from his smash Decca LP at the New York Copa.

• • • Meet: Don Luftig, dynamic new program director of WINS, was grabbed by WINS owner J. Elroy McCaw and VP Ted Steele when WNTA-TV went educational. Don was a writer-producer-director at WNTA-TV for 12 years, working on "Open End," "The Art Ford Jazz Party," a series of nationally syndicated "One Night Stand" 90-minute specs, and many other award-winning shows. Don started in radio as an account exec with Mutual Broadcasting System in 1944. Back in radio, he's bringing excitement to WINS, with his "Minute Mike" surveys and other innovations. He is the author of over 50 TV scripts and 200 radio dramas.



LUFTIG

• • • If you think the Twist involves wild gyrations, wait till you see "The Twizzle." Player following John Rich's direction filming the "Dick Van Dyke Show" pulled his sacroiliac and twisted his neck. . . . Pat Wheel signed an exclusive with Kay Korwin. . . . Aside to variety show producers: There is a group known as the Carillons, a female Barbershop quartet, that is just great. . . . The Hotel Edison Rum House will feature stars of Broadway, Hollywood, television and radio on its new weekly interview program, "Rum House Rendezvous," starting Feb. 5 via FM station, WNCN, 7:30-8:00 PM . . . Leona Milen, stage, TV and radio actress, will conduct the interviews. . . . The former Ruth Schlanger is back at Sponsor today as Mrs. Arthur I. Frank, after a week's honeymoon in the Catskills. Ruth, Associate Editor of Sponsor, and Arthur, Personnel Manager of L. J. Gonzer & Assoc. were married last week.

• • • Jayne Mansfield, Mickey Hargitay and Keenan Wynn will be guests of honor at Trans-Lux's special press conference and cocktail buffet at the "21" club tomorrow. The stars are coming in from Hollywood expressly for this occasion so that they can tell of their roles in Trans-Lux's plan for '62—"Entertainment for Millions - Millions for Entertainment." . . . David L. Rand has joined the firm of Teenform as VP in charge of advertising, sales and marketing; board member and a principal of the company and its affiliates. . . . Larry Lowenstein, GAC's PR veep, into sales . . . Fans and creditors showed up at "Car 54" rehearsals to watch a freckled firebrand perform.

BMI's Song-Awards Presented at Dinner

Some 300 song-writers and publishers and their wives attended the 10th annual BMI-Awards dinner last night in the grand ballroom of the Hotel Pierre.

Introductory remarks and speeches were delivered by Carl Haverlin, BMI president, and Sydney M. Kaye, chairman of the board.

Presentation of awards was made by Judge Robert J. Burton, BMI veep and a jurist in New Rochelle. Eight eight songs from 19 states and three foreign countries received awards.



HAVERLIN

Treyz Clarified Edict On 'Bus Stop' Segment

(Continued from Page 1)

curb creative talent, Treyz said he allowed it to go on uncensored.

The upper house's Subcommittee on Juvenile Delinquency headed by Sen. Thomas J. Dodd turned down the hearing room lights to see excerpts from "Lion Walks Among Us," "Bus Stop" chapter broadcast Dec. 1. Some of the network affiliates refused to carry it.

As part of the hearing record a document was introduced indicate that Robert D. Swez NAB Code Authority direct had asked to see the episode before the broadcast date. Subsequently, it was alleged, Swez advised the net's Continuity Acceptance Dept. by wire that the program judging from complaints he had received did not comply with the NAB good broadcast code.

Committee Studying Effects

Dodd's investigators are claiming they can prove that skein executives gave direct instructions for sex and violence in TV shows. The subcommittee is looking into the impact of such broadcasts on teen-agers.

Independent researcher William Capitan said that ratings are accurate because people only have a choice of what is on, and they are relied on too much. He said that in surveying audience reaction for the networks he found that one third of some 40 TV shows brought condemnation for violence, killing, sexiness or depravity. He added that he found the American public hadn't seen enough good programming to be able to judge what is good.

Hearing has been adjourned about 10 days.

Unauthorized TV Stations Down for 1st Time

Lists Drop of 3 Past Fiscal Year; Translators Up 400

Washington Bureau of RADIO-TV DAILY
 Washington — The number of unauthorized TV stations fell for the first time the past fiscal year, to 653 from 650, and operating authorizations dropped from 579 to 576, the FCC has reported.

Commission noted, however, that more than 1,000 TV translators came into existence; TV translators increased from 300 to 700 and ETV outlets increased from 44 authorizations to 67, with operating, up from 47 a year ago.

Interest in FM Rises
 Increased interest in FM continues, with commercial FM bringing 180 authorizations to 1,100, finally exceeding the 1,020 figure of 1,020, before the redrop brought the number down to 550 in the middle '50s. Approximately 890 FMs were operating commercially, with 275 holding subsidiary communications authorizations. Educational stations rose by 18 authorizations to 1,017, of which 186 were on the air at the end of the fiscal year.

AM radio continued to withstand the impact of TV. There was a net gain of 176 authorized stations for the year, bringing the total to more than 3,700, of which 3,000 were operating (over 100 more than a year ago), the report said.

558 Licenses Held Up
 The FCC revealed that as of June 30, 558 applications for renewal of licenses had been held up for a variety of reasons, among them 36 TV stations, 76 FM and 146 AM. It also recited again the reasons it had taken to tighten up, including proposals for new logging requirements and application forms, eight show cause proceedings looking toward revocation of station licenses and the refusal of a new station permit because the applicant hadn't determined community needs in advance.

The FCC said as to revocation and license renewal hearings where there are questions about station operation, "It is expected that even a greater number of these types of hearings will be held in the field. They involve important public interest issues."

Dr. Dixon, MD's Explore JFK's Fitness Program

President Kennedy's physical fitness program will be the subject of a roundtable discussion by three medical physicians on WCBS Radio's Dr. Dixon "At Your Service" program today.

New Zealand Buys CBS' News, Series

The New Zealand Broadcasting Service this week became the fifth foreign telecaster to purchase, as a package, the major portion of the news and public affairs programming produced by CBS News, it was announced by Willard Block, international sales manager of CBS Films.

In addition, NZBS bought "Rawhide," "Perry Mason," "The Frothers Brannagan," "Whirlybirds," "Richard Diamond," "Trackdown," "I Love Lucy" and "The CBS Television Workshop." The programs will be telecast by stations in Auckland, Christchurch, Dunedin and Wellington.

Negotiations between CBS Films and the New Zealand Broadcasting Service were handled by William Wells of CBS Films in Sydney, Australia, and Gilbert Stringer, NZBS director.

Lyn Stoyer, Bill Erb Join WLW Sales Staff

Cincinnati — Lyn Stoyer has joined WLW-AM-TV as a TV sales account executive and F. Bill Erb has joined as radio sales account executive.

Stoyer formerly was with stations WCKY and WSAI. With a local advertising agency for the past two years, Erb previously was with WLW-TV.

KPRC Garners 3 Awards

(Continued from Page 1)

Carla from Galveston. Chuck Pharris, director of newsfilm operations, placed second in feature news with a story on Photo Day at Rice University and won a third place award in general news for his coverage of the Ashley-Lima murder trial. Ray Miller is news director of KPRC stations.

Keech Retires After 33 Yrs.

ABC announcer Kelvin Keech yesterday was honored by more than 100 friends and associates on his 33-year tenure in radio. Held at the Tavern-on-the-Green Restaurant in New York, the tribute was a surprise to Keech who retires Sunday.

Among colleagues who turned out were Milton Cross, as host, Rudy Vallee, Ben Grauer, Lyle Van, Frank Gallop, Nelson Case, Andre Baruch, Ed Herlihy, Charles F. McCarthy, James Wallington, Howard Claney, Hugh James, David Ross, Gene Hamilton, Glenn Riggs, Howard Petrie, Rosa Rio, May Singhi Breen, Harry Reser and Jeff Sparks, head of United Nations Radio-TV.

Anti-Missile Missiles Studied by WLBW-TV

Miami — "Stand by for Blackmail" is the title of the first of a series of documentaries planned by WLBW-TV. Scheduled for Wednesday, it explores the nation's need to put the Army's Nike-Zeus Anti-Missile Missile on an operational basis. The title derives from how wide open the U.S. would be to Russian blackmail if Moscow perfects a missile defense first. Peter Bowles wrote the script.

Pastor & Dr. Talk of Jazz

A clergyman and a psychiatrist describe their dualistic approach to the jazz world on "The Way to Go" Sunday on WCBS-TV and, with photographs and recordings, re-enact portions of a concert originally performed by the Charlie Mingus Quintet last October at a prayer meeting in Manhattan's Lutheran Church of the Advent. The concert was entitled "Adventures in Vespers."

The Rev. John G. Gensel, pastor of the church and often called the "Jazz Minister," will appear with Dr. Luther A. Cloud, associate medical director of the Equitable Life Assurance Co., who conducted a radio program three nights a week, discussing and playing jazz records, while in practice in Montgomery, W. Va.

P. E. Church Cites NBC

The Protestant Episcopal Church in the U.S. has awarded Citations of merit to NBC and two of its radio programs, "Faith in Action" and "Great Choirs of America." The awards expressed appreciation for coverage of the 60th general convention of the P. E. Church.

KUNO Safety Work Wins Gold Hub Cap

Corpus Christi — Spanish language station KUNO continues to garner awards for its outstanding community services. The station has won the Ray O Vac Gold Hub Cap award for outstanding public service work in highway safety.

Also, for the past two years KUNO has won first place for merchandising and promotion activities in connection with Ray-O Vac products.

Working with the cooperation of the Texas Safety Council, the National Safety Council, the Corpus Christi police dept. and the Texas Travelers' Protective Assn., a total of 1,000 announcements pertaining to driving safety and installation of seat belts were aired during a two-month period.

WPRO-TV's Dougherty Heads Housing Group

Providence, R. I. — Joseph P. Dougherty, vice president of Capital Cities Broadcasting Corp. has been named chairman of the Subcommittee on Minority Housing by Mayor Reynolds of Providence. The broadcasting executive has been a member of the Mayor's Citizens Advisory Committee for Urban Renewal since September, 1961.

Dougherty is general manager of WPRO-TV.

Complete Agenda Set For NAB Board Meet

(Continued from Page 1)

McCullough, president and general manager of the Steinman Stations, Lancaster, Pa. Radio board meetings will be presided over by chairman George R. Hatch, president of KALL, Salt Lake City, while Dwight W. Martin, chairman of WAFB-TV, Baton Rouge and the TV board, will chair these sessions.

Other items on the agenda include preliminary arrangements for NAB's 40th annual convention Apr. 1-4 in Chicago; plans for the Mar. 1-2 Public Affairs and Editorializing Conference in Washington; the annual Washington meeting of State Broadcaster Association Presidents Feb. 28-Mar. 1; a report on the expanded operation of the Radio and TV Codes by Robert D. Swezey, director of NAB's Code Authority.

Also, a report by a special committee, headed by Westinghouse Broadcasting Co. president Donald H. McGannon, on the feasibility of establishing a Research and Training Center for the broadcasting industry.

Saudek to Produce Telecast for 'Center'

Washington Bureau of RADIO-TV DAILY

Washington — Robert Saudek, creator of the award-winning "Omnibus" and other TV programs and president of his own producing company, has been named producer of the nationwide closed-circuit telecast to raise funds for the National Cultural Center, it has been announced at the White House.

The telecast, scheduled for Fall, will link 150 cities and will feature top talent in all branches of the performing arts. It will be viewed by guests at fund raising dinners in many cities and at theatrical showings at popular prices in numerous other locations.

2 Religious Features Added to UPI Wire

Chicago — Coverage of religion has been expanded on United Press International's broadcast newswire with addition of two features for weekend use.

The first, "The Week in Religion," is transmitted regularly from UPI's broadcast wire headquarters here Friday night or early Saturday morning for Saturday programming.

The other feature, "Religion Today," has been made part of UPI's "Sunday Show" — a long-standing package of special scripts moved every week in advance for Sunday broadcast.

Salinger Will Address Broadcaster Assn. Unit

(Continued from Page 1)

group and the opening of the Public Affairs and Editorializing Conference.

First-day afternoon session will feature talks by four state association presidents: H. Randolph Holder of Georgia; N. Wilbur Kidd of Virginia; Joseph S. Sinclair of Rhode Island, and Ray VanHooser of Oklahoma, plus Dr. Leo A. Martin of the Michigan Association.

85 Musical Themes Identify 70 Regular CBS Video Series

Theme songs have come a long way from their once-ridiculed status, with CBS-TV alone having 85 different identifying melodies opening and/or closing some 70 of its regularly scheduled programs this season. They represent the talents of some 85 composers and/or lyricists and the publishing efforts of some 45 music firms.

Diversification ranges from Ross Bagdasarian, who wrote "Come On-a-My House," to Ludwig von Beethoven. The former supplied the theme for "The Alvin Show," a portion of the latter's Third Symphony graces "The Great Challenge." Harmonica virtuoso Larry Adler wrote the "Camera Three" theme, while renowned American opera composer Aaron Copland contributed several bars of his "Appalachian Spring" to "CBS Reports."

Irving Berlin is represented by "There's No Business Like Show Business" on "The Ed Sullivan Show," and Europe's Richard Strauss is the composer of "Ein Heldenleben," which identifies "Washington Conversation." "The Twentieth Century" theme music was written by George Antheil and "Rawhide" by Dimitri Tiomkin, with his "High Noon" collaborator, Ned Washington, providing the lyrics.

Opening and closing music of "Route 66" is by arranger-composer-conductor Nelson Riddle, while "Checkmate" is by arranger-composer-conductor Johnny Williams.

Howard K. Smith Airs ETV 'Decisions' Series

ABC News commentator Howard K. Smith, who left CBS News after a long disagreement on how to interpret news on the air, is the commentator on "Great Decisions-1962," an eight-part series produced by National Educational Television for its 58-station network beginning Feb. 4. The series' topics were selected by the Foreign Policy Association - World Affairs Center.

'Operation Alphabet' Offered to Stations

Philadelphia — "Operation Alphabet," a series of 100 TV programs produced by WFIL-TV in cooperation with the Adult Extension Division of the Philadelphia Board of Education, is now available for use by TV stations throughout the nation.

The series is designed to teach illiterates to read and write to the fourth grade level. It was videotaped under a grant by the U. of P's Annenberg School of Communications.

Canada Broadcasts 'Content' R

Special To RADIO-TV DAILY
Montreal—The Canadian content requirement for TV, to 55 per cent Apr. 1 from its present 45 per cent, is "unrealistic," according to Roy Thomson, Canadian-born international broadcaster and publisher. He told Radio and TV Executives that the Canadian government should instruct the Board of Broadcast Governors to reassess the requirement, with a view toward raising the percentage.

Fears for Private Stations

Asserting that "it was a mistake to force Canadian programs down the throats" of audiences, Thomson said "private stations in major cities were close to bankruptcy from accumulated losses." He added that he had no intention of leaving any of the stations.

In another area, Thomson said Emperor Haile Selassie of Ethiopia was interested in the establishment of radio and TV stations, which concerned the establishment of newspapers in that country. Thomson also has broadcast print interests in Nigeria, Kenya, Tanganyika and Rhodesia.

Dot Sarnoff at IBM Shows

Boston—Singer Dorothy Sarnoff will headline a series of industrial shows for IBM, beginning here Feb. 13. With her will be Hi-Lo and a 20-piece orchestra. Eddie Elkort arranged the show as Miss Sarnoff's agent.

Sponsor Interference 'A Flyspeck': Aubrey

(Continued from Page 1)

president, Program Development, New York, and Oscar Katz, CBS-TV vice president, Programs.

Salant revealed that CBS News has set aside a development fund for children's informational programming which he described as "one of the most perplexing and frustrating problems that we face." Three pilots are under way.

Among the program plans for the future, Salant added, are an adult series about "other people,"

special programs examining the strengths and weaknesses of communism and democracy, and, third — the emerging world of the newly developed nations.

News and information broadcasts on CBS-TV this season have increased by about 40 per cent over last season, Salant told the Commission. He reported that network TV news and information broadcasting would total approximately 690 hours, "or about 17 per cent of the total network schedule," because "informational programming is occupying more and more of the schedule. And the healthiest phenomenon in informational broadcasting is the sharp growth of competition within the last few years."

The public has never supported the idea that entertainment and amusement should not be the principal purpose of TV, Frank Stanton said in response to a statement of the wide purpose of radio, made by Herbert Hoover, as quoted by FCC counsel Ashbrook P. Bryant. Hoover had characterized radio

as "rapidly becoming a necessity with value far beyond entertainment and amusement, when the former President was Secretary of Commerce."

Referring to testimony in New York by TV writers to the

Salant: "Ideas—the (news) programs themselves — must be first and must earn their way greater portions of the broadcast schedule. I believe that we will never attain full journalistic maturity until this is recognized, and other course will bring us to the TV schedule by forced to bring."

that sponsor interference is troubling some to them, FCC chairman Newton Minow asked: "Don't regard this as a serious problem attracting writers?"

CBS VP James P. Aubrey said if that were the only problem, it would be home free, "that the difficulties are only 'fly-speck' Minow then told Stanton,

(Continued on Page 8)

CHOICE SIXTH AVENUE SPACE AVAILABLE . . .

Wonderful location now occupied by TV producer. Will sublet up to approximately 3000 feet. Area includes three fully furnished private offices, plus large conference-screening room. Additional space sectioned off with desks and chairs for other personnel. Fully air-conditioned, offered with all utility services including cleaning service. You may sub-lease for remaining year and a half, period of my lease, the space in its entirety or portion at an attractive rate or for shorter periods.

If you are a responsible and financially secure company which needs choice space in a hurry, call OXford 7-3322 and ask for Miss Nora.

Building will give option to renew on permanent basis if desired. Write

BOX No. 147, RADIO-TV DAILY

1501 Broadway

New York 36, N. Y.

Maude's Smith & Dale Video 'Curtain-Call'
 American Musical Theatre's the two-a-day vaudeville Sunday when the famous team of Smith & Dale and Broadway and Hollywood director Sammy Lee retrace about "the good old days" CBS-TV.

Reps Belasco, On Tony Ford

Reps Belasco and Tony Ford both signed with General Corp., the first as a client the other as talent director in the TV division. Belasco, musical composer and Tony Award-winner, has contracted with GAC for representation in all fields. He wrote the script for the NBC-TV documentary Vincent Van Gogh, and Vestinghouse Presents: Brinkley, Our Man in Spain, aired last night. Belasco will be responsible for handling all aspects of artists' publicity and bookings, and will cooperate with GAC's packaging department. He has previously worked with Television Artists Corp. NBC and MCA.

Wheatley Names Program Mgr.

Philadelphia — William J. Wheatley has been named WIBG program manager effective Feb. 1. He succeeds Roy M. Schwartz, who will become operations manager of Storer's newly acquired New York City station, WMGM. Wheatley, who joined the Storer Broadcasting Co. in Los Angeles in 1953, comes to WIBG from program manager post at KTLB, Los Angeles. Wheatley also has been associated with K-AM-TV, Oklahoma City, and KSWO-TV, Lawton, Okla.

David Gives Miles Title, Added Duties

(Continued from Page 1)
 The past year have gone well beyond the supervision of our program and research." David now supervises the activities of RAB's member service department, retail selling and development services units. A director of promotion will be named to take over the day-to-day development of sales tools, presentations and research projects, Sweeney said. Additional supervisory responsibilities will be given to David in the expansion of RAB's services this year to localized selling, management services and sales training aids, Sweeney added.

Mexican Videotapes To Feed Texas TV

Special To RADIO-TV DAILY
 Mexico City—Telesistema Mexicano's production unit, Teleprogramas de Mexico, headed by Rene Anselmo, will feed videotaped programs to KWEX-TV (formerly KUAL-TV) in San Antonio. The station was recently acquired by Emilio Azcarraga and undisclosed Mexican associates, as part of Telesistema expansion north of the border.

A separate firm, the Spanish Broadcasting Corporation, has been named general manager of the San Antonio station and will supervise what is termed a "radical change" in programming policy. This will include over 30 hours of Spanish language programming flown from Mexico City each week.

Anselmo said the overall goal is to reach the 350,000 Spanish-speaking residents of the San Antonio area, and programs featuring stars of Spanish language films, TV and theatre will be a regular fixture.

National Time Sales Appointed KUKA Rep

San Antonio — KUKA, Spanish language station serving the San Antonio area, has appointed National Time Sales as representative. However the station will be represented by Harlan G. Oakes & Associates on the West Coast.

The station, which will increase its power to 1,000 watts shortly, simultaneously will join the National Spanish Language network, a group of stations in California, Arizona, New Mexico, Colorado, Texas and Florida.

'PM East' Soon 90 Mins. With A Studio Audience

(Continued from Page 1)
 man, general manager of WBC Productions, Inc., which produces the nationally syndicated program, said yesterday.

Actors Edward Everett Horton, Dane Clark, Bette Davis and Carroll Baker, pianist Alec Templeton, Perle Mesta, comedian Larry Storch, Commander Edward Whitehead, singers Anita Gillette and Jimmy Carroll and fashion model Dorian Leigh are among Mike Wallace's guests on the first three nights of the newly-styled entertainment series.

Part of the new look for "PM" will come from the addition of a live studio audience and the nightly guest appearance of musical groups, from small combos to big bands providing an orchestral background. First of these groups to be heard will be the Tyree Glynn Quartet.

Purex Specs Gals 'Escape'

"The Indiscriminate Woman," a study of the plight of the individual who attempts escape from inner conflicts by engaging in fleeting affairs, will be the Feb. 15 "Purex Special for Women" on NBC-TV. Sponsor is the Purex Corp., via Edward H. Weiss & Co.

Written and directed by Will Lorin, "The Indiscriminate Woman" will treat the problem of the woman who attempts to find solace and escape from her own self-doubts via an escape mechanism similar in its workings to alcoholism or drug addiction. It will be produced by George Lefferts.

Monastic Life Topic Of TV Film Trilogy

Three films depicting life in Catholic monasteries will be presented Feb. 4, 11 and 18 on CBS-TV's "Look Up and Live" series.

Filmed visits will be made to St. Albert's Monastery in Oakland, Calif., and to a strictly-cloistered Carmelite convent in Presteigne, Wales. The other film, coming between these two, will show the ordination rites of a priest.

Cities-Service Hour Casting Completed

James Loren, executive producer of Henry Jaffe Enterprises, has announced final selection of staff for the third "Cities-Service Highways of Melody" show, to be seen in color Apr 22 on NBC-TV.

Producer-director will be Gregg Garrison, and composer-conductor, Harry Zimmerman. Writers are Tom and Frank Waldman, and Tom Hansen is the choreographer.

Jimmy Dean, Al Kelly 'Candid Camera' Guests

Singer Jimmy Dean and double-talk expert Al Kelly are host Durward Kirby's guests on "Candid Camera" Sunday, on CBS-TV. The program's filmed sequences are produced by Allen Funt.

Engineering Exploration

Detroit—"Tonight on Campus" on WQRS-FM, tomorrow, will explore the cooperative, work-study plan for educating engineers, which has become a firm fixture in engineering colleges across the nation. The system provides for two years of full time campus work, followed by three years of alternating campus study with work periods in related jobs in industry.



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

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

We cannot live by bread alone.

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

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

—A Thought For The Day—

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

WGN's 'Great Music' To Feature Serkin

Chicago — Rudolph Serkin will be guest pianist Sunday on WGN-TV's "Great Music from Chicago." Walter Hendl will conduct the Chicago Symphony orchestra.

Serkin was born in Czechoslovakia, and made his concert debut at the age of 12, with the Vienna Symphony. His first public appearance in the U.S. was with the New York Philharmonic, under direction of the late Arturo Toscanini.

Selections, played variously by Serkin or the orchestra, will include the overture to Beethoven's "Coriolanus," Mozart's "Concerto for Piano in C Major," and three excerpts from "The Faithful Shepherd."

Ronald Reagan Co-stars In Basketball Drama

Ronald Reagan and David Janssen co-star in "Shadow of a Hero," story of a basketball coach who places more emphasis on turning out star athletes than he does on educating youngsters, on "The General Electric Theater" Feb. 4 on CBS-TV.

Eddie Albert, Rip Torn 'Frontier Circus' Guests

Eddie Albert and Rip Torn guest star as a doctor and a badman, respectively, in "The Hunter and the Hunted," the "Frontier Circus" story to be presented on CBS-TV Feb. 8.

AGENCY NEWSCAST

By WM. McCUTTIE

Weightman, Inc., Philadelphia, spurred by a 39 per cent sales increase in 1961—with ads almost entirely in TV—had little trouble with its '62 media recommendations for Alpo Dog Food.

"It's TV again—only more so," said Leonard Stevens, the agency's time buyer. Sid Tannenbaum, agency president and Alpo account exec, credits TV with "absolutely fantastic success."

Roma Wine Co. is running a radio campaign through Feb. 28 on 65 stations in 50 markets on behalf of 18 wines now appearing with "picture labels." Four 60-second commercials will be backed with 30-second messages and 5-second spots. Agency is Norman, Craig & Kummel . . . Philips Records, new classical and pop record label to be introduced Feb. 1, has retained Rosenbloom/Elias Associates . . . Werner Wolff has been named manager of Radio-TV business at Post & Morr, Chicago.

Young & Rubicam has named Brereton Hall and William M. Richardson, Jr., as VPs . . . William A. Coleman, American Weekly associate editor for the past nine years, has joined Richard B. Gersh Associates, New York PR firm. Coleman has written and directed for TV and radio and has written syndicated R-TV columns. He started with the old Lord and Thomas agency.

Western New York Apple Growers have arranged a spot ra-

Insurance Co. Considers Benny A Good Risk

State Farm Mutual Automobile Insurance Co. has renewed its contract for "The Jack Benny Show" on CBS-TV marking the third consecutive year as sponsor. In commenting on the renewal, Thomas C. Morrill, company VP, said "Jack Benny is America's living symbol of the careful spender." Agency is Needham, Louis & Brorby.

Radio and print campaign in upstate New York and New England. One-minute, 30 and 10-second spots will run for nine weeks. Agency is Charles W. Hoyt Co.

M. W. Grinstead, senior VP, Clinton E. Frank, Inc., Chicago, has been appointed VP and exec committee chairman of the agency's Richmond, Va., affil, Clinton E. Frank-Richmond. He will continue to Hq. in Chicago.

Viewers Spur Rep Of Pubserv Features

Washington Bureau of RADIO-TV
Baltimore—In prime time tomorrow, WBAL-TV will air its documentary on feeble-mindedness, "The Dark Corner," finally presented in December.

Brent O. Gunts, general manager of the station, reports that more than 2,000 letters received from viewers, most of them favorable. The program was part of the station's monthly "Perspective Our Times" series, which is produced in cooperation with various health, social and civic agencies.

Other upcoming programs in the series are "2000 A.D.," in February, a study of urban growth and its problems; "The Man Nowhere," March, a study of the city's transient population; "There Be Sound," April, on research and progress in the field of hearing restoration, and "Facts of Life," May, on recruitment of Baltimore police and men.

WAVZ Filled Stocking

New Haven—The Marine Corps Reserve has commended WAVZ for its part in collecting 30,000 "Toys for Tots" in this city during the annual campaign.

Serious Drama Trend Seen

(Continued from Page 6)

are concerned with the broadcasters, not the sponsor. We want the broadcasters to be the master in his own house." Stanton replied, "I think that that is coming . . . It is better to achieve it in the natural growth of the industry," rather than through outside dictation.

Much of the Bryant questioning revolved around whether there is

Salant decried "a tendency in some quarters to start with numbers . . . that there must be . . . X percentage of the total schedule filled, and then to look to the news divisions of the networks to fill the gaps. I do not conceive this to be our function."

a larger potential audience for "serious" drama, and this brought up the question of writers.

Oscar Katz and Michael Dann, VPs in CBS programming, related the difficulties of getting writers. They agreed you can't just decide to have a good drama and turn

the faucet to get the scripts. The FCC was told that 12 writers were contacted for scripts for the six Westinghouse specials, and that only three were available.

Stanton and the programming executives said they felt that there is a trend back to serious drama, and they are trying to encourage it with such programs as the Westinghouse specials, "The Defenders," "Twilight Zone," etc.

Stanton said the so-called "Golden Years" of TV wouldn't seem so golden if we could go back to them. "Memories play tricks . . . If we could go back we would be shocked . . . at the number of turkeys." He added that some of today's programs will be the classics of the future.

Commissioner Robert Bartley asked whether the decline of serious drama on TV dated from the emergence of ABC as serious competition. Stanton said that more likely it was because the trend to serious drama had run itself out, as he said the western trend is now doing.

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



Established February 7, 1927

0, NO. 19

FRIDAY, JANUARY 26, 1962

TEN CENTS

AD MEN TABOOS? MINOR, CBS SAYS

Reps Enjoined Petker Plan Suit

Management Corp., head- Al Petker, has obtained a temporary restraining order against Young & Rubicam and 16 station rep firms in a \$16,-171,500 anti-trust suit charging them with conspiring to destroy its business through boycott of the Petker Plan. Named as co-petitors, but not as defendants, were 22 radio stations. Restraining order was issued by U. S. Southern District (Continued on Page 5)

Warner Bros. to Shoot Kara Special on FBI

Board Aboard—Call the FBI" been set as the title of the music TV "special," Jack L. Warner, Warner Bros. Pictures president, has announced. Producer Stanley Niss will start photography next month on location in the Canaveral, Washington, Mexico, and San Francisco.

CA Develops TV Tube That Can See in Dark

CA today announced development of an image intensifier orthotube that will permit TV cameras to operate in the dark. The tube combines an image tube with an image orthicon tube. It has many applications and potential scientific and industrial research work.

WEB'S EXECS TELL FCC 'FINAL JUDGMENT OURS'

Washington Bureau of RADIO-TV DAILY

Washington—Advertisers exert only a minor influence on TV programming by CBS and the sponsor's voice in relatively unimportant matters grow fainter and fainter.

This is the essence of statements by the network's top executives in a day of cross-examination at the FCC hearings here.

"The final judgment of what goes on the air is ours," Dr. Frank Stanton, CBS president, told the Commission.

James T. Aubrey, the TV skein's president, observed, "There has been almost no problem of significance" resulting from sponsor demands concerning broadcast programs. Most of their objections,

(Continued on Page 8)

\$2.8 Mil. Tab In '62 Buildup

Trans-Lux Corp. will make entertainment investments in major projects totaling \$2.8 million this year, the largest one-year investment of its kind in the history of the company, Richard Brandt, president of the company's entertainment division, disclosed in

(Continued on Page 8)

Let's Talk It Over

Bob Hope's GI Show: A Lesson in the Values Of Present-Day Video

By ARTHUR PERLES

WHILE the Commission paused for breath last night before picking up the third stanza of its marathon inquisitorial hoedown on network programming practices, NBC came through with a one-hour TV entertainment spectacle that underscored the highest values inherent in commercial broadcasting.

The spirited anodyne was Bob "Ski Nose" Hope, master of the quick quip, perfectionist in theatrical timing and possessor of a heart filled with 22-carat goodness. His show was a compacted version of Hope's annual Christmas tour; his mission, to entertain American servicemen in remote outposts of bleak Newfoundland, Labrador, Baffin Island and Greenland.

What, beside piling laugh on laugh, did this great comedian's broadcast prove? It demonstrated many things—things which may take more than the cement-rigid minds of Government spokesmen hooked on a dictatorial kick, to comprehend.

Here the nation saw, better than words could describe, our SAC alert

(Continued on Page 6)



HOPE

Bar Ass'n to Review TV Courtroom Ban

Chicago—A special committee of the American Bar Association will hear appeals here Feb. 18 for relaxing of ABA judicial canon 35. The canon bans broadcasting and photography in courtrooms while trials are in progress.

The committee's recommendation on the issue will be presented at the ABA convention next Au-

(Continued on Page 7)

Jos. Goodfellow Elected Washington Club Prexy

Washington Bureau of RADIO-TV DAILY

Washington—Joseph Goodfellow, vice president and general manager of WRC and WRC-TV has been elected president of the Broadcasters Club of Washington. He succeeds Ben Strouse, WWDC president and general manager of WWDC. Arthur Scharfeld, formerly vice president, was elected board chairman.

Wendell Campbell Gets Storer Co. VP Stripes

Miami—Wendell B. Campbell, general manager of Storer station KGBS, Los Angeles, and v.p. of Standard Broadcasting Co., whol-

(Continued on Page 6)

Capital Cities Ups Burke

Daniel B. Burke has been elected vice president of Capital Cities Broadcasting Corp. Burke joined Capital Cities last July as general manager of WTEN, Albany-Schenectady-Troy.

Pearl Manages WFYI

Martin Stone, Herald Tribune radio stations president, yesterday announced Sumner Pearl as the new manager of WFYI, Garden City. Pearl served for two years as sales manager.

SA ZSA GABOR! TONIGHT ON PM EAST & PM WEST

Westinghouse Broadcasting Company, Inc.



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Catholic Priests Talk On Two Radio Webs

Father Joseph E. Manton, C.Ss.R. will be guest speaker on the "Catholic Hour" on NBC Radio during the Sundays of February. In his current series, "The Call of Christ," Father Manton will explore the religious vocation and its meaning in today's world.

On CBS Radio Feb. 11, the Rev. Gregory Baum, O.S.A. speaks on the "Church of the Air." His topic will be "The Catholic Role in Unity," a discussion of the Catholic attitude to those outside the Catholic Church with special emphasis on Judaeo-Christian relations.

Excellent Opportunity Personnel with STATION OR REP EXPERIENCE ESTIMATORS CONTRACT TYPISTS POSTING CLERKS BOOKKEEPERS OFFICE MANAGER Reply Box No. 148, RADIO-TV DAILY 1501 Broadway New York 36, N. Y. Applicants will receive confidential treatment.

COMING AND GOING

RICHARD HAYES and the NORMAN PARIS Orchestra, to Watertown, N. Y., to entertain at the 24th Annual March of Dimes Ball tomorrow.

JOHN SMITH, co-star of NBC-TV's "Laramie," to St. Paul today, where he has been chosen to reign as King of the Winter Carnival.

ROBERT GOULET and his personal manager, NORMAN ROSEMONT, to Detroit Sunday for conferences in connection with an upcoming TV special.

MARY FICKETT, hostess of CBS-TV's "Calendar" series, is in New Concord, Ohio, to meet Astronaut John H. Glenn's family.

DANIEL SCHORR, CBS News correspondent in Bonn, in Los Angeles today to deliver a lecture under the auspices of the Friday Morning Club.

MILBURN STONE of CBS-TV's "Gun-smoke," to Odessa, Tex. this weekend for an appearance at the Dimes Telethon.

DONALD KLAUBER, VP and national sales manager for Seven Arts Associated, arrives in New York today following a two-week sales trip.

JACQUES BELASCO, musical conductor and composer, to Los Angeles to attend the world premiere of his composition, which will be played tomorrow at the Shrine Auditorium.

'PAN-MAIL' BY AUDIENCE HITS EVERYTHING ON AIR

Washington Bureau of RADIO-TV DAILY

Washington — From liquor through underwear to news, viewers and listeners wrote to the FCC last year complaining about everything that could be seen or heard on TV and radio.

Out of a population of 183-million, less than 6,000 wrote the commission objecting to radio-TV content, the agency's annual report reveals.

In the last three months of 1960, complaints reached 1,150 pieces and in the first five months of 1961, the volume increased to 4,300 letters.

Of the eight months total, 1,800 complained about program balance, individual programs, profanity and program cancellations. Over 500 complained of excessive crime and violence on TV, 390 alleged slanted news and editorials, 550 complained of allegedly false or misleading commercials or commercials for liquor, tobacco or underwear.

Nearly 350 complained about contests, publicity stunts and other business practices. Some 250 objected to excessive length and nature of commercials, and another 100 alleged "payola."

About 480 inquired about FCC rules on various aspects of programming, while 570 were from civic and other groups applauding FCC efforts to improve programs.

Father & Son Drama

Morton Wishengrad's "Postmaster of Quincy" will be presented Sunday on NBC Radio's "The Eternal Light." The story deals with a father and son estranged because of conflicting loyalties in the Civil War.

7th Birthday Show

Phoenix—"It's Wallace?," children's show, celebrated its seventh anniversary with a special "Anniversary Show" this week on KPHO-TV.

WOW Teaches Pupils How to Make Music

Fort Wayne, Ind.—A "Musical Little League" has been formed at WOW here. Each Tuesday night through Apr. 24 pupils participate in a discussion and demonstration of musical instruments. WOW program manager Cal Bollwinkel is the producer. Jack Underwood is the interviewer and moderator.

Reagan Bares Plans For Reds' Takeover

St. Louis—Ronald Reagan, former president of the Screen Actor's Guild, stated in an interview on KMOX radio that "at first the Communists did a great job of infiltrating the industry," and that the original Communist plan was to control Hollywood unions.

Reagan acknowledged the possibility of a "blacklist" in Hollywood as a result of the investigations and hearings in 1949 but said it was "the result of the public who made it known that they would not support pictures made by those who had admitted to be members or supporters of the Communist party."

Continuing, he said, "It is impossible to prevent the 1,500 independent producers of pictures from hiring those who are black-listed."

Reagan is currently on a speaking tour to talk of the Communist threat to this country and to Hollywood.

FINANCIAL

(Jan. 25)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Callier, Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp, Loew's Theat., Magnavox, MCA, M-G-M, NAFL, Nat. Theatres, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePromTert, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Bartell, Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Wometco.

* Courtesy of National Association of Security Dealers.

Coast Groups to Heed Of New Goals for TV

West Coast Bureau of RADIO-TV DAILY San Francisco — Prof. R. L. Porter, chairman of the Dept. of U. Radio and TV Dept., will lecture Sunday on "New Goals for the New Media" at the Morrison Auditorium of the California Academy of Sciences.

On the impact of TV in the current scene, Porter believes with the threat of government regulation and the demands of pressure groups, there has been too little attention given to search and objective understanding of the media.

Invited guests will include members of the S. F. chapter of the Academy of TV Arts and Sciences, radio and TV writers and members of the Radio Guild of S. F. State College.

TO THE NATION'S PRESS

Thank You

RADIO TELEVISION DAILY

The
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Wishes to Salute and Say Thanks to the 322 of the Nation's Top Radio and Television Editors, Critics, Feature Writers and Commentators, representing more than 85 Million Readers and Listeners, who participated in the —

20th Annual

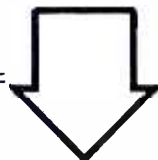


★ ★ ★ ★ ★
★ 1961 ★

All-American Awards of the Year

The results of their findings will be revealed on **MONDAY, JANUARY 29th**, when RADIO-TELEVISION DAILY will publish the names of the winners of this outstanding Popularity Poll.

Conducted Annually by the Radio and Television Industry's Daily Newspaper



Watch for This Edition. It's the "Who's Who" of Radio and Television Talent and Shows. The Industry's Yardstick of Popularity.

'Cleveland Caucus' Examines Safety Idea

Cleveland—WJW-TV's "Cleveland Caucus" on Sunday will examine results of "Blueprint for Life," the Safety Council's year-long program designed to cut loss of life by 100. Moderator is Sidney Andorn. Among guests will be Paul Jones, former PR chief of the National Safety Council, now returned here to head the campaign.

Schreiber Must Give MCA Data to the FCC

West Coast Bureau of RADIO-TV DAILY

Hollywood—In a key decision delayed since October 1960, when FCC hearings in Los Angeles ground to a halt on Music Corp. of America vice president Taft B. Schreiber's refusal to answer FCC counsel's questions, Federal Judge Leon R. Yankwich yesterday ordered Schreiber to reply to FCC interrogation and directed MCA to produce its books before the FCC.

The court had withheld its decision, on the government's request for a court order to compel Schreiber to testify, for the purpose of giving both sides time to file arguments. Yesterday's action appeared to coincide, timewise, with the FCC hearings now going on in Washington with attorney Ashbrook Bryant, who conducted the Los Angeles hearings, in charge.

Schreiber's refusal to testify, which was repeated last March, was attributed by him to the asserted belief that disclosure of details of MCA operations would have the effect of putting private corporate information in the hands of the agency's competitors.

OBITUARIES

Robert V. Letterly

Holdrege, Neb.—Robert V. Letterly, 38, chief engineer at KHOL-TV, was fatally injured in an automobile accident. He had been with the station since 1957. In the industry for 20 years, he previously had been with KTIV, Sioux City, Ia.

He is survived by his widow, Eva, a daughter, a son, and his parents, Mr. & Mrs. Velmo Letterly of Onawa, Ia., his home town.

Marcel Carter

Special To RADIO-TV DAILY

Montreal — Marcel Carter, 47, CBC vice president, Administration, since 1959, died in Ottawa. A native of Ottawa and CBC employee since 1944, he leaves his wife, Agnes, two sons, George and Jean, and two daughters, Andree and Louise.



By TED GREEN

• • • WUHF, New York's experimental U-TV outlet, will begin airing the N.Y.C. Fire Department's training course next week. To be telecast Thursdays and Saturdays at 7:30 PM, the series will feature a different program each day on all phases of fire prevention and fire-fighting as taught to our smoke-eaters. Although only three or four fire houses can receive UHF at present, all units will eventually be given converters for their TV sets. The "On the Job" series will be formally inaugurated by Mayor Robert F. Wagner and Fire Commissioner Edward Thompson.

☆ ☆ ☆ ☆

• • • My Stetson's off to: Richard Krolik, former PR consultant and NBC-TV producer, joins Time-Life Broadcast as general executive in promotion, public relations and program development. Vince Lindner, news director of WNTA, guests on Gov. Hughes' TV show Sunday morning on WOR-TV. . . . Craig Claiborne, food editor of the New York Times, will guest on "The Elizabeth Morgan Show" Tuesday on WNTA.

☆ ☆ ☆ ☆

• • • TV's first regular weekly opera series, Distillerie Stock's "Golden World of Opera," premieres Sunday on WOR-TV with Gounod's "Faust," starring soprano Nelly Corradi. Other 90-minute opera films in the series include "Traviata," "Tosca" and "Boris Goudonov."

☆ ☆ ☆ ☆

• • • Jim Gash, roving reporter for NY indie WNEW, cruises the city in the WNEW mobile unit. A couple of weeks ago Jim taped an interview with a young confessed killer, covered a court hearing in Manhattan and a 5-alarm fire in Queens, questioned the mayor and some labor leaders about a threatened strike and asked Porfirio Rubirosa what he knows about some unsolved murders—all in one day. Brooklyn-born Jim stumbled into broadcasting while a student at Cornell. After graduating, he spun records and covered news and sports in Sayre, Pa. (WATS), Syracuse (WOLF) and Buffalo (WBN and WBN-TV). When NBC bought WBUF-TV, Buffalo, Jim was in news for keeps and served as the station's news director until it folded. In December, 1958, it was on to New York and WNEW, where the spanking new news operation was to win a Peabody Award. Jim is 31 and his wife (the former Wendy Ann Morris) vies with news director Lee Hanna as his severest critic.



GASH

☆ ☆ ☆ ☆

• • • Hal Kanter, writer of the current Elvis Presley film, "Blue Hawaii," Frank Capra's "Pocket Full of Miracles" as well as the new Bob Hope-Lana Turner picture, has been signed to do a series of articles for "This Month," the new digest-sized monthly magazine. When it comes to baseball don't argue with Dick Rattazzi's niece, Rita Ortiga—this beautiful gal is a genius. . . . Dijano that Compton casting director Lucill Mason has a private phone line in her office. At least you can call her after the switchboard is closed. . . . Buckley (Bucky) Kozlow has signed an exclusive contract with the Kay Korwin office. . . . Sy Shaffer Enterprises just finished scoring for two Schick Electric Jingles (the compact and 1066 shavers) for Norman, Craig & Kummel.

☆ ☆ ☆ ☆

• • • WINS deejay Jack Lacy and his lovely and talented wife, Agnes, leave tomorrow for a 13-day cruise aboard the M.S. Victoria for a well-earned vacation. . . . Allen Swift adds another movie actor name to his list of voice portrayals for the 20th Century-Fox film, "Second Time Around." . . . There is a fascinating article by Steve Allen on capital punishment in the current issue of "This Month" magazine. . . . We predict that Eddy Manson's music for the special three-minute commercial for General Electric which he is currently working on, will be another prize-winner for him.

Canada Telecast As Is Press Trustworthy

Toronto — The reliability and accuracy of the press in Canada will be discussed Tuesday on CBS-TV's "Inquiry." Representatives from politics, advertising, publishing and public relations will participate.

NET Directors to Hold Pittsburgh Meeting

Pittsburgh — Community station WQED here will be headquarters for a quarterly meeting of the National Educational Television and Radio Center board of directors this weekend. The convening industry and educators will attend a Quisque Club dinner meeting on Friday night. Leland Hazard, WQED board chairman and National board member, is host.

Inger Stevens in Lead On 'Golden Showcase'

Inger Stevens will play leading feminine role opposite previously announced star Robertson in "Saturday's Children," the Breck "Golden Showcase" special, Feb. 25 on CBS-TV.

Leland Hayward is executive producer of "Saturday's Children," and Marshall Jamison produces. The program is sponsored by John H. Breck, Inc., represented by Reach, McClintock Company, Inc.

R-TV Nominees Sought For OPC Annual Awards

Nominations are now open for the Overseas Press Club's annual awards for distinguished achievement in foreign journalism, 1961. Among the categories: Best radio and/or TV report from abroad; best interpretation of foreign affairs, radio or TV. Deadline is Feb. 15.

Guest Vocalists on CBS

Songs by Dolores Gray, Eddy Arnold and the music of Ray Bloch and his orchestra will be heard Sunday on CBS Radio "Entertainment, U.S.A." Dick James is "Entertainment, U.S.A." host.

STORK NEWS

It's a boy, Brian Paul, for Eddy Arnold and the music of Ray Bloch and his orchestra will be heard Sunday on CBS Radio "Entertainment, U.S.A." Dick James is "Entertainment, U.S.A." host.

Cameras & Mikes Capture Orbit Sidelights

Features on Shoot Around Coverage Spatial Attempt

line with tomorrow's scheduled orbital flight of Col. Glenn, and TV networks will offer live and taped features in addition to news coverage. The TV nets will have cameras in New Concord, O., Glenn's hometown, and at his present home in Arlington, Va., for continuous interviews with his parents, wife and children. Features on NBC-TV will include commentary by pioneer broadcast authority Willy Ley, a shot of the Atlas assembly line in Ohio and a demonstration of the "electronic planetarium," which simulates a rotating globe with earth being circled by a satellite. NBC-TV news coverage is sponsored by Gulf Oil.

Earthpath Indicator' Slated

NBC-TV will show an "earthpath indicator," used by Glenn to show his continuous position over earth; and a live picture—if available—of the capsule passing over Los Angeles. A camera with a telephoto lens is 7,000 feet up on Mt. Wilson to try for the shot. NBC Radio coverage, titled "Man in Orbit," will be sponsored by Westinghouse Electric, via Kudner.

CBS News will report on Glenn's heartbeat, rate of breathing and other information of his flight being in live, non-pool pick-up from the General Dynamics television station at San Diego. CBS News Moscow correspondent Martin Kalb has arrived at the Cape and during the flight he will comment on and compare Russian approaches to space exploration with those of the U. S.

American Motors, via Geyer, Perry, Madden & Ballard, is sponsoring radio coverage of the shot on both CBS and NBC, with two "before and after" special features to be heard preceding and following the flight itself.

WGR-TV Sales

Buffalo — Jack Cantillon has been appointed to the sales department of WGR-TV.

Dental Show Tells Kids How to Keep Smiles

Chicago—WGN-TV, in cooperation with the Chicago Dental Society, will present a special 30-minute program entitled "A Smile to Keep" Feb. 4. Frazier Thomsen and Garfield Goose are featured in a salute to the 14th annual Children's Dental Health Day. The program will deal with prevention to arrest tooth decay and proper care of teeth.

Regional, Voice Nets Cover Glenn's Flight

Regional networks and voice report services have set up their own coverage arrangements for tomorrow's scheduled orbital flight.

A 15-man team from American Radio News, under the direction of Donald J. Fass, is at the Cape for live voice coverage to its clients across the country. Supplementing the direct broadcasts are an ARN documentary, "A Look and Step Into the Future," a statement by President Kennedy, and interviews with Glenn's parents.

Also providing voice reports will be Radio Press International, which will begin supplying its more than 100 client stations in the U. S., Canada and Australia with direct coverage 10 minutes before launch time, continue steady coverage until Glenn's orbit is established, and then broadcast 3½-minute programs every 15 minutes until he re-enters the atmosphere. At that point, RPI will resume continuous broadcasting until recovery of the capsule.

Westinghouse Team Ready

All Westinghouse Broadcasting Co. stations will carry reports transmitted directly from the Cape by the regional network's team of reporters. Coverage on KDKA, Pittsburgh, will be sponsored by Point Park Junior College, via Bond & Starr, and on KYW, Cleveland, by the Union Commerce Bank.

Storer Broadcasting Co. will also have its own correspondents at Canaveral, as well as in major world capitals. Continuous coverage will be from 7:15 AM until Glenn becomes established in orbit, with hourly reports scheduled until he begins his return to earth. At that time, continuous coverage will be resumed.

Judge, Psychiatrist Join Hy Gardner Discussion

A panel composed of Judge Samuel Leibowitz, Mark Goodson, TV Guide editor Merrill Pannitt and psychiatrist Dr. Richard Hoffman will discuss the effects of TV on the community, tomorrow on WOR-TV's Hy Gardner show.

Scan Foreign Students

In observance of National YWCA Week, ABC Radio on Sunday will present "Unofficial Ambassadors," a special discussion program dealing with foreign students in the U. S. Moderator will be Quincy Howe.

Two Mercury Specials On Tap at N.Y. Station

WPIX will present two special programs on astronaut John Glenn's orbital flight tomorrow, both hosted by newsman John Tillman. The first, "Project Mercury: Friendship 7," will show preparation for the flight and blast-off, as they occur. The second, "Man in Orbit," will be an hour wrap-up in the evening, covering highlights of the day's events.

Cobb Displays Zest for TV

"For an actor, TV today provides an excitement and challenge that can be matched only by the stage," says Lee J. Cobb, who will make one of his infrequent TV appearances when he stars as an aging state Supreme Court judge facing impeachment in "Footnote to Fame," the "Westinghouse Presents" special scheduled for CBS-TV Feb. 3.

"The motion picture is essentially a director's art, and while he is of great importance in TV, the director doesn't interfere in the direct communication between the actor and the audience that one can achieve in TV, or on the stage," Cobb continued. "In a way, you're making love to an audience of 40 million people."

Len Schlosser Named WBBM Program Chief

Chicago — Len Schlosser has been named program director of WBBM, it was announced by E. H. Shomo, CBS Radio vice president and general manager of WBBM radio.

Schlosser joined the station in 1953 and has worked extensively in the field of radio documentaries. Under his creative direction, such programs as "Ballad of the North and South," "Lyric Opera," "Summer Night at Ravinia" and others have won national awards for WBBM.

North To Script FDR Music

Alex North has been signed by ABC-TV to compose and conduct the music for its series, based on the life and times of Franklin Delano Roosevelt, scheduled to go on the air next Fall.

Six of North's compositions in the past have been nominated for Academy Awards. He has been

Hi-Fi Firm Sponsors Live FM Stereocasts

Chicago — Unrecorded live series of FM multiplex stereo programming in the Midwest begin Feb. 2 on Fine Arts Station WFMT and continue on Friday nights through May 25, sponsored by Musicaera, Chicago specialist in hi-fi systems and components. Agency is Grant Advertising.

Each program will feature the Fine Arts Quartet. Musicaera president C. H. Olmsted said introduction of live stereo programming will help provide musicians with a new challenge and opportunity, and open up new interests in home-recording.

Y&R, Reps Enjoined In Petker Plan Suit

(Continued from Page 1)

Court Judge Richard H. Levett of New York. It calls for a hearing Feb. 13 on an injunction against action by the defendants to induce stations not to do business with A.P., to disseminate misleading material about the Petker organization, and to boycott the company and its business.

Under the Petker Plan, A.P. works directly with radio stations and advertisers, furnishing programs, merchandise and services in return for commercial time which is then sold to advertisers.

Points to Whitman Citation

A.P. pointed out the plan had been cited by R. C. Whitman, Bristol-Myers radio-print ad coordinator, as being "in cold dollar efficiency . . . conservatively six times as efficient as 'normal' radio purposes." Whitman is alleged to have added that the Petker Plan, whose station participants are heaviest in the small markets, "may well become the pattern of the future" in radio.

Claiming it had suffered at least \$5,390,500 in loss and damages because of the defendants, A.P. asked for treble the amount under the anti-trust laws.

Y&R is the agency for Bristol-Myers' Bufferin, which B-M execs had recommended for inclusion in the plan, used earlier by B-M's Ipana Toothpaste.

OHIO JR. MISS PAGEANT FINALS FOR CINCINNATI

Cincinnati—Ohio finals of the America's Junior Miss pageant will be conducted March 1 in Cincinnati under the auspices of WLW-AM-TV, following issuance of the state franchise to the stations by the pageant executive committee in Mobile, Ala.

Bob Braun, WLW-AM-TV personality, has been selected to emcee the national title finals at Mobile Mar. 17-23. He will also be actively engaged in the Ohio state finals and the winners will be announced on his TV show Mar. 4.

The state winner will receive a 10-piece wardrobe by one of America's leading junior miss manufacturers, a \$500.00 scholarship, camera, a formal dress and expense-paid trips to and from Mobile for herself and a chaperone.

The winner of the national Junior Miss title receives a \$5,000.00 scholarship to a school of her choice plus other attractive gifts.

Wendell Campbell Gets Storer Co. VP Stripes

(Continued from Page 1)

ly owned subsidiary of Storer Broadcasting Co., has been elected a v.p. of the parent firm.



CAMPBELL

George B. Storer, Jr., president, said Campbell will continue to manage the Los Angeles station.

Campbell joined the Storer organization in 1959 when it acquired KGBS, Los Angeles, then known as KPQP. Under his direction, it has moved steadily ahead in billings and audience position. Prior to joining Storer, Campbell served as a CBS v.p., in charge of station administration and later CBS Radio Spot Sales. He also was general manager for KMOX, St. Louis, and WCCO, Minneapolis, and Western sales manager for CBS Radio. Campbell began his career with CBS in 1938 in St. Louis.

Ken Rowswell Named Flamingo Sales Mgr.

Ken Rowswell has been named national sales manager of Flamingo Telefilm Sales. Ira Gottlieb, president of the TV film distribution company, said that the appointment is the first step in the expansion of the Flamingo sales force, prompted by recent increased sales activities.

Rowswell, formerly with Ziv-UA, assumes duties heretofore handled by Gottlieb.

RFE Fund to Benefit From Scranton Dance

Scranton—WEJL launches its "Broadcasters for Radio Free Europe" campaign Feb. 2 with a dance in the Hotel Jermyn, the entire proceeds to be turned over to the RFE Fund. All expenses have been paid for the dance by the station and other firms in the community.

TV, Education Goals Charted for CARTA

Brother C. Joseph, F.S.C., will address the Catholic Apostolate of Radio, Television and Advertising Feb. 2 at its First Friday supper in Palmer's Restaurant.

He will give a brief history of the Christian Brothers in this country and in the missionary field, with emphasis on the parallels between the apostolate of education and the apostolate of TV communication. Brother Joseph is on the faculty of Bishop Laughlin High School.

Nuclear Experts Give Views to Live Panel

Stamford, Conn. — Donald Keyes, author of "God and the H-Bomb;" Dr. John H. Heller, authority on nuclear medicine, and Stamford Civil Defense director Charles Sotire will be quizzed by a live panel on WSTC Monday night on their views of the possibility of nuclear war, means of preventing it and methods of survival should such a war occur.

Appearing on Ethel Kweskin's weekly "Community Affair" program, which is conducted at Bloomingdale's in downtown Stamford, they will answer questions from the audience as well as those phoned in by listeners. Mrs. Kweskin, who conceived the program, is its moderator and producer-director. Paula Epstein is associate producer.

Keyes for Disarmament

Keyes, believing that nuclear war would mean the end of civilization as we know it, has been active in the struggle for world disarmament. Dr. Heller, who has served as consultant to the Atomic Energy Commission, has played an active role in government studies of nuclear medicine. Sotire has devoted the past six years to the study of maximum survival possibilities in the event of nuclear attack.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

system against surprise aerial attack, presented between the generous dollops of fun, dance and music by Hope and his troupe.

Parents, with sons on military duties in the Arctic wastelands, were cheered to see how well their boys looked as the roving TV cameras caught the GI's rapturous in enjoyment of the antics of Hope et al.

THE SPONSOR—constantly depicted by FCC probing as a malevolent force in what the people see and hear via the airwaves—was a profit (we hope)-geared corporation—Chrysler, footing the broadcast costs through its advertising agency (another category tarred at FCC hearings as crass and grasping), Leo Burnett Co.

Again, NBC pre-empted its "Perry Como's Kraft Music Hall" time (which yields it a handsome sum annually) to present Hope's many-splendored performance.

Now, none of the millions who viewed this show will know one wit more about squaring the hypotenuse of a triangle, or the migratory patterns of our birdlife, or the Malthusian theory of economics. But, we respectfully contend, after fastening their armchair belts for a 5,000-mile loop around the polar regions where frigid blasts must have retreaded the gallant troupers' goosepimples. . . .

All of us feel somewhat more secure about the nation's defense setup and a bit better that our tax dollars are not in vain.

To Bob Hope and his wonderful guest stars, the beautifully endowed Jayne Mansfield, Dorothy Provine, contemporary exponent of the Charleston; lyrical Anita Bryant, pop-eyed Jerry Colonna, Wales' Rosemarie "Miss World" Frankland, Les Brown and his Band of Renown, and their corps of production experts and technicians, we render heartfelt thanks for:

A delightful hour at the magic box, the thoughtfully-integrated message of military assurances, and, in addition, another answer to those who would put the power of programming in the last place it belongs, a Federal authority.

Disk Spinning

Abraham Willinger, associated with MGM Pictures and Lo Theatres for 26 years, has been appointed controller for M Verve and Cub Records. M distributors have been named Verve label in three key markets: Cosnat Distributing Corp. in Angeles and Philadelphia, Mainland Distributing Co. in Francisco.

Riverside Records will launch full-scale ad and promo campaign when it releases here the original version of Nana Mouskouri "The White Rose of Athens," currently a best seller through Europe.

The ARMADA exec board hold its quarterly meeting at Bismarck Hotel, Chicago, Monday. Agenda includes selection site and dates for the '62 convention.

Warner Brothers' Records signed composer-arranger Henke as a recording artist. Everest Records recording Gloria Lynne will appear on Sullivan's CBS-TV show Feb.

Lou Simon, Philips Records sales manager, has named George Steiner of Los Angeles West Coast regional manager for the new label. Also, 27 distributors have been named. Meanwhile, Alan Quincy Jones has discussed recording dates with French ranger-conductor Michel Legrand in New York.

John Gordon, CKLW, Detroit has a birthday today. Dick Brokaw, KAFY, Bakersfield, Calif., has Tuesday.

Chicago U. Pres. Beadle 'Science in Action' Guest

West Coast Bureau of RADIO-TV D

San Francisco — Dr. George Wells Beadle, president of Chicago U. and renowned geneticist will be guest scientist Monday "Science in Action" on KRON.

Dr. Beadle, who shared the Nobel prize in 1958 with Dr. Joseph Lederberg of Stanford U. and Edward Tatum, will demonstrate "The Miracle of Genetics."

'Jet' Editor Morrison Guest of Alma John

Allan Morrison, New York editor of Jet magazine will be guest Wednesday on WWRL's Alma John show. Topic for discussion will be "News From the World of Color—1961 in Retrospect."

Workshop to Air Future of TV Advertising

IA Session Slates Talks on Video's Use Weaver, Mitzman

Discussion on the future of TV advertising and when and how to use tape or film commercials effectively, and an analytical study by two research firms on creative elements in effective commercials will be among highlights of a Workshop on Advertising Feb. 28 in the Plaza, sponsored by the Association of National Advertisers.

Talking on the future of TV will be Sylvester L. (Pat) Weaver, president of M-E Productions, a subsidiary of Interpublic, and Newt Mitzman, VP and manager of commercial production at Ogilvy, Benson & Mather. The study will be presented by Gallup & Robinson and the Perkin Research Corp.

Public Service a Theme
A panel on public service and educational programs will feature examples by Leslie C. McGee, Jr., advertising director, The McGraw-Hill Co., and Robert Eskridge, advertising promotion director, Johnson Division, Ralston Purina Co. R. Shearer, VP, A. C. Nielsen Co., will discuss the audience for this type of programming and the network plans for the future will be presented by Charles Harnett, promotion director and assistant to the publisher of *Lok* magazine, will report on research findings on the relationship of communications effectiveness in TV and print media. Co-chairmen of the workshop are Howard Levermore, media director, Levermore, and Harry Schroeter, director, General Advertising Department, National Biscuit Co.

Boardroom Ban Eyed

(Continued from Page 1)

in San Francisco, for possible action by the House of Delegates. Committee chairman John H. ... said written statements and briefs would be accepted from a media source but that only verified representatives would be ...

Will Not Run: Allen

Steve Allen has declared he will not plan to enter into discussions or negotiations with NBC-TV to replace Jack Paar in the latter leaves his Monday night Friday telecasts later this month. The statement was released from his office. Allen, who pioneered the late night show when it was known as "Tonight," recently withdrew from an ABC-TV contract.

NBC Radio's Profit Highest in 9 Years

More than \$6.5 million in new and renewed sales has been reported by NBC Radio for the five-month period between Aug. 1, 1961, and Jan. 1, 1962. This is a net figure—after all discounts.

Fifty-two advertisers sponsoring nearly 10,000 commercial announcements on the network were included in this sales volume.

Exec VP William K. McDaniel said, "This tremendous rate of sales has enabled NBC Radio to make its greatest profit since 1952. Our 1961 profit was substantially ahead of 1960, which was also a year of black ink."

Vandivert Joins WABC For Marketing, Sales

Roderick M. Vandivert has been named marketing and sales development director for WABC Radio. He will assume "overall responsibility for merchandising, marketing and sales development, Harold L. Neal, Jr., VP and general manager, said.

Vandivert, who has had extensive experience in national magazines, was an announcer in Alaska in 1946.

ABC Drama Portrays Slave Who Met Lincoln

"Her Name Was Truth," a drama about Sojourner Truth, a pre-Civil War slave who met President Lincoln and influenced his decision to let Negroes fight in the Union Army, will be presented Feb. 18 on ABC Radio. Milton Cross will be narrator, producer-writer is Ira Marion and director is George Wiest.

Robek Distributes BBC-TV 'Antigone'

The British Broadcasting Corporation's television drama, "Antigone," which recently made its debut in New York, will be distributed in the U. S. by Peter M. Robek & Co., Inc., New York, which also distributes the BBC's "An Age of Kings," the 15-part series based on Shakespeare's eight historical plays.

"Antigone" is available to stations, sponsors and ad agencies for televising in markets other than those in which educational TV stations exist; the play already has been sold to National Educational Television for programming on the 58 affiliated stations of that organization.

A.C.E. Nominates 5 For Editors' Awards

West Coast Bureau of RADIO-TV DAILY
Hollywood—American Cinema Editors announced yesterday the organization's nominees for ACE awards, with winners to be announced Feb. 21 after balloting scheduled from Jan. 31 through Feb. 15.

Nominated for the editing of television films are Richard Van Anger, for the "Lion Walks Among Us" segment of "Bus Stop"; Chandler House for the "Lonely Sunday" episode of "Mrs. G. Goes to College," Jason Bernie for the "once upon a time" stanza of "Twilight Zone"; Desmond Marquette for "Ricochet" on the "Dick Powell Show," and Danny B. Landres for the "Third for Pinocchio" section of "Thriller."

'Caine Mutiny' Pic Tops Trendex for Philadelphia

Philadelphia — WCAU-TV's "Schaefer Award Theatre" presented "The Caine Mutiny" movie Saturday, Jan. 24 at 11:15 PM and, according to a special Trendex, garnered one of the highest movie ratings ever received in the area. The figure was 31.1 with a 71.6 share and an estimated total of 1,591,414 viewers.

News Flashes From Coast-to-Coast

'Wallace' in Long Pants

Phoenix — "The Wallace Sunday Special," featuring Wallace and Ladmo, will premiere on KPHO-TV Sunday night with a tour of night clubs here. The once-a-month special is a complete departure from the regular "It's Wallace?" program. Attractions will be aimed at teenagers and adults.

KMTV Buys Out the House

Omaha—KMTV has bought all seats, except for those of season ticket holders, for the Indianapolis Chiefs-Omaha Knights hockey game at Ak-Sar-Ben coliseum here Feb. 6. The game is a rescheduling of the Dec. 22 contest which had been cancelled.

Texas 'Sallies' Honored

Dallas — John Davenport, WFAA-AM-FM-TV special events director, will write and produce a live, half-hour program highlighting 10 major projects of the Salvation Army in Texas. The production will be presented Tuesday

at the group's annual meeting at the Baker Hotel here.

Dr. Bissell Special Guest

Los Angeles—Dr. Charles Bissell, M.D., will be Dr. Clifton Moore's special guest on his "Christianity & Communism in Southeast Asia" colorcast on KRCA, Sunday. Dr. Bissell has returned to the U.S. after ten years as a medical missionary in Thailand.

Sombrero Roundabout

Chicago — The Mariachi Potosino, a colorful Mexican vocal and instrumental group, will return as special guests when WBKB's "Polka-Go-Round" takes a trip "south-of-the-border" on Saturday. The regular "Polka-Go-Rounders" will also be on hand.

A 'Fair' Honor

South Bend, Ind.—The St. Joseph County 4-H Fair Board, which has won the Grand Champion Trophy for the most outstanding fair in Indiana, cited WSBT-AM-TV for helping to make the award possible through its live daily

telecasts and broadcasts from the fairgrounds.

Like to Reminisce?

Pittsburgh—Get a breath of old time radio on WWSW-AM-FM each Thursday evening on the new "Page Morton Show," which features a popular girl vocalist in a program of old song favorites and easy chatter with announcer Tony Marvin and Jimmy Durante.

Kronovich Joins KDWB

St. Paul, Minn.—Joe Kronovich, formerly with Crowell-Collier's KEWB, Oakland, Calif., has been appointed account manager at KDWB here.

WTTM Peeks Into Classroom

Trenton—"Classroom '62" is the title of a new educational program to be launched tomorrow on WTTM. It consists of reports on classroom activities within Mercer County schools, and features in-class recordings of French language instruction, elocution and dramatics, student court, athletics, music and other school projects.

Three-Phase Change Due in WJZ-TV Sked

Baltimore — WJZ-TV will launch a three-phase series of new programs that will involve more than 30 changes before next Spring and include the addition of new shows, new times for existing ones and expanded news coverage.

The first phase will take effect February 4 with these changes:

A brand-new weekday Early Show will feature a different syndicated film series each evening.

Evening Report News with Keith McBee will be re-timed at 6:00 PM, with broadened coverage. "PM Starring Mike Wallace" will take over the late-evening beat, replacing "PM East & West." "The Buddy Deane Show," beginning Feb. 4 goes on at 4:00 'til 5:30 PM with his teen-dance party. The new weekday animation lineup will feature "Yogi Bear," "Supercar," "Quick Draw McGraw," "Bugs Bunny," and "Huckleberry Hound."

"Who Do You Trust" will make its cross-the-board debut Feb. 4.

AGENCY NEWSCAST

By WM. McCUTTIE

Kastor Hilton Chesley Clifford & Atherton has added seven to its New York office. New account execs are Joel Strumpf, Bruce Odza and Ed Smith. New creative staff members are Don Cragin, industrial copywriter, and copywriters Marvin Mordkoff and Godfrey Wetterlow. Alan Charnof has been added to the production staff.

* * *

Robert L. Humphreys has joined Grey Advertising as exec VP in charge of West Coast operations. He had been with FC&B and BBDO . . . Doherty, Clifford, Steers & Shenfield has named Sam Tarricone assistant media director, media department. Formerly with B&B.

* * *

Hal James has joined Foote, Cone & Belding as an associate director of broadcast and broadcast supervisor of several top account. James, a veteran of the ad and broadcast fields, was a founder of the Veterans Broadcasting Co., which operates WVET (now WROC AM-TV), Rochester, N. Y.

West 'Adman of Year'

Kai Jorgensen, Hixson & Jorgensen president, will be named 'Advertising Man of the Year' Feb. 7 at the annual Awards luncheon of the Western States Advertising Agencies Association.

James P. O'Neill, TV writer and motion picture publicist, has been named PR director for the 1962 Seattle World's Fair.

* * *

Street & Finney has been retained to serve Reefer-Galler, Inc., wholly owned subsid of Colgate-Palmolive . . . Harmon-Kardon, Inc. (hi-fi components and kits), has renewed sponsorship of FM stereo broadcasts of the Boston Symphony Orch. on WQXR, New York, for an additional 13 weeks. Agency is Wexton Co.

Trans-Lux to Spend \$2.8 Million in 1963

(Continued from Page 1)
a statement here last night. Reporting on Trans-Lux, VP Richard Carlton said \$1,750,000 is earmarked for production of new programs 1962 and 1963, with the share allocated for a new cartoon series, "Hercules," which will consist of 130 5½-minute segments produced by venture Inc., a unit already completed a campaign for Mar is planned have 195 toons produced by 1963.



BRANDT

Carlton announced Trans-Lux' first step into field of pure entertainment programs for TV is a series of 26 hours, titled "Guest Shot," produced in conjunction with Rick Spalla Video Production, Hollywood. It features top personalities participating in hobbies or avocations.

Robert Weisberg, VP of Television Affiliates Corp., said the library for 1962—consisting of 100 programs produced by 1 stations—will soon add a 13-v series from WBKB-TV, Chicago featuring Hans Conreid in "G Voices from Great Books," is being financed by Encyclopedia Britannica, Inc.

Hot Springs Outlet Sold

Hot Springs, Ark.—KBHS, 5 daytimer on 590 kc, has been subject to FCC approval, by sort Broadcasting to B. P. othy for \$145,000, according national media brokers Black & Co., who handled the deal.

High School TV Quiz Expands to 3 Outlets

Springfield, Mass.—When sister station WWLP, Springfield, and launched a high school TV show, "As Schools Match W in prime time last Fall, William Putnam, president and general manager of the stations, school authorities reluctant to enter the competition. Now, as a result of tremendous favorable student reaction, so many schools want to compete that Putnam plans to divide the program into three segments, WWLP Vermont and WHNB in Connecticut with a playoff for the championship.

Pressures on Creative People Disclosed

(Continued from Page 1)

he added, were in accord with network opinion on matters of taste and suitability. In any event, he hammered home, "they do not have any effect on the story line."

FCC counsel Ashbrook Bryant quoted liberally from the New York hearings to indicate that some leading advertisers and ad

Stanton told FCC that writers would find the same opportunities in TV now as formerly "if these men had the same burning desire now," and said that they became so successful in TV that they went on to "greener pastures," are not now available to TV, and that this has helped cut the amount of serious drama on the air.

agencies have their own criteria for TV fare. Stanton retaliated in a comment that CBS doesn't know about instructions to production companies, or about standards the production companies themselves might have, but that "we control what goes on our air."

Back Ciggie-Firm View

He defended the right of a cigarette producer to object to the smoking of competitive brands on a program he sponsors, and said this is the area in which there is still sponsor control.

Bryant got into complaints of ad men where there is considerable non-entertainment matter in TV programs besides the commercials, overlong credits, plugs for the network and upcoming shows,

etc. Stanton opined that if the FCC concerned itself with such matters as the length of titles it would inevitably lead to invasion of the creative element. Minow responded, "I agree with you . . . I don't think we can get into that."

Calls Bryant 'Dead Wrong'

When Bryant tried to establish that sponsors have more to say than affiliates, Stanton told him, "You're dead wrong." He said affiliates don't conceive network programs any more than the syndicated features or feature films they carry, and might not have

FCC chairman Minow noted that "we have as many as 12 people" vying for a single valuable TV channel, that when the FCC chooses one it wants him to be responsible for what is aired over his station. "We want him to use his own judgment."

Aubrey cited the case of sponsor objection to a program about abortion on the "Defender" series, noting, that CBS is going to air it with or without sponsorship and said "that's the real test here."

quite as much right of refusal on these other programs because of contracts.

Asked about making program balance a network responsibility through a form of limited regulation, Stanton replied that CBS has no real objections to regulation of networks, so long as the regulation doesn't extend to any matters not now regulated through

the O-O stations. He added that he just doesn't know what good it would accomplish.

Stanton told the commission that once the responsibility is transferred to the networks, then there would really be basis for that old criticism that affiliates are merely "way stations" for the networks, and just "turn the (network) valve."

As questioning got into the tal-

FCC commissioners Rosel Hyde and John Cross expressed strong opposition to the licensing of networks at the end of yesterday's testimony. Hyde pointed out that stations are licensed because of the scarcity of channels, but this doesn't apply to networks. Cross emphasized that if you license networks, you would undoubtedly have to go on to license other program suppliers, and soon "we would be licensing everybody."

ent agency field, Minow started the ball rolling with a question about whether talent agencies had forced networks to take packages to get wanted stars, or to give up financial interests to get packages.

Clarified by Harrison

W. Spencer Harrison pointed out the networks don't go to the talent agencies for stars of series, that the agencies bring the package to the networks, so that the question never arises. He added that the talent agencies tie up only the major stars, and CBS is free to deal with minor talent individually.



Indiana University Library
Bloomington Ind

Established February 9, 1945

90, NO. 20

MONDAY, JANUARY 29, 1962

TEN CENTS

ALL-AMERICAN AWARD WINNERS

Stanton Lauds Competition Stand

The FCC hearings on net-TV programming enter their second week. Official Films president Seymour Reed praised the stand taken last week by Dr. Frank Stanton, CBS president, that the best assurance of TV's growth and improvement would be increased competition through more outlets and weeks.

Reed pointed out that "with more

(Continued on Page 4)

Hughes Cites Use of TV Reason for N. J. Win

Washington Bureau of RADIO-TV DAILY

Washington—Richard J. Hughes, winning his election as New Jersey governor to his opponent's surprise, attributed his victory to his use of television to debate and to TV, pointing out that his state is the most competitive field for TV campaigning because time has to be purchased on channels in both New Jersey and Philadelphia. However, he said, it was money well spent.

Blova Buys 6 Series on NBC Night Sked

Blova Watch, via Sullivan, Colwell & Bayles, has purchased participations in six new TV nighttime programs: "Saturday Night at the Movies," "Laws," "Laramie," "Robert R. Taylor's Detectives," "International Showtime" and "87th Precinct."

Mitch Miller and Dinah Shore Capture TV Honors; Bing Crosby, Carol Burnett Lead in Radio Balloting of 422 Critics

By CHAS. A. ALICOATE

A total of 422 radio and TV critics, feature writers and editors serving America's leading newspapers, magazines and fan publications, have voted Mitch Miller and Dinah Shore Television's "Man of the Year" and "Woman of the Year," with Bing Crosby and Carol Burnett winning Radio's top honors as "Man of the Year" and "Woman of the Year,"



MILLER



SHORE



CROSBY



BURNETT

according to final results of RADIO-TELEVISION DAILY's 20th annual All-American Awards Poll.

Dinah Shore nosed out Carol Burnett to make it her sixth consecutive win as TV's "Woman of the Year," a record unequalled by any other female video personality. Miss Burnett,

(Continued on Page 8)

KTTV Expanding Its Plant; Outside Producers Welcome

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Expenditures aggregating more than a half-million dollars for engineering, equipment and plant expansion by KTTV, were announced by Robert W. Breckner, vice president and general manager.

Creation of a new operational division under a top executive to handle production of series, specials and commercials for outside companies seeking full-scale motion-picture staging and lighting advantages is one of the objects of the enlargement.

The KTTV studio was built and used for theatrical motion picture production prior to the advent of television and contains built-in facilities not found in other independent plants.

Outstanding elements in the

(Continued on Page 10)

Sarnoff Leads NBC To FCC Web Probe

Led by their youthful, yet doughty board chairman, Robert W. Sarnoff, NBC's all-executive corps of spokesmen today confront the FCC's battery of probers into network programming practices.

Ready to take their turns, following his opening statement, are TV executive VP Walter D. Scott, news executive VP William R. McAndrew, planning and research VP Hugh M. Beville, programs VP Mort Werner, VP and general attorney James A. Stabile, and senior executive VP David C. Adams, who will introduce station relations VP Thomas E. Knode, and broadcast standards director Carl Watson.

Hanging over them are the residual thorny questions which

(Continued on Page 11)



SARNOFF

\$500,000 Net TV Push Liberty Mutual's First

Boston—Liberty Mutual Insurance Co. will enter network TV for the first time next weekend with a \$500,000, 10-week campaign on "ABC's Wide World of Sports," making it the Sunday series' major sponsor. Agency is Batten, Barton, Durstine & Osborn. Commercials, running 60, 90 and 120 seconds, will feature real auto crashes staged by daredevil stunt driver Joie Chitwood.

THE LIMELITERS! TONIGHT ON PM EAST & PM WEST



TELEVISION DAILY

INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION

Established Feb. 9, 1937

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REAU: Glenn F. Ireton, Manager. Office: 58
Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone
46-4324.

WBZ Staffers Aiding USO/Military Council

Boston—WBZ program director Al Heacock has been named a member of the USO/Military Council for New England executive committee by Vice Adm. John L. McCrea, USN (Ret.). Ed Pearle, the station's publicity director, was appointed to serve as publicity director for the Council.

The Armed Forces have proposed a plan to rejuvenate the USO in New England through establishment of a USO/Military Council composed of senior commanders of each major military installation.

The Council would prepare a bulletin listing recreational facilities, organize ticket distribution, provide housing information and promote activities involving USO Junior volunteers.

ADVERTISING MEDIA DIRECTOR

Experienced in planning and directing advertising campaigns of one million dollars and over. Must be experienced in buying all media and familiar with market analysis. Must relocate to Baltimore. Send resume to Box 149, RADIO-TV DAILY, 1501 Broadway, N.Y.C.

R-TV Relay Satellites In Preview for RTES

The potentials of communications satellites in space in relaying international TV and radio broadcasts will be previewed Feb. 7 by J. H. Felker, assistant chief engineer of the American Telephone and Telegraph Co., at a Newsmaker Luncheon of the Radio and Television Executives Society in the Hotel Roosevelt.

Felker will describe the workings of such satellites as AT&T's experimental Telstar, which is scheduled for launching in May, and will outline the new possibilities in global broadcasting that they will bring about. He will devote a portion of his program time to answering questions from the broadcast executives.

Matthew J. Culligan, general corporate executive and director of Interpublic, Inc., and RTES president, will be chairman of the meeting.

Bob Englander to Guest

Robert Englander, producer of "Young People's Concerts with Leonard Bernstein," will guest Friday on WNTA's "Elizabeth Morgan show."

Glynis Johns on 'Safari'

Glynis Johns has been signed by producer Aaron Spelling as the female lead in "Safari," hour-long comedy drama for Four Star's "The Dick Powell Show" series for NBC-TV.

Industry Leaders at Session On Key Roles of Advertising

Under the overall theme, "Advertising's Key Roles in the Free World," the fourth annual Mid-Winter Advertising Legislative Conference sponsored jointly by the Advertising Federation of America and the Advertising Association of the West will be held Feb. 7 at Washington's Statler-Hilton. Serving as chairman will be Ralston H. Coffin, RCA VP.

In the first portion of the morning program, an examination of America's mass communications system and its relation to commercial advertising will be made by a panel presided over by Donald H. McGannon, president of Westinghouse Broadcasting Co.

Panelists will be FCC chairman Newton Minow; Rep. William H.

WGBS Spins Belafonte

Miami — WGBS will present "Harry Belafonte at Carnegie Hall" tonight. The original recorded concert is the second in a long list of "Musical Spectaculars" to be aired on the station. First was "Judy at Carnegie Hall."

COMING AND GOING

JOE & SAM RAHALL of the Rahall Stations, returning to their respective stations after a brief business trip to this city.

DUNCAN MOUNSEY, general manager of WPTR, Albany, returning after conferences with his station reps.

DAVID SCHOENBRUN, CBS News correspondent, has arrived in New York from Paris.

MARVIN KALB, CBS news Moscow correspondent, has arrived from Russia to join the CBS News team at Cape Canaveral for the man-shoot coverage.

JAMES PARKS, director of sales, KRCA, and NOYES SCOTT, local sales and service, have left Los Angeles for a two-week business trip to Chicago and New York.

JOHN GAMBLING has arrived in New York to take over his son's WOR radio chores. He is staying at the Savoy-Hilton. JOHN GAMBLING, JR., has left for Florida for a three-week vacation.

SAM MENACKER, commentator for "Big Time Wrestling from Calgary," to Mexico City on a combined business and vacation trip.

Westinghouse Sponsors Huntley Farm Colorcast

"The Land," a special color program in which Chet Huntley will examine the problems and promise of the American farm, will be presented on NBC-TV Mar. 13. Produced by Reuven Frank, it will be one of the four NBC News specials sponsored by the Westinghouse Electric Corp.

Avery (R., Kan.); Edwin H. Ebel, VP, General Foods; John S. Hayes, president, Post-Newsweek Stations; William R. Hesse, president, Benton & Bowles, and Victor Ratner, VP, Grey Advertising, Inc.

WANTED

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

Box 151,

Radio-Television Daily,

6425 Hollywood Blvd.

Hollywood 28.

VOA Sets Broadcast In Forty Language

Washington Bureau of RADIO-TV
Washington—The USIA budget for 1963 will allot money for Voice of America broadcasts in 38 foreign languages, as compared with 38 foreign languages planned for 1962.

Increases requested in the fiscal year budget include a \$2 million to \$3.7 million for radio, and from \$1.2 million to \$1.4 million for TV.

The budgetary increase represents a greater increase in operations than they would seem to cause USIA this year will start a program of acquiring and constructing new facilities, which counted for much of its 1962 get.

**COVER
AUGUSTA, GA
AREA with
WRDW-TV
Ch. 12** 

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

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- complete area direct-mail service
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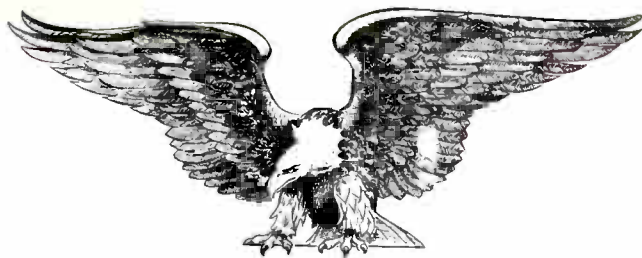
WSTV-TV
Steuersville, Ohio

KODE-TV
Joplin, Mo.



WBOY-TV
Clarksburg, W. Va.

WRGP-TV
Chattanooga, Tenn.



★ ★ ★ ★ ★
★ 1961 ★

All-American Awards of the Year

-TELEVISION-

MAN OF THE YEAR
MITCH MILLER

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF YEAR
THE POWER AND THE GLORY

COMEDY SHOW OF YEAR
BOB NEUHART SHOW

MUSICAL SHOW OF YEAR
SING ALONG WITH MITCH

COMMENTATOR OF YEAR
DAVID BRINKLEY

DOCUMENTARY OF YEAR
EISENHOWER ON THE PRESIDENCY

AUDIENCE PARTICIPATION AND
PANEL SHOW OF YEAR
TO TELL THE TRUTH

BEST NEW PROGRAM IDEA
DAVID BRINKLEY'S JOURNAL

SPORTSCASTER OF YEAR
LINDSEY NELSON

COLOR PROGRAM OF YEAR
WALT DISNEY

BEST FILMED SERIES
DICK POWELL SHOW

CHILDREN'S SHOW OF YEAR
YOUNG PEOPLE'S CONCERTS

WESTERN SHOW OF YEAR
BONANZA

MYSTERY SHOW OF YEAR
PERRY MASON

BEST PUBLIC SERVICE PROGRAMMING
CBS REPORTS

PRODUCER OF YEAR
DAVID SUSSKIND

DIRECTOR OF YEAR
MARC DANIELS

WRITER OF THE YEAR
ROD SERLING

VOCALIST OF THE YEAR—MALE
PERRY COMO

VOCALIST OF THE YEAR—FEMALE
LESLIE UGGAMS

BEST ORCHESTRA OF THE YEAR
MITCH MILLER

MOST PROMISING NEW TALENT—MALE
BOB NEUHART

MOST PROMISING NEW TALENT—FEMALE
CYNTHIA PEPPER

SONG HIT OF YEAR
NEVER ON SUNDAY



-RADIO-

MAN OF THE YEAR
BING CROSBY

WOMAN OF THE YEAR
CAROL BURNETT

DRAMATIC SHOW OF YEAR
SUSPENSE

COMEDY SHOW OF YEAR
CAROL BURNETT — RICHARD HAYES

MUSICAL SHOW OF YEAR
CHRISTMAS SING WITH BING

COMMENTATOR OF YEAR
PAUL HARVEY

DOCUMENTARY OF YEAR
DEATH OF DAG HAMMARSKJOLD

BEST NEW PROGRAM IDEA
DIMENSION

SPORTSCASTER OF YEAR
LINDSEY NELSON

BEST PUBLIC SERVICE PROGRAMMING
THE BIG LIE

PRODUCER OF YEAR
NORMAN BAER

DIRECTOR OF YEAR
NORMAN BAER

WRITER OF THE YEAR
NORMAN LIEBMAN

VOCALIST OF THE YEAR—MALE
BING CROSBY

VOCALIST OF THE YEAR—FEMALE
ROSEMARY CLOONEY

BEST ORCHESTRA OF THE YEAR
BUDDY COLE

MOST PROMISING NEW TALENT—MALE
RICHARD HAYES

MOST PROMISING NEW TALENT—FEMALE
PHYLLIS DILLER

SONG HIT OF YEAR
LOVE MAKES THE WORLD GO ROUND



BUSH LEAGUE

Local TV in Los Angeles is apt to remind the viewer of British movies: exceedingly good or exceedingly bad. Fortunately for those of us who live and work in this booming center of sin, sadness and sunshine, the local TV product generally has a very high batting average. But every now and then, our local stations here go off the deep end and come up with herrings.

The current silly dilly finds some of our local TV stations introducing their newscasters as "Mr." (You have to hear it to believe it!) In our time, you and I have seen and heard the truly great newscasters of radio and TV; names like Edward R. Murrow, Lowell Thomas, Gabriel Heatter, H. V. Kaltenborn, and others. But have you ever heard any of these men introduced to their radio or TV audiences with the tag of "Mr."? Of course not. It was always Edward R. Murrow, or Lowell Thomas, or to list some of the current favorites, Chet Huntley, David Brinkley, Walter Cronkite, Doug Edwards, etc.

I don't know what our L. A. stations are up to with this "Mr." foolishness, but I suspect it's an effort to add "stature" to some of our local newscasters. This is strictly bush league thinking. It would embarrass the smallest TV hamlet, let alone the 2nd or 3rd most important market in America.

When any performer reaches the 60's or 70's, respect for his age and dignity may warrant introducing him as "Mr." But in the case of these local Los Angeles newscasters, we're dealing primarily with lads who can still remember their first shave. —JACK DOUGLAS

Advt.



By TED GREEN

• • • Society maestro Phil Bennett gets to play the White House next month . . . Paul Stindler, former chef of the Tower Suite, has opened his own little bistro, La Popotte, Midtown . . . The cruise clothes by Jacqueline Rodman will get a big play—NBC-TV's "Family" Feb. 13 . . . Billy Reed has the swankiest twist nights in town Monday nights at his Little Club . . . Cannonball Adderley may wind up with an "Emmy."

• • • This corner tips its Stetson in the direction of Rex Morgan of the Quaker City's WFIL-TV, a sure bet for success. Popularity booms for Rex and he has added a daily hour radio show to his TV bill of fare. It's only 90 miles from Philly to New York. We expect Rex to make it in one jump when he goes network one of these rosy days! . . . Composer-conductor-arranger Eddy Manson has been named to receive the coveted Pleasure Living Award for his "outstanding contribution to the joyful way of life," via his distinctive musical accomplishments. The award is sponsored by the Storvue Network. . . . Impresario-maestro Tony Cabot left for Del Ray Beach and Boca Raton, Fla., to meet with golf champion Sam Snead to discuss a forthcoming TV series he is packaging.



MORGAN

• • • Meet: Paul Henreid, one of today's top directors of filmed TV shows, whose name behind the camera is undimmed by his fame as an actor. Since becoming a TV director in 1957, he has helmed segments of virtually every major series. He has also starred on such notable shows as "Playhouse 90," "Ford Theatre," "Celebrity Playhouse," etc. He is starred in MGM's upcoming film, "Four Horsemen of the Apocalypse." The Viennese actor came to the U.S. in 1940 from the London stage and movies, to make his Broadway debut in "Flight to the West." During its run, the U.S. release of his British film, "Night Train," established him in America as a new screen idol. He made his Hollywood film debut at RKO in 1942 in "Joan of Paris." Henreid became an independent producer in 1948 with "Hollow Triumph," and is currently directing 10 segments for "The Third Man" series.



HENREID

• • • Latest purchaser of the top-notch "Big Time Wrestling from Calgary" hour series is CKLW-TV, Detroit. Featuring Sam Mena-acker at ringside, it is produced by CFCN-TV, Calgary, Alberta, Canada, and syndicated by the Foothills Athletic Club in the same city. Recently selected for viewing by the Armed Forces Radio and TV Network, it is shown in 22 foreign bases as well as six stations in Canada and many in the U.S. . . . Glamorous charm-and-beauty authority Candy Jones today begins a regular feature of health and beauty symposiums, the "Candettes Beauty Corner," at the Steak Casino restaurant. Producer Aaron Ehrlich will use this as a pilot for a possible radio series.

• • • Paul Pepe, for Investment Associates, a new group of young executives, is interested in guest speakers from financial fields, as well as from radio and TV. . . . Fred Robbins has added CJBC, Toronto, to the growing list of outlets for his nationally syndicated "Assignment Hollywood."

• • • Joe Rider of WNEW continuity, is the latest staff member to become a father. His wife, Eleanor, presented him with a 7-pound, 7-ounce boy, Kevin Charles, at the New Rochelle Hospital. . . . They have another child, Patricia Ann, 2 years old. . . . Medy Tong, the 20-year-old beauty who has just been selected Queen of the Chinese New Year—the Year of the Tiger—is better known in radio circles as Grace Tong, a WNEW music librarian. Chinese New Year's will be celebrated Feb. 5, 6 and 7.

Ralph Bellamy Joins 'Saturday's Children'

Ralph Bellamy has been signed to co-star in "Saturday's Children," the TV adaptation of Maxwell Anderson's play which will be presented as a 60-minute special on the "Breck Golden Showcase" Feb. 25 on CBS-TV.

John H. Breck, Inc., will sponsor the show through Reach, McClellan & Co.

Previously announced for starring roles were Cliff Roberts and Inger Stevens.

Reed Praises Stanton On Urging More Outlets

(Continued from Page 1)

stations available, syndicators will have more areas in which to present their library material," Reed told RADIO-TELEVISION DAILY that both NBC and ABC will not have an opportunity to voluntarily present their views on additional licensing or find themselves forced to take a stand via questioning by FCC counsel.

Referring to the original reason for the hearings — TV network programming practices — he explained that a syndicator is in position to satisfy both licensee and sponsors "because of an available library with proved balanced programming."

Tells of 'Picking and Choosing'

Reed said, "The licensee can pick or choose the programming material he knows fits his local broadcast service pattern, and the same token a sponsor can pick and choose a special feature or a running series that neatly fits into his advertising plans.

"With more stations available," Reed commented, "this ability to be more selective in community interest broadcasting becomes very apparent. At Official, for example, we have a new documentary series, titled "Biography," which is already scheduled in specific areas to serve these two purposes."

Points to 'Biography'

Reed pointed particularly to forthcoming New York and San Francisco sponsorships for "Biography," noting that in New York the client is a bank with many branches, advertising diversified services for people in all walks of life, while in San Francisco and six other California cities the advertiser is a gas and electric company.

CHOICE OFFICE SPACE AVAILABLE

Rockefeller Center, approx. 1700 sq. ft. fine view, 2 large exec. offices, 5 small office, large general office, good storage space. Fully air-conditioned, furnished or unfurnished. Avail. Feb. 1. Phone CO 5-4755 or write: Box 12 RADIO-TV DAILY 1501 Broadway, N.Y.C.

CHURCH GROUP DISTRIBS SERIES ON RED MENACE

The "Christianity and Communism" radio series is being made available to local stations by the National Council of Churches. Consisting of eight programs, it was originally presented on the ABC Network as part of its "Image" series moderated by Robert Howe and was produced in cooperation with the Council's Broadcasting and Film Commission.

Robert C. Currie, Jr., the commission's director of program operations, said ABC has agreed to give credit rights so that non-affiliated stations may broadcast the series. He also said tapes are available for off-air use by private groups and organizations.

Featured in the series are U. S. Ambassador-at-large W. Averill Harriman and many important Protestant theologians.

Webber to WMGM as General Sales Mgr.

Herb Weber has been named general sales manager of WMGM, New York (soon to be WHN), effective Thursday. The appointment was announced by John C. Storer, president and general manager of the new Storer Broadcasting Co. station.

Webber comes to WMGM from WJKB-TV, Storer station in Detroit where he served as local sales manager for the past year. Prior to that he was with WJBK, Detroit, from 1955-'61.

Robert Storer Succeeds Thompson in KGBS Post

Los Angeles Coast Bureau of RADIO-TV DAILY

Hollywood—Robert M. Storer, youngest son of George B. Storer, founder and board chairman of Storer Broadcasting Co., has been appointed sales promotion manager of Storer station KGBS, Los Angeles. He will continue his present activities as research director in addition to his duties in the new post, in which he succeeds William Thompson, who has been appointed program manager of KGBS.

'Family' Teaches Skiing From Top to Bottom

The fundamentals of skiing in simple progressive steps from selecting proper equipment through actual participation will be presented this week as a daily feature of WNBC-TV's "Family" show Monday through Friday. The episodes will include special films made at the Hunter Ski School and interviews with experts. "Family" stars Paul and Mary and features Carol Knox.

Mexico Awaits Trial Of Color-TV System

Mexico City—TV engineer Guillermo Gonzales Camarena, who has been perfecting what he terms a "successful" color test in Guadalajara last year, is preparing to test his color system here in February. The system will go out over regular channels and be received by standard black and white sets. Associates in key cities will report on reception.

Budding Stars Bloom on Ice

America's ice skating stars of the future share top billing when the "National Figure Skating Championships" are presented Feb. 11 on CBS-TV's "Sunday Sports Spectacular."

Skaters from all sections of the country will compete in the events, which will be taped next weekend in Boston College's McHugh Forum.

Jack Whitaker, series host, and Dick Button will describe the precision skating. The show will be produced by Howard Reifsnnyder, and Tony Verna will direct.

Missing Persons Story On Armstrong Theatre

The work of the Missing Persons Bureau of the New York City Police Department will be dramatized Wednesday on CBS-TV's "Armstrong Circle Theatre." Titled "Runaway Road: Story of Missing Persons," it was written by Jerome Coopersmith. William Corrigan is the director and Robert Costello the producer of the program.

Dan Schein Promoted At Hal Phillips PR Firm

Hal Phillips, president of Hal Phillips & Associates, public relations, announces the promotion of Daniel R. Schein to director of communications. For the past two years Schein has served as an account exec in the TV and radio department.

Chase Forms Own Firm

St. Louis—Robert C. Chase has formed Robert C. Chase & Associates, to provide creative and productive services for audio-visual communications on a national basis.

Support, Funds Top Needs of Ohio ETV

Columbus, O.—Winning public support and finding enough money to operate on are problems being faced by Ohio's new nine-member commission on ETV.

The state legislature, in creating the commission, appropriated \$26,600 for each of the next two years. Gov. Michael V. Disalle expressed fear the amount wouldn't go very far.

Sydney Andorn, commission member from Cleveland, said he thought ETV was poorly named, because people get the idea it is only an instrument for instruction of grade- and high-school students. Robert Dunville, president of Crosley Broadcasting, suggested inviting commercial TV stations to air a production showing what types of programs ETV can handle.

The commission's object is to tie together non-commercial stations in a network covering the state. Areas not coverable by direct telecasting would be reached by booster or "slave" stations.

Resigns WFYI Post

Garden City, N. Y. — Wallace Dunlap, manager of WFYI, has resigned that post to become a broadcast consultant.

N.Y. Flagship Stations Cited for N.J. Coverage

WNBC-AM-TV and NBC News have received a Public Relations Society of America award presented by the New Jersey chapter for the NBC coverage of the N. J. elections, broadcast last Nov. 7.

Web TV Billings Top \$609 Mil. for 10 Mos.

Network TV billings in the first 10 months of 1961 totaled \$609,247,899, up 9.2 per cent over the 1960 figure of \$557,704,490, it is reported by the Television Bureau of Advertising. In October, the three networks billed \$70,603,534, compared with \$63,350,004 in October, 1960.

Leading product category for the 10 months was Food and Food Products, with billings of \$114,485,558. The category total last year was \$93,243,677.

Top companies in network TV during October were Procter & Gamble, gross time billings of \$3,740,939; American Home Products, \$2,950,585, and General Motors, \$2,437,495. Leading brand advertised in October was Anacin Tablets at \$919,905, followed by Mercury and Comet cars at \$874,862.



through
Foote Cone & Belding
buys...

KGBS

LOS ANGELES

and so does the
May Company through
Milton Weinberg

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.



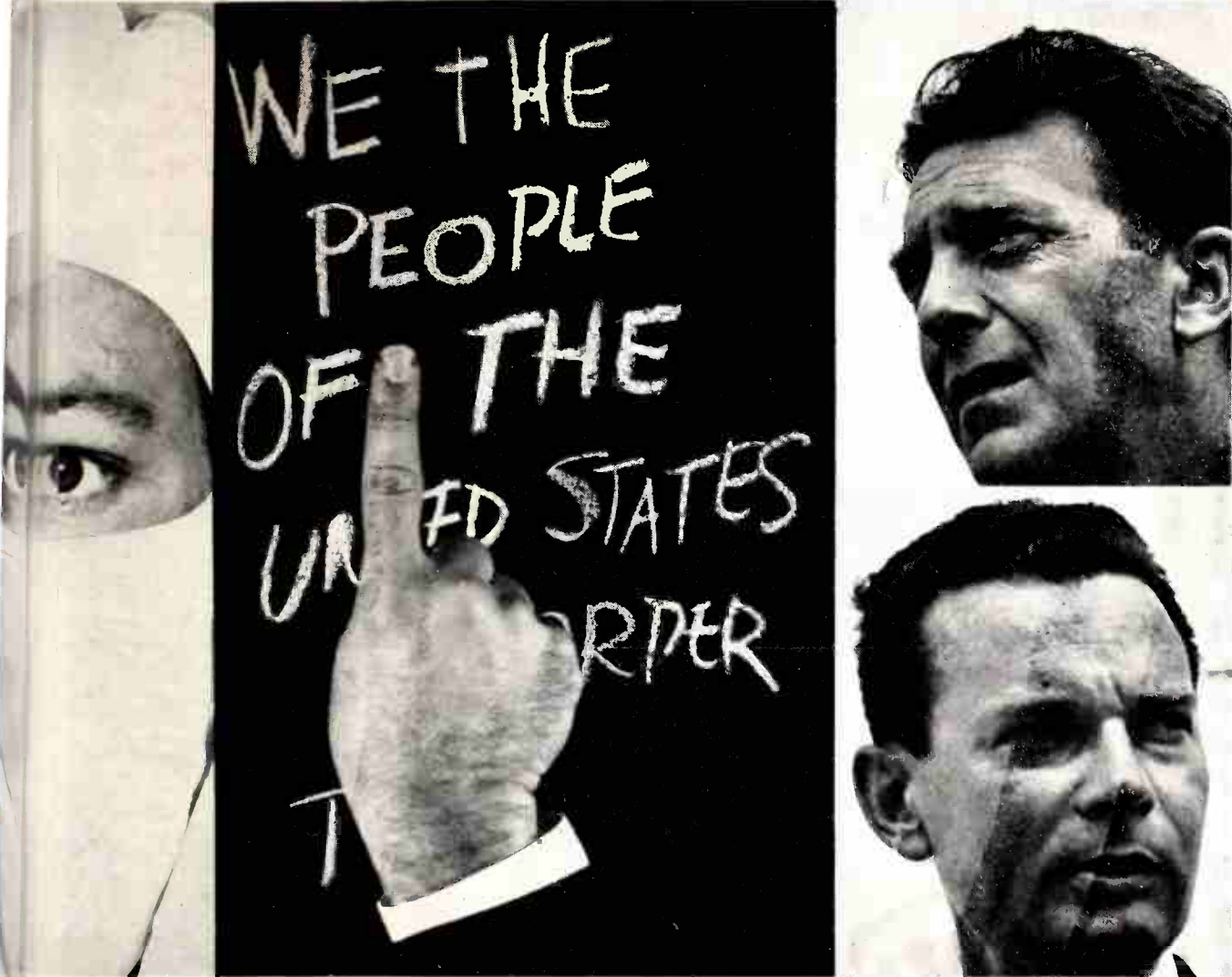
A MAID NAMED HAZEL / A DUCK NAMED LUDWIG / A DOCTOR NAMED KILDARE / A COLLEGE COU



THIS IS NBC

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

WHAT MAKES DEMOCRACY TICK / AND "GOODNIGHT DAVID" AND "GOODNIGHT CHET"



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

'Beard' Sings Along To 'Upset Victory'

(Continued from Page 1)

however, did top the Radio poll, winning its "Woman Of The Year" title by a landslide vote. She was heard on the CBS "Carol Burnett-Richard Hayes Show," voted "Best Comedy Show" in Radio this year. Mitch Miller, TV "Man Of The Year," reached a top level of TV success with his NBC color series, "Sing Along With Mitch," which enters the winners' circle for the first time. It is an upset victory; there were many in the industry who did not agree with his idea



NEWHART

COMO

for a series in which male voices would harmonize in the nation's popular songs. It follows that Mitch Miller also took highest honors as TV's "Best Orchestra of the Year," winning over such outstanding orchestras as those of Les Brown, Lawrence Welk, Ray Bloch and Mitchell Ayres—in that order.

• • •

MUCH-HERALDED, highly-acclaimed, "The Power And The Glory" was an easy victor as "Best Dramatic Show Of The Year" in TV. This two-hour CBS presentation was produced by David Susskind and directed by Marc Daniels, named "Producer

Bob Newhart drifted into show business through accident and a curious disc jockey. Bob was working as an accountant in an insurance company, doing original routines for friends at parties. Someone taped a Newhart bit and sent it to Chicago d.j. Dan Sorkin who played it on the air and Bob's career was off. By the way, his present TV announcer is Sorkin.

Of The Year" and "Director Of The Year," by the voting critics. Selection of Marc Daniels was a particularly popular win, accomplished against such keen competition as Nat Hiken, Nick Webster and George Schaefer, last year's winner.

Closest race this year was in the "Best Comedy Show" category. Three new TV series clashed in

(Continued in Column 4)

TV—First Three—Radio

As Selected by Nation's Critics

—TELEVISION—

—Man of the Year—

Mitch Miller
Garry Moore
Jack Paar

—Woman of the Year—

Dinah Shore
Carol Burnett
Pauline Frederick

—Dramatic Show—

Power and the Glory
Victoria Regina
The Defenders

—Comedy Show—

Bob Newhart Show
Hazel
Car 54, Where Are You?

—Musical Show—

Sing Along With Mitch
Bell Telephone Hour
Victor Borge Special

—Commentator—

David Brinkley
Chet Huntley
Walter Cronkite

—Documentary—

Eisenhower On The Presidency
Biography Of A Bookie Joint
Story Of Will Rogers

—Audience-Panel Show—

To Tell The Truth
What's My Line?
I've Got A Secret

—Best New Program Idea—

David Brinkley's Journal
The World Of . . . Series
Ben Casey

—Sportscaster—

Lindsey Nelson
Mel Allen
Bud Palmer

—Color Program—

Walt Disney's Wonderful World
Of Color
Van Gogh: A Self-Portrait
Dinah Shore Show

—Best Filmed Series—

Dick Powell Show
Perry Mason
20th Century

—Children's Show—

Young People's Concerts
Captain Kangaroo
Shari Lewis Show

—RADIO—

—Man of the Year—

Bing Crosby
Paul Harvey
Arthur Godfrey

—Woman of the Year—

Carol Burnett
Pauline Frederick
Rosemary Clooney

—Dramatic Show—

Suspense
Family Theatre
Johnny Dollar

—Comedy Show—

Carol Burnett—Richard Hayes
Show
Nichols and May
Bob and Ray

—Musical Show—

Christmas Sing With Bing
World Music Festival
Bandstand USA

—Commentator—

Paul Harvey
Morgan Beatty
Fulton Lewis, Jr.

—Documentary—

Death of Dag Hammarskjold
Spaceman, USA
President in Europe

—Best New Program Idea—

Dimension
Flair
The Big Lie

—Sportscaster—

Lindsey Nelson
Mel Allen
Phil Rizzuto

—Public Service Programming—

The Big Lie
Capital Assignment
Judgment in Israel

It's Three in A Row In Poll for Brinkley

(Continued from First Column) this contest, with "The Bob Newhart Show" emerging the victor by a very thin margin. "Hazel" and "Car 54, Where Are You?" Bob Newhart himself, however, was a runaway winner "Most Promising New Male Talent" in Television. He is seen on NBC.

For the third year in a

Lindsey Nelson averages 25 miles of travel a year covering sports events for NBC. One Lindsey was away from home on consecutive weekends. Then he got a break. The next weekend was assigned to cover the National Open Golf tournament at Winged Foot Country Club, Mamaroneck, N. Y., only a few miles from his home. That Friday night, NBC switched schedules and Nelson flew to the Midwest to cover a baseball game.

David Brinkley was voted "Commentator Of The Year" following close on his heels in the voting were Chet Huntley and Walter Cronkite. On the radio side, ABC's Paul Harvey again over Morgan Beatty as "Commentator Of The Year." David Brinkley compounded his win with the selection of "David Brinkley Journal," seen on NBC, as



NELSON

CLOONEY

New Program Idea" in Television. "Best New Program Idea" in Radio was CBS's "Dimension

• • •

NBC CORNERED the market, of course, in the "Best Color Program" category, with Walt Disney's "Wonderful World Of Color" winning all the way. The "Filmed Series" this year was by "The Dick Powell Show," NBC, nosing out CBS' "Perry Mason" by a very slight margin. "Perry Mason" easily won "Best Mystery Show Of The Year," for the third time. This is third year the mystery category. The "Perry Mason" series is a blue-chip program of past All-American

(Continued on Page 9)

(Continued on Page 9)

's Death and Ike Docs' Spotlights

(Continued from Page 8)

won as the "Best Filmed" in 1958.

oting for the "Best Documentary Program," CBS' "Eisen-On The Presidency" was the best on TV and Mutual's age of "The Death Of Dagarskjold" was spotlighted critics in the Radio division. CBS and Mutual also split awards in the "Best Public Programming" classifica-



UGGAMS DISNEY

the former for its "CBS 60s" TV series and Mutual for "Big Lie" on Radio.

NSEY NELSON repeated his double win of '59 by copping "Sportscenter Of The Year" in both TV and Radio for '60. It is his fourth consecutive win as a radio sportscaster, and

Disney has been winning Emmys and polls since days of crystal sets and cat's paws but he thinks his best days yet to come. Disney cut off is shooting a 1-hour color film of the Vienna Boy's Choir in Austria, for show on NBC-TV. He wired the work "I think this is the finest I have ever produced."

on the award by a wide margin.

"Tell The Truth," the Bud Miller panel show on CBS, won over "What's My Line?" and "Got A Secret," last year's TV winner in the "Audience Participation and Panel Show" class. Leonard Bernstein's "Young People's Concerts" on the same network was a landslide winner as "Children's Show." NBC laid down to the "Western Show Of The Year," with "Bonanza" in an win in a category which has had a hotly competitive one in polls. "Dramatic Show Of The Year" in Radio went to CBS

(Continued in Column 4)

TV — First Three — Radio

As Selected by Nation's Critics

(Continued from Page 8)

—TELEVISION—

—Western Show—

Bonanza
Gunsmoke
Wagon Train

—Mystery Show—

Perry Mason
Thriller
Checkmate

—Public Service—

CBS Reports
CBS Astronaut Coverage
NBC White Paper

—Producer—

David Susskind
Don Hyatt
George Schaefer

—Director—

Marc Daniels
Nat Hiken
Nick Webster

—Writer—

Rod Serling
Reginald Rose
Dale Wasserman

—Male Vocalist—

Perry Como
Dennis Day
Gordon MacRae

—Female Vocalist—

Leslie Uggams
Carol Burnett
Diana Trask

—Best Orchestra—

Mitch Miller
Les Brown
Lawrence Welk

—Most Promising Male—

Bob Newhart
Vince Edwards
Richard Chamberlain

—Most Promising Female—

Cynthia Pepper
Mary Tyler Moore
Gena Rowlands

—Song Hit—

Never On Sunday
Big Bad John
If Ever I Should Leave You

—RADIO—

—Producer—

Norman Baer
Murdo Mackenzie
Joel Heller

—Director—

Norman Baer
Peter Flynn
Warren Summerville

—Writer—

Norman Liebman
Norman Baer
Bill Borrow

—Male Vocalist—

Bing Crosby
Johnny Nash
Richard Hayes

—Female Vocalist—

Rosemary Clooney
Carol Burnett
Connie Francis

—Best Orchestra—

Buddy Cole
Dick Hyman
Russ Morgan

—Most Promising Male—

Richard Hayes
Milt Kamen
Bob Haymes

—Most Promising Female—

Phyllis Diller
Mary Ann Lockett

—Song Hit—

Love Makes the World Go Round
Camelot
The Twist

Como, Uggams Make Beautiful TV Music

(Continued from First Column)

"Suspense," a reprise of its '59 victory.

DER OL' BINGLE, Bing Crosby not only stole the show as Radio's "Man Of The Year," but was voted "Best Male Vocalist" as well and his "Christmas Sing With Bing" received the nod as "Musical Program Of The Year" in Radio, a triple victory in top categories.

"Male Vocalist Of The Year" in Television was won by Perry

Leslie Uggams has been signed by MGM to make her film debut in "Two Weeks in Another Town." She will sing "Don't Blame Me" to Kirk Douglas and Cyd Charisse in a night club sequence.

Miss Uggams' TV career began at age six in the popular "Beulah" series.

Como—for the eighth consecutive time—making him the all-time champ of the All-American Awards, surpassing Dinah Shore, who lost out this year to Leslie Uggams as TV "Female Vocalist Of The Year." Leslie is seen and heard as a regular on the "Sing Along With Mitch" show on NBC each Thursday.

"Best Female Vocalist" in Radio was won by Rosemary Clooney, repeating last year's victory in that category, with Carol Burnett and Connie Francis pushing a close second and third.

Another singer, Richard Hayes, was voted "Most Promising Male Talent" in Radio. He is the other half of the CBS tandem of the award-winning "Carol Burnett—



BAER BRINKLEY

Richard Hayes Show." "Best Orchestra" on Radio this year is Buddy Cole on CBS. "Most Promising Female Talent" is Phyllis Diller, the comedienne heard on ABC's "Flair." "Most Promising Female Talent" on TV was won by Cynthia Pepper, also on ABC, essaying the title role in the "Margie" series.

THE CRITICS decided that TV top "Writer Of The Year" was Rod Serling, for the second year

(Continued on Page 10)

Writers Honors Go To Serling, Liebman

(Continued from Page 9)

in a row, for his "Twilight Zone" series on CBS. "Writer Of The Year" in Radio is Norman Liebman of ABC's "Flair."

"Never On Sunday," the widely popular BMI tune from the equally popular motion picture, was named TV "Song Hit Of The Year." It is published by Esteem Music Corp. and Sidmore Music, Inc., with words and music by Manos Hadjidakis and Billy Towne. An ASCAP song, "Love Makes The World Go Round," from the Broadway musical "Carnival," was "Song Hit Of The Year" on Radio. It is published by Robbins Music and the words and music both were written by Robert Merrill.

• • •

LASTLY, BUT with no intent to diminish its stature, this year finds a repeat of an amazing first in the '60 All-American balloting. Norman Baer, producer of radio specials on Mutual Broadcasting System, particularly the highly-praised "The World Today" series, which he also directs, is again voted both "Producer Of The Year" and "Director Of The Year" in Radio by the nation's critics, setting a precedent never before equalled in the 20-year history of RADIO-TELEVISION DAILY's All-American Poll.

Boston Viewers to See Ordination of Priests

Boston — WHDH-TV on Friday will video-tape the Rites of Ordination into the Roman Catholic priesthood at Cathedral of the Holy Cross ceremonies. Richard Cardinal Cushing, Archbishop of Boston, will confer the Sacrament of Holy Orders on 28 seminarians. The services will be aired Sunday.

\$1,146,216 from PCC

Hollywood — Permanent Charities Committee has sent checks totalling \$497,216 to 22 charitable organizations in a semi-annual disbursement that brings to \$1,146,216 the amount distributed for 1961, the highest figure in 10 years.

PCC has distributed \$20,893,136 since 1942.

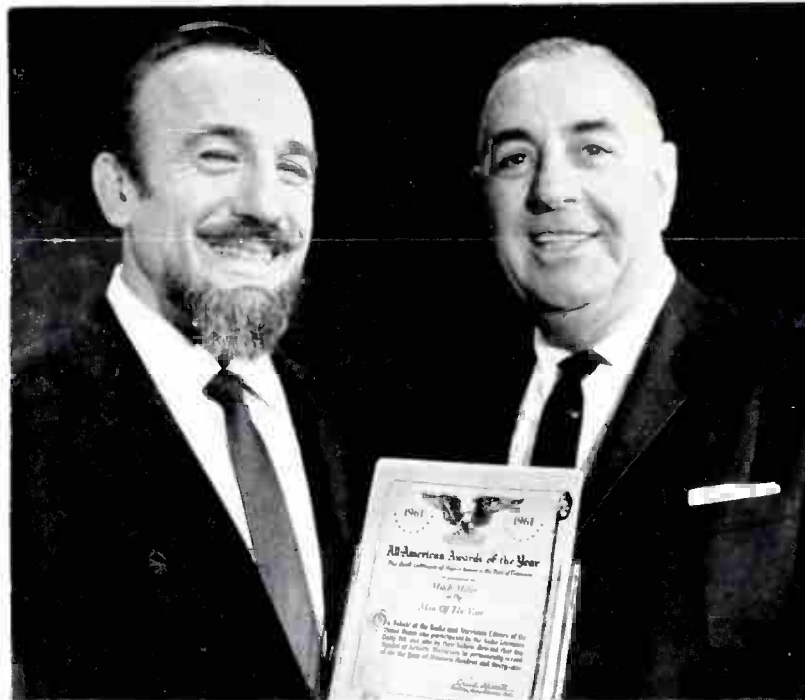
WROC Boosts LiButti

Rochester, N. Y. — George LiButti, WROC sales exec, has been named local-regional sales manager for WROC Radio. LiButti has been active in broadcasting since 1936, when he made his debut as a child performer in the old "State Trooper" dramas.

Video Artists of Year



Dinah Shore flashes her "Woman of the Year" victory smile in the award presentation ceremonies with Charles A. Alicoate, Radio-TV Daily publisher.



Mitch Miller, whose "Sing Along . . ." show makes him "Man of the Year," accepts his cherished prize from Radio-TV Daily publisher Charles A. Alicoate.

Tape, Camera Gear Installed

(Continued from Page 1)

over-all program outlined by Breckner are the acquisition of what he claims is the first EMI image orthicon cameras imported to this country from England, addition of a "satellite" camera and transmitter unit weighing less than 100 pounds, and modernizing of existing videotaping facilities by adding the newly developed AMPYEC equipment to the station's four Ampex machines.

Construction of a newly conceived self-contained mobile unit with a telescoping 24-foot micro-

wave tower and dish, the building of an entirely new short-wave communications center, and architectural centralization of all station control centers in a single location are other features disclosed.

Breckner cited the signing of two year-round sponsorships—Liggett and Myers Tobacco company and the Western Savings and Loan Association — as developments prompting the decision to proceed at once with the entire expansion program.

Sponsor List Soars For '1st Impression'

West Coast Bureau of RADIO-TV DAILY

Los Angeles—"Your First Impression," daytime panel show which bowed Jan. 2 on NTV, hit the 87 per cent sponsor mark after its first two weeks.

Sponsors now include Blair Drug, Thomas Leeming, Albright, Culver, Lestoil, P. Lorillard, Sterling Drug, Pillsbury, Miles Laboratories, Colgate, Beechnut Procter & Gamble.

Regular panelists on the hour show are Dennis James and George Kirgo, with one top-name and two mystery guests daily. The show is produced by Monty H. Stark and Art Stark, and emceed by J. Leydon.

Richard Foote Resigns As Blair Rep Exec VP

Richard L. Foote has resigned head of Blair Television Associates, station reps, to operate marina and boat distributors in Fort Lauderdale.

He will be succeeded as executive vice president by Darrell Lundy, who has headed the Blair Los Angeles sales staff. Robert Klein has been promoted to Lundy's slot, and W. Ralph Abbot joins the Blair Los Angeles staff.

CBS' McCrory Shifts, New York to St. Louis

St. Louis—John J. McCrory, formerly an account exec at CBS, has been named assistant sales manager of KMOX-TV, CBS Channel 2 station here. McCrory has been with CBS for seven years, including positions with WCBS Radio and WCBS-TV, New York.

Opera Star Talks Again

WQXR plans a repeat Wednesday of Joan Sutherland's conversion with Martin Bookspan, first aired Jan. 2. The station, in five days of spots, asked listeners they would like to hear the broadcast again. Over 3,000 answered "yes." Miss Sutherland, Australian-born coloratura soprano, made her Metropolitan Opera debut this season.

OBITUARY

Mrs. Jones Campbell

St. Louis—The funeral for Mrs. Jones Campbell, 87, first radio announcer at station KSD, was held Friday. She also was first program director and secretary when KSD began broadcasting, June 25, 1922. She was known at that time as Mrs. V. A. L. Jones.

Insurance Clinic' Starting Second Year

Coast Bureau of RADIO-TV DAILY
 Portland, Ore. — The weekly Insurance Clinic' begins its second year tonight on KEX's 7:30 p.m. program. The show is co-sponsored by KEX-Westinghouse and the Portland Association of Independent Insurance Agents. Each week three members of the association appear on the panel to answer questions phoned in by listeners. Moderator is George W. Draper, director is Ken Draper.

Stereo FM Schedule 23 Hrs. for WQXR

Concerts of the Philadelphia Orchestra will be broadcast weekly in stereo on WQXR-FM, beginning Thursday, with Eugene Ormandy conducting the orchestra. This brings the station's weekly stereo schedule to a total of 23 hours with more to be added soon.

Listeners who do not have stereo FM receivers will be able to hear the concerts in hi-fi mono sound on WQXR-AM or 1.

Civil War Look at NYC

Zachary Scott will host "North City—1862" on WABC-TV's expedition: New York series (10 p.m.), exploring the environment of New York City during the Civil War. The series is produced by Harry Johnson, with Lou Volpe directing. Arthur Gross is executive producer, and Miss Dorheim associate producer and writer.

Revision' Repeat Skedded

CBS-TV announces that in response to viewer demands, French revisionist Michel de la Vega will appear again tonight on Gary Cooper's "I've Got a Secret" show. Following de la Vega's initial appearance in December, the network was bombarded with inquiries about how he created his revision.

Menefee Off, Harvey In

Philadelphia — Ed Harvey will substitute this week for WCAU's Bob Menefee, who is on vacation.

Let 'Em Watch This And Learn to Read

St. Louis—KMOX-TV is beginning another "P. S. 4" series tomorrow, in its continuing campaign to teach reading to some 100 illiterate adults in this area. So far, about 400 persons have requested the station's packets of help auxiliary materials.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Barry Wood, executive producer of the Bell Telephone Hour for Henry Jaffe Enterprises, back from a quick trip to Hollywood for meetings with Jaffe and James Loren on program material for the remaining seven one-hour color productions on NBC-TV.

☆ ☆ ☆ ☆

• • • The one hour Purex special, "The World of Sophia Loren," to be telecast on NBC-TV on February 27, will include footage from the Hollywood premiere of "Two Women." Her performance in this film won her the best actress award of the New York Critics Circle.

☆ ☆ ☆ ☆

• • • Look for Bert Leonard to put up the "City of Wheels" episode of "Route 66" for "Emmy" nomination. This one features outstanding performances by Steven Hill and George Maharis . . . CBS is arranging special screening of "The Many Lives of Harry Simms," Defenders segment, so it can be seen by members of the Television Academy who may have missed it. Frank Gorshin stars.

☆ ☆ ☆ ☆

• • • "Hometown Doctor" stanza of "Tales of Wells Fargo" got under way at Revue yesterday, with Sidney Landfield directing. Earle Lyon is exec producer of the Dale Robertson starrer . . . Henry Jones, Jason Evers, Nancy Hadley and Bert Brinkerhoff have top roles in "Of That Time Of That Place" for "Alcoa Premiere," which is now rolling with Fred Astaire as host.

☆ ☆ ☆ ☆

• • • Congratulations to James Whitmore for an outstanding performance in a difficult role in "Focus" Sunday afternoon . . . Sherril Taylor and Jory Nodland, producers of the Kukla and Ollie show on NBC, along with International Video Tape have just completed two Roger Williams shows, "The Best of Roger Williams," with full production of series to start in May at IVT studios in Hollywood.

☆ ☆ ☆ ☆

• • • Al Lohman, Jr. has taken over the all-important 6 to 9 AM slot on KLAC. Lohman was most recently the morning man at WABC, New York . . . Ivoryman Kip Walton signed on as music director of CBS-TV series "Clear Horizon." Walton has current Decca hit in "Hawaiian Village" . . . The Purex Special on NBC-TV February 15 will be a daytimer one hour drama titled, "The Indiscriminate Woman."

☆ ☆ ☆ ☆

• • • Ralph Edwards Productions new pilot, "Going, Goin, Gone" for its fifth season on ABC-TV. Announced by Bill Dozier, west coast being taped today at KTLA. Richard Lewellen is emcee, with Richard Gottlieb producing and directing . . . The Donna Reed Show renewed topser for Screen Gems.

Pittsburgh Beginning 3 Ed. Radio Series

Pittsburgh WJAS, NBC (O) station here, has begun three new weekly educational series produced by the National Association of Educational Broadcasters.

Each series will run 13 weeks with two of the shows being presented Saturdays and the third on Sundays. "Security and Civil Rights" is concerned with the issues involved in maintaining a free, democratic society, and will be heard every Saturday evening. "Music in the Making" is also heard Saturday evenings, and consists of musical illustrations and instruction. Third series is "Heritage of American Humor," dramatic essays on the history of humor in this country, and will be heard late Sunday night.

'Defenders' Seg Cast

Viveca Lindfors, Zachary Scott and Inga Swenson star in "The Locked Room," a drama by Ernest Kinoy about a murder as envisioned through the mind's eye of three key jurors, on "The Defenders" Feb. 10 on CBS-TV. The "jurors" are Dody Goodman, Marian Winters and William Daniels. E. G. Marshall and Robert Reed are the series' stars.

Four Join Atlanta AMer

Atlanta—WSB Radio has named Phil Harrison PR director. He formerly was La Grange, Ga., Daily News editor. Phyllis Grollman has joined the sales department as script writer; Sandra Alley is music librarian; Kermit Hamby is engineer.

Thorny Questions of Regulation Persist

(Continued from Page 1)

figured prominently in the closing moments of CBS' one-week stand before the Commission. Their basic theme: possible legislation aimed at regulation of networks and giving TV stations more control over the skeins' program content.

Stanton Cites Improvement

In last Friday's closing session, CBS president Frank Stanton, asked what his network had done in the past two years to eliminate TV's three 'M's'—mayhem, murder and mediocrity—replied that CBS never had as much in its schedule as the other networks, but that it had improved still farther, while the other networks were also improving.

"Of course, one man's mediocrity is another man's good program," Stanton remarked, adding "We don't turn our back on violence but we don't put it in for the sake of sensationalism."

He said CBS has a responsibility

to provide fairness and balance in controversial issues, diversity in the entertainment field and "an overall obligation to experiment with new forms of programming."

Stanton pointed out that among the duties of CBS is the need to stay solvent in order to keep on supplying service to the public and that CBS has "to be mindful that we are an advertiser-supported media."

Sees Tastes 'More Advanced'

He said that much of the current barrage aimed at TV comes from critics who are more advanced in their tastes than the general viewing audience.

"Some of the people who do the most criticizing do the least viewing," he said, "we should consider the vote of the average man as equal to the vote of the sophisticated critic."

Chairman Minow asked Stanton about the idea of centralizing, in the networks, program respon-

sibility under the law, as opposed to the idea of placing the added burden on the networks to inform the affiliates so fully of upcoming programming that they would genuinely discharge the responsibility which is now legally theirs.

Stanton said he would rather assume the added burden. He warned that if such responsibility were centered in the three networks a future FCC chairman ("I know you wouldn't do it") could pick up the phone and impress his ideas with much greater ease on an entire industry.

Aubrey Names the Shows

James T. Aubrey, president of the CBS-TV network, when questioned by Minow regarding the network's efforts to improve programming, pointed to excellent children's shows currently broadcast and a series of young people's concerts of the New York Philharmonic.



BIGGER THAN EVER

WPIX-11 started its Popeye show in the 6-6:30 p.m. strip back in 1957, and it's been tops from the start.

This fall, WPIX began playing the **NEW Popeye cartoons** — and only the new ones — the Popeyes that King Features is now producing specifically for TV.

And now, WPIX's Popeye audience is
BIGGER THAN EVER...

897,400 kids per average telecast
38.0% share of audience*

FIRST IN ITS TIME PERIOD BY 80%

With his new films
POPEYE IS BIGGER THAN EVER.



KING FEATURES SYNDICATE

235 EAST 45TH STREET

NEW YORK 17, N. Y.

* (NSI Nov. 5 — Dec. 2, '61)



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TUESDAY, JANUARY 30, 1962

TEN CENTS

SARNOFF HAMMERS AT CONTROLS

GAME SHOWS RESURGENCE?

G-T Points to 8 Programs As Leading Contenders

A resurgence of game shows on network TV was evidenced yesterday in latest 24-city Nielsen survey with the eight Goodson-Goldman produced programs as leading candidates for their time slots. The G-T shows are the daytime and nighttime versions of "The Price Is Right" and "Passport," daytime versions of "Play or Hunch" and "Say When," and the nighttime series "To Tell the Truth" and "What's My Line." Biggest surprise is the nighttime "Password," which premiered

(Continued on Page 10)

Commissioners Irked As NBC Chief Blasts Seizure Tendencies

Washington Bureau of RADIO-TV DAILY

Washington—Obviously nettled by board chairman Robert W. Sarnoff's dominant theme that proposed regulation of TV networks is "unnecessary . . . unwise . . . and unworkable," FCC hearing Commissioners yesterday retaliated that he was setting up a "straw-man" argument.

Yet, despite the sharp rejoinders of FCC Chairman Minow, Commissioners Ford and Bartley, Sarnoff steadfastly stood his ground. He contended the bid for Federal control of programming "rests on a slender reed;" that affiliates don't participate in network show creativity—an opinion

(Continued on Page 11)

SUNRISE STATIONS FIGHT TIME LIMITS ON HORIZON

Radio station owners affected by the recently proposed FCC rule to limit pre-sunrise operation of outlets on regional frequencies are organizing their opposition in several ways.

New England owners affected are invited to a meeting on the subject Thursday at the Madison Hotel in Boston. This will be a follow up of a recent Boston meeting attended by representatives of 25 New England regional frequency stations at which Sherwood J. Tarlow, WHIL, Boston, was elected temporary chairman. At that time Tarlow said he hoped similar groups would be formed throughout the country.

The Texas Association of Broadcasters has written to its members

(Continued on Page 12)

Three Firms to Bankroll 'White Paper' on China

Bristol-Myers via Young & Rubicam, Mead Johnson via Kenyon & Eckhardt, and Gulf American Land via Paul Venze Associates will be joint sponsors Feb. 25 of NBC-TV's "White Paper No. 10" on Red China.

Contest Fraud Case Nears Final Round

St. Louis—FCC examiner Forest L. McClenning has given KWK until Feb. 27 to file briefs and Mar. 12 for submission of reply briefs in connection with charges it committed fraud in promotional contests.

KWK president Andrew Speer has testified that the station was in poor financial condition when he was told in March that William L. Jones, Jr., former general manager, had ordered contest irregularities. He said the station has lost money steadily.

Ragsdale a Veep for Reed

West Coast Bureau of RADIO-TV DAILY

Hollywood—Roland Reed Productions, producer of motion pictures for TV and industry, has appointed Carl V. Ragsdale as VP in charge of sales and production for the Eastern area.

Osborn Exec at WMGS

Bowling Green, O.—Dean D. Osborn, Jr., has been named general manager of WMGS (formerly WHRN). He was formerly with WSPD and WSPD-TV, Storer Broadcasting Co. stations in Toledo.

'Global Radio Free Europe' Urged to Counter Red Lies

Charlotte, N. C.—In a Radio Free Europe Fund dinner address last night, Donald H. McGannon, Westinghouse Broadcasting Co. president, proposed "extending the RFE concept of privately supported, people-to-people radio to include Africa, the Near East, Asia, Southeast Asia and Latin America" to meet "today's worldwide hurricane of Red Radio propaganda."

McGannon stated that by 1959 the Communist bloc had increased the number of its broadcast hours to Western Europe from 238 hours

in 1948 to 837 hours per week, an increase of almost four times. But today, Communist propaganda to Europe represents only 29 per cent of their total effort, whereas in 1948, Europe occupied 40 per cent of their total propaganda effort."

"The scope of their challenge to us is immense," said Mr. McGannon

(Continued on Page 3)

Dundes Firing Away at Jukebox Barrier

West Coast Bureau of RADIO-TV DAILY
San Francisco—A daring experimenter to break radio's "jukebox barrier" has been launched by Jules Dundes, CBS vice president and general manager of KCBS.

Dundes' objective is to be an appeal on a conscious level, an appeal directed to those who listen attentively because

we want information. "We will lose some, but we will gain more," he predicts. "We will

(Continued on Page 4)

Moler Storer Radio Pres.

Miami—John C. Moler, general manager of Storer's WMGM in New York (soon to be WHN), has been elected president of Storer Radio, Inc., wholly-owned subsidiary of Storer Broadcasting Co. and operating company for the New York outlet. He will continue to manage WMGM.



DUNDES

Helen Wherley Gen. Mgr. Of Baltimore AM-FM

Baltimore—The United Broadcasting Co. has appointed Miss Helen G. Wherley general manager of WSID-AM-FM. With WSID since its inception in 1947, she previously was with WCBM here.

Kreiser Memorial Show

WQXR will present a memorial program tonight in honor of violinist Fritz Kreisler, who died yesterday. The program will feature Kreisler in one of his rare live radio appearances, taped when he appeared on WQXR on his 80th birthday in 1955.

Syndied 'Silvers Show' To Sell Milk in 11 Cities

Foremost Dairies Inc. has purchased "The Phil Silvers Show" from CBS Films Inc. to sponsor the series "almost immediately" on an every-week basis in 11 U.S. markets.

James T. Victory, general sales manager of CBS Films, said the purchase was made through the CBS Films San Francisco office by Guild, Bascom & Bonfigli, Inc., agency for Foremost.



Vol. 90, No. 21 Tues., Jan. 30, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

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ARTHUR PERLES : : : : Editor

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'Save Those Teeth,' 'Romper Room' Plea

The "Romper Room" TV kindergarten, in cooperation with the American Dental Association, will present special features on tooth care during Dental Health Week, which is scheduled to start Sunday.

Chairmen of local dental societies will appear with the "Romper Room" teacher Feb. 5 and 6, to demonstrate dentist's office equipment. Feb. 7, a film will be shown, "Billy Meets Tommy Tooth."

"Romper Room" appears on 70 TV stations in the U. S. and Puerto Rico.

'Davey' Measures Up to Name

"Davey and Goliath," weekly 15-minute children's TV series produced by the United Lutheran Church in America, was seen in

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

COMING AND GOING

SAUL JEFFEE, president and board chairman of Movielab Film Laboratories, has left for Paris on business.

MEL STUART, producer, to London and France in connection with two upcoming TV productions.

WARREN A. KRAETZER, N.E.T. VP for development; NAZARET "CHIC" CHERKEZIAN, director of public information, and BRICE HOWARD, program associate, to Austin, Houston and Dallas on business.

RAYMOND BURR, star of CBS-TV's "Perry Mason," has returned to Hollywood after a weekend trip to Spokane for a March of Dimes appearance.

MARTIN GABEL has returned to New York following completion of his starring role in MGM-TV's new mystery series, "Hercule Poirot."

STEVE ALLEN to New York, for conferences in coordination with the upcoming Broadway musical, "Sophie."

FRANK FORD and GRAY REYNOLDS, comedy team, arrive in New York from Boston Thursday, to begin rehearsals for an appearance on the "Ed Sullivan Show" on Feb. 4.

AL HIRT to New Orleans Thursday, to rehearse his combo for their forthcoming seven city concert tour which will begin on Feb. 7.

No Consultation Fees Stamford, Conn. — Members of the Stamford-Greenwich Bar Association are participating in a weekly WSTC program, "The Law and You." Each week a panel of attorneys discusses various aspects of the law such as domestic affairs, planning and zoning, and real estate.

Mexico Mulls TV Tourism

Special To RADIO-TV DAILY Mexico City—Former President Miguel Aleman, who now heads the National Tourist Council, is considering a plan to produce a series of TV shows entitled "The Mexican Hour" for international promotion of its motion picture and tourist industries.

The programs would include music and dance numbers, fashion shows, interviews, picturesque scenes, night life, etc. The series would be distributed free to TV stations via Mexican Embassies.

Discussion of Syngé Play

J. M. Syngé's "Playboy of the Western World" will be discussed Monday on CBS Radio's "Invitation to Learning." Participants will be Dr. George D. Crothers, producer of the show, and John Mason Brown and Vivian Mercier.

EIA Group Studying AM Stereo Proposals

Washington—A study of proposals for AM stereo radio will be undertaken by Electronics Industries Association, according to executive vice president James D. Secret.

The FCC has already approved stereo transmissions by FM stations, and more than 50 of them are already stereocasting. EIA was also active in connection with technical standards which became the basis for the FCC approved FM system.

The FCC has already turned down a bid for consideration of AM stereo, pending try-outs of the FM system, and EIA's study group, under the chairmanship of C. J. Votava of Delco Radio Division of General Motors, will first look into need and interest in the possibilities of AM stereo.

Wheeling Station to TV Two College Hoop Games

Wheeling, W. Va. — WTRF-TV will telecast W. Va. U. basketball games tomorrow and Saturday, originating them for a feed to other stations in the West Virginia-Ohio-Pennsylvania area. Co-sponsors are the Pepsi-Cola Bottling Co., Moundsville, W.Va., and the Kroger Co.

FINANCIAL

(Jan. 29)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	161 1/2	161 1/8	161 1/8
AB-PT	42 7/8	41 3/4	42
A. T. & T.	129 7/8	127 5/8	128 7/8
AVCO	26 1/8	25 1/2	25 1/2
CBS	39	38 3/4	39
Columbia Pic.	29	28 1/2	28 3/4
Crow-Collier	36 5/8	35 1/4	35 1/4
Decca	41 1/4	39 3/4	39 3/4
Disney	37 3/4	37 1/4	37 1/4
East. Kodak	105 5/8	104 1/8	104 1/2
Gen. Prec.	56 1/4	55 1/2	55 5/8
Gen. Tel.	26 1/2	25 5/8	26 1/2
Hazeltine Corp	27 3/8	27	27 3/8
Loew's Thea.	42 3/4	42 1/2	42 3/4
Magnavox	39 3/4	39	39
MCA	72 3/4	71	71 3/4
M-G-M	49 1/2	48 1/2	49 1/8
NAFL	29 3/8	29	29
Nat. Theatres	7 1/2	7 1/4	7 1/2
Plough	80	79 1/4	80
RCA	54 1/4	53 1/2	53 3/4
Storer	30 1/2	29 5/8	30 1/2
20th-Fox	36 3/4	36 1/4	36 3/4
United Artists	32 3/4	32 1/2	32 1/2
Warner Bros.	76 1/2	76 1/2	76 1/2
Westinghouse	36 1/4	35 1/2	35 1/2
Zenith Radio	63 7/8	62 5/8	63 1/2

AMERICAN STOCK EXCHANGE

Capital Cities	18 1/2	18 1/8	18 1/2
Desilu	9 7/8	9 3/8	9 7/8
Esquire Inc.	14	13 7/8	14
Movielab	13 7/8	12 3/4	12 3/4
MPO	12 1/4	12 1/4	12 1/4
Reeves Sound	6 1/2	6 3/8	6 1/2
Technicolor	22 1/4	21 3/4	21 7/8
TelePrompTer	14 3/8	13	14
Trans-Lux	16 7/8	16 1/2	16 1/2

* OVER THE COUNTER

	Bid
Bartell	4 1/8
Jerrold	8
Meredith	33 1/2
Metromedia	15 1/8
Orificial Films	2 3/8
Scranton	8
Sterling	2 1/2
Taft	20 1/4
Transcontinent	9 1/2
Wometco	23 1/2

* Courtesy of National Association of Security Dealers.

Marshutz SIB Sales V

James Marshutz has been appointed vice president-sales manager for SIB Productions, a commercial and industrial affiliate of Paramount Pictures. Marshutz was previously TV producer for J. Walter T. son.

Q.

Can TV syndicators save money by using BONDED'S shipping service?

A.

Yes. Using BONDED avoids administrative costs while providing a large staff of experienced personnel. You pay only for the service you require.

BONDED TV FILM SERVICE

NEW YORK CHICAGO LOS ANGELES TORONTO

A Division of NOVO INDUSTRIAL CO

Programming, Sales Top Canadians' Agenda

Annual Meet Broadcast Ass'n Montreal Mar. 26

Special To RADIO-TV DAILY
 Montreal — Discussion on programming, the proposed new programming exchange and sales will be at the three-day annual meeting of the Canadian Association of Broadcasters Mar. 26-28 at the Queen Elizabeth Hotel, Montreal. Also high on the agenda are items involved in operation and methods of handling

President to Speak
 Mar. 26 morning session devoted to international matters and policy, with reports on specific topics by the association's president, directors and staff. The afternoon will deal with general CAB and industry matters, policy and future plans.

During the following day's session will be presentations by the Radio Sales Bureau and the Television Sales Bureau, with the radio and TV sections to meet separately, and participate in panel discussions. The Century Club luncheon follows. Operational costs and association problems will be discussed jointly in the afternoon, with separate meetings on radio and TV policy problems closing the day.

Directors to Be Elected
 Morning of Mar. 28 will be devoted to programming and the programming exchange with the chairman of the Board of Broadcast Governors to participate. CAB directors will be elected, and the Ethics committee will report. The annual dinner features presentation of the Gillen, Jr., Memorial Award and a 30-minute special of Canadian talent.

Raubvogel Joins Kalmus
 Norman Raubvogel will join Kalmus Co. on Thursday in an expanded capacity. He comes to Kalmus from public relations firm from Vintners Co., import subsidiary of Seagram & Sons, which has been with Browne Vintners since 1956.

Shafer Is Named
 Shafer, radio and TV announcer who entered broadcast while still attending a high school in 1930, has been named as host on WCBS-Radio's "Opinion, Please." He's been on the station since 1950.

Georgia Legislators Laud Broadcasters

The Georgia Association of Broadcasters has been commended by the 1962 Georgia General Assembly of House and Senate for "its work in public service, particularly in education and for its contributions to free men and a free society."

The Assembly's commendation to GAB was forwarded to Association president H. Randolph Holder, WGAU, Athens. The GAB recently enrolled its 200th member, and released its first annual public service report to the FCC.

SG Post-'48s Double Maine Outlet Ratings

Screen Gems' "Post-'48" package of 210 top Columbia Pictures feature films has doubled the rating of WGAN-TV, Portland, Me., in the daily 5:30-7 PM strip and lifted the station from third to first in the market during that period, according to Gene Wilkin, general manager of the station.

In the Thursday night 7:30-9 PM slot where the Columbia films are also featured, ratings have gone up 33 per cent with the station moving from second position into a solid 52 per cent to 34 per cent share-of-audience lead, he added.

The November, 1961, ARB, for the daily airing of the Columbia film shows WGAN-TV in the No. 1 slot with a 38 per cent share. November ARB for Thursday nights gives the station a 52 per cent share and the No. 1 slot.

WCAU-TV Crew Covers Back-to-Work Voting

Philadelphia — WCAU-TV delayed the start of its Sunday late show in order to bring viewers newsreel coverage of a tense vote which ended the 22-week strike of Yale and Towne employees.

The meeting, held in Town Hall, was explosive with the back-to-work decision finally carried by only eight votes. The WCAU-TV newsreel camera was in the hall when results of the four-hour poll by paper ballots were finally announced.

Petrie, Reth Promoted

Milwaukee — Robert Petrie, WTMJ-TV supervising producer-director, and Budd Reth, staff director, have been named operations director and production services director respectively for the Milwaukee Journal station, beginning Monday.

Clairol Backs 'Deb '62' Spec

Cornelia Otis Skinner will be hostess and narrator of Clairol's "Debutante '62" special Feb. 9 on NBC-TV. It will trace development of the "coming-out party" in America, from the Philadelphia Assembly in 1748 to the elaborate and expensive parties of the present.

The filmed show will take viewers behind the scenes at balls in Dallas, St. Louis, Atlanta, Washington, Philadelphia, Chicago and New York.

Signed to write and conduct background music for the special is Mitch Leigh, head of Music Makers, Inc.

Double-Duty Tower



Paul W. Morency, Travelers president (right), and Carter W. Atkins, Conn. ETV Corp. president, inspect the transmitter site to be shared atop Avon Mountain.

WTIC's Transmitter To Slash ETV Cost

Hartford, Conn.—The Travelers Broadcasting Service Corp. and the Connecticut ETV Corp. yesterday announced plans to share transmitting facilities on WTIC property atop Avon Mountain.

The arrangement may save the ETV outlet as much as \$125,000 in immediate capital outlay, according to Carter W. Atkins, president of Connecticut ETV.

The offer was made by Paul W. Morency, Travelers president last July when WTIC presented a gift of \$30,000 to the planned ETV station. An engineering study was then undertaken to determine the feasibility of sharing the transmitting facilities.

Building to Start Shortly

Construction of a new tower, especially designed to accommodate the antennae of Connecticut ETV's Hartford station, WEDH-TV, Channel 24, and WTIC's FM station, will begin soon. The tower will also support an emergency antenna for WTIC-TV, Channel 3.

CETV eventually will operate UHF TV stations in Eastern Connecticut and Fairfield County in addition to the Hartford station. Many local programs will originate from studios soon to be constructed at Trinity College which has donated the necessary space to CETV.

Phil Landeck to Direct Filmways Commercials

Phillip C. Landeck has joined Filmways, Inc. as a director for TV commercials. Fred Raphael, vice president and general manager, announced yesterday.

For the last three years, Landeck was a staff director at Audio Productions. He has also been production manager for United States Productions and unit manager for Triton Films.

Gannon Warns of Reds

(Continued from Page 1)

Gannon. "Where it was once targeted in on Europe, it is now targeted on Africa, Asia, the Near and Far East, and right on our doorstep in Latin America."

He revealed that the Communists had adopted "some very effective U.S. broadcasting techniques, including the big radio quiz contest."

McGannon cited a 1957 quiz for the Arab world where "Radio Moscow urged all to listen in a pre-program build up, and beyond that, advertised in the local newspapers of several Arab countries.

"Those submitting the best answers to various questions pertaining to Soviet history and Arab-Soviet relations received awards: radios, phonographs, refrigerators and cameras."

Application Dropped

Washington Bureau of RADIO-TV DAILY

Washington — Chippewa Cable has asked the FCC to cancel its application for a new UHF-TV station on UHF Channel 25 in Eau Claire, Wis.

'CBS Reports' Reviews Lincoln's Early Days

Carl Sandburg, Pulitzer Prize-winning poet, will walk the home soil of Abraham Lincoln and recreate in song and story the frontier that Lincoln knew in "CBS Reports: Carl Sandburg — Lincoln's Prairie Years" Feb. 8 on CBS-TV. Howard K. Smith accompanies the poet.

U.S. Color TV Situation Blamed for Canada Lag

Montreal—"Because of the slow development of color TV in the U. S., we have to proceed with caution in Canada," according to CBC president J. A. Ouimet. He said conversion of Canadian production facilities would cost from \$25 million to \$35 million, and operating costs would be some 15 per cent higher than black-and-white.

Edison Fete to Learn Plans for ETV Ch. 13

Dr. Samuel B. Gould, chancellor, California U. at Santa Barbara, will make his first New York public appearance since he was appointed president of Educational TV for the Metropolitan Area, Inc. when he speaks Friday at the Thomas A. Edison Mass Media Awards dinner.

He plans to speak about the opportunity for broad educational and community benefits that can be realized through the operation of the recently acquired N. Y. ETV Channel 13. Educational telecasts will start in September.

The Edison Awards are for films, TV, radio and children's books.

Hits 'Jukebox Barrier'

(Continued from Page 1)

bring in people who have not been listening to radio. To survive we must find a new type of radio, by throwing off the shackles of the jukebox."

Survival, to Dundes, means continuing to compete against TV. Sometime ago, in New York, he and Allen Ludden created the CBS network "Dimension" feature which several times daily offers short informative talk segments on a myriad of subjects. Now, on KCBS Dundes has constructed "Spectrum 74," a four-hour daily extension of "Dimension."

WANTED

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

Box 151,

Radio-Television Daily,

6425 Hollywood Blvd.

Hollywood 28.



By TED GREEN

• • • Peter Elgar, producer-director topper, off to Toronto for a week of filming Canadian commercials for General Foods. Elgar got the call since his Esso commercials for hockey games in Canada over the past five years drew kudos up there. . . . Merv Griffin has quite a year ahead of him. The mail asking that he take over the Jack Paar spot is phenomenal. He subbed for Paar last night. On Feb. 14 and 21 he'll sub for Bud Collyer on "To Tell the Truth," then does personal appearances in Florida in March and the Ed Sullivan Show Apr. 1—all the time doing his own "Play Your Hunch" show.

• • • WTAO, Boston, hitting a new high since it changed to a better music policy. . . . Gene Hamilton makes a convincing bank executive on the Sterling National Bank commercials on WNBC's "Meet The Press" . . . Dan Dailey, picking out a continental phone with a French cradle at George's Furniture Galleries on 6th Ave., rushed things so he could catch a plane to the Coast. Incidentally, you should hear George doing folk music on WNCN-FM.

• • • Meet: Tom Gilchrist, executive VP and general manager of WESH-TV, Orlando-Daytona Beach, is a veteran broadcaster with active duty in all phases of the industry: radio and both VHF and UHF TV. A native of Florida, Tom got his start in Georgia on WMOG, Brunswick, in 1940. In '42 he went with WTMC, Ocala, as an announcer and 10 years later was named station manager. When John Perry bought the UHF station in Jacksonville, in 1952, Tom was appointed general manager of WJHP-AM-FM-TV, as well as manager of the Ocala property. He carried on one of the finest promotions for UHF TV and got the Jacksonville station into the black in three years against the one VHF station in the market. The conversion rate in Jacksonville was 92 per cent, probably the greatest in a UHF-VHF market. When the second VHF station came on the air, however, Perry finally sold the station and bought WESH-TV.



GILCHRIST

• • • Harry S. Goodman, syndicator, has come up with a new radio series called "Headlines of Yesteryear"—and it's a beaut. Running time averages just under one minute. Scripts are by Al B. Perlman (assisted by his scrumptious wife, Rhoda) . . . Jim Kane, TV spokesman and avid golfer, anticipating a happy pleasant week in Florida after shooting a one-day Sonoco commercial. Jim had to fly back the next day to do an industrial in town—golf clubs and all. . . . Videoville stars Dinah Shore, Jack Paar and Art Linkletter are among the contemporary notables who are quoted in Webster's new Third International Dictionary—a fabulous one, incidentally.

• • • Recording Rocket Adam Wade's great-looking duds are custom tailored by the same clothier who togs such best-dressed telestars as Ed Sullivan and Joey Bishop (sew what else is new?) . . . Cue Magazine's Eugene Boe understands Perry Como is so relaxed, when he enters a revolving door he just stands there and waits. . . . TV is pulverizing Japan's motion picture industry, too. Since video became solidly encamped there during the past year, over 200 Nippon movie theatres have bit the dust. . . . Faces in Places: Exquisite Diahann Carroll, who'll star in the new Richard Rodgers musical, "No Strings," looking like the Diahannswer to any guy's prayer at Trude Heller's Versailles, the mellow Gr. Village club. . . . CBS-TV's Helen Chioles off on a cruise of the West Indies and South America aboard the Greek Lines luxury liner "Olympia."

• • • Mr. and Mrs. John Gambling have checked into the Savoy Hilton for a three-week stay while the veteran broadcaster takes over the WOR program of his son, John Gambling, Jr., during his vacation. . . . If Nina Simone includes some Hebrew, Turkish and Persian songs on her next TV appearance, it will be the result of her coaching by noted Israeli singer Sarah O. Halevy, who can be heard on the Fiesta record, "Jerusalem," singing her repertoire of Middle Eastern songs.

High-Octane Carn At Minn. Gas Stat

Minneapolis — KSMP announced it will have a series on hand tomorrow evening of a new Uniflex gas to televise "all of the exciting glamor and colorful page this event." Three live shows scheduled, with Mary Jo 1 Cap'n Ken Wagner, sportor Tony Parker and the Carnival Bouncing Girls.

Jerrold Refutes False-Claims Charge

Washington Bureau of RADIO-TV
Washington — Jerrold Electronics, in answer to a false complaint by the FTC, has misrepresented the natural effectiveness of its "TV receiver antenna."

The company said it is a tenna, as represented, the adjustable, has a tuning is superior to rabbit-ear and does out-perform other rooftop antennas as evident surveys and does use the house wiring system, so statement made with respect the device is false or deceptive.

The company added that it no longer manufactures and vertises the device, the FTC complaint should be dismissed.

Medical Units Accredited Variety Club's Hospital

Trafalgar Hospital, New City, has been granted accreditation by the Joint Commission Accreditation of Hospitals, a national organization jointly sponsored by the American College of Physicians, American College of Surgeons, American Hospital Association and American Medical Association. The commission makes a complete survey of phases of a hospital's plant, facilities and administrative conduct and procedures for accreditation.

This is the hospital in the Variety Club of New York No. 35 is interested through the activities of Dr. Emanuel scientific director of The Institute of Applied Biology.

William Hansen to KOMO

West Coast Bureau of RADIO-TV
Seattle—William B. Hansen joined KOMO as an executive. He had been married to KIMA, Yakima, and nation manager of Cascade television.

STORK NEWS

A son, Raymond, was born to Mr. and Mrs. Walter Neidermeyer Jan. 24. Father is Program Director of WQXR.

Hey fellas...
have you seen what the
Hanna-Barbera studios
are up to now?



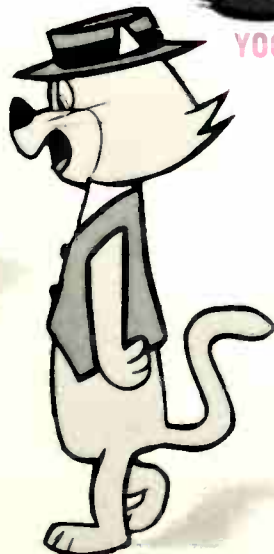
FRED FLINTSTONE



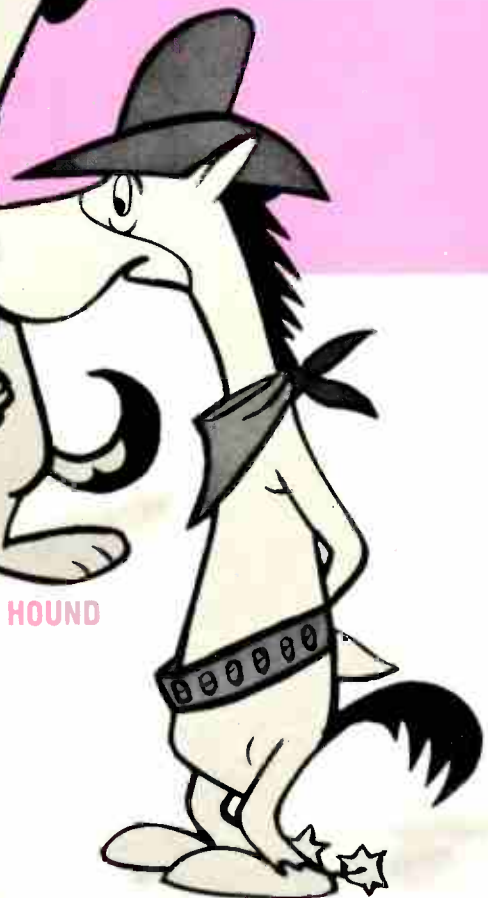
YOGI BEAR



HUCKLEBERRY HOUND



TOP CAT



QUICK DRAW MCGRAW

WOW-EEE! 156 hilarious new

*From the EMMY AWARD winning studios of
HANNA-BARBERA
creators of Huckleberry Hound, The Flintstones,
Yogi Bear, Quick Draw McGraw and Top Cat*

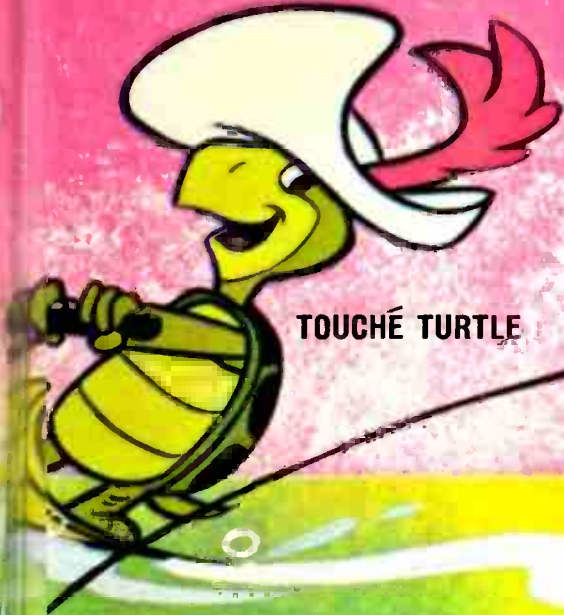
For the first time, the incomparably creative and successful animation studios of Hanna-Barbera are producing a series of cartoons in full color expressly for syndication.

The three hilarious new characters—Wally Gator, Touché Turtle and Lippy the Lion—are destined to share the same popularity as Hanna-Barbera's other great cartoon stars that have won the affection and loyalty of all the kids—and grown-ups, too—across the nation.

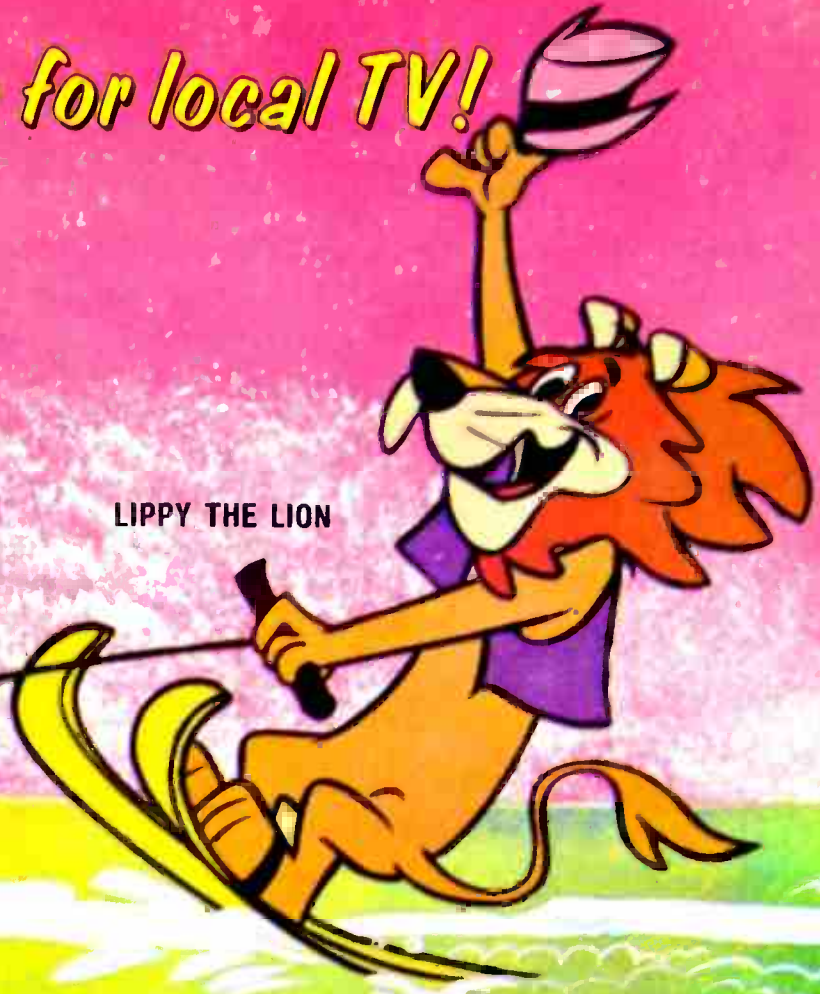
Put these five minute cartoons—52 each of Wally, Touché and Lippy—into your station's lineup, today!

Get the facts Today...You'll sign-up Tomorrow!

Cartoons exclusive for local TV!



TOUCHÉ TURTLE



LIPPY THE LION



WALLY GATOR



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

*and there's a
BIG merchandising
program to promote
us characters in
your city!*



Plans are set by Screen Gems Merchandising Division to flood every city with product tie-ins that will give these cartoons a tremendous plus of **free advertising** . . . more than you could ever afford to buy!

To date, the unique Hanna-Barbera characters, represented in toys, dolls, games, etc., have **sold in the many millions of dollars** . . . at the same time, adding immeasurably to the popularity of their TV series. In short, "**Lippy**," "**Touché**," "**Wally**" and their wacky pals will enjoy the same nationwide merchandising support as their kinfolk from Hanna-Barbera.

We'll be happy to show you how you can share in this important extra dividend!

©HANNA-BARBERA PRODUCTIONS



LIPPY THE LION



HARDY HAR HAR



WALLY GATOR



MR. TWIDDLE



TOUCHE TURTLE



DUM DUM

DISTRIBUTED EXCLUSIVELY BY

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



Acting Lures Saloon-Buster'

Bustin' up Old West saloons is nothing new to stunt man-turned-actor Hal Needham, and he's good at it. Peggy Ann Garner, upon completing such a scene with Needham for "Have Gun, Will Travel," said: "Whatever my face looked was real. He really throws punches." The episode will be seen on CBS-TV Feb. 10.

Richard Boone, who stars in and directs the series, said, "Hal has exceptional potential. He is needed in the direction of Charles Bronson." Needham attends acting classes which Boone conducts. As for Needham, he's looking forward to doing more acting. "In five years as stunt man I have broken five bones. You only have so many bones," he said.

Segments Launch Nelsons' 11th TV Yr.

The Coast Bureau of RADIO-TV DAILY Hollywood—Producer-director Ozzie Nelson has received a go-ahead from ABC-TV to film five segments of "The Adventures of Ozzie and Harriet" to open the series' 11th TV season next Fall. The episodes will be filmed when the 30 shows for this season are completed by the end of February. The Nelson family series co-stars Ozzie, Harriet, David, and Rick, with Actress June Blair. Dee's wife, joining the family group periodically.

Including its long radio run, the Nelsons' program will begin its 19th consecutive season next Fall, a record for a family comedy skin.

Desilu Sets Distribution Of Its Pix in Far East

The Coast Bureau of RADIO-TV DAILY Hollywood—Desilu Sales, Inc., has signed with Lungual International, Inc., for distribution of the entire filmed inventory of Desilu in the Far East. Japan, Korea, Thailand, Hong Kong and other areas are covered in the deal, which includes handling of productions valued at \$2,000,000.

H.S. Music Festival Sponsored on WRCV

Philadelphia—WRCV radio will present the annual All-Philadelphia Senior High School Music Festival featuring the All-City Choir and Orchestra tomorrow. The Bell Telephone Co. of Pennsylvania is sponsoring the Festival for the third consecutive year, through its advertising agency, Gray and Rogers.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Lewis K. Irwin is first half of Irwin-O'Donnell Productions, the most recent firm to enter the TV documentary field. Ed O'Donnell, sales half of the duo, returned from New York, reporting that the agencies gave Irwin's initial effort critical acclaim but refused to buy on the grounds that its controversial nature was unsuitable for association with their clients. "The Addict" is a striking expose of the narcotics problem. Now Irwin plans to lengthen it to 65 to 70 minutes for theatrical release. "The Idol," starring Bobby Vee, is almost completed and sale for sponsored network showing is imminent. Other projects include "A Decline of the American Cowboy," to be filmed in Lubbock, Tex., and "The Refugee," which deals with the problems of Chinese refugees in Hong Kong. Irwin's technique includes having the subject do the narration. In the case of "The Refugee" Irwin plans to have the English translation over the Chinese, a la the United Nations. Irwin plans to line up a deal for nine documentaries a year rather than deal on a single film basis.



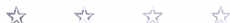
• • • Bob McAndrews upped to vice president and general manager of the John Poole Broadcasting Co., while William A. Sawyers returns to the company as vice president and station manager of KBIG and KBIQ (FM). . . . Producer Earle Lyon has announced six new writing assignments for upcoming segments of "Tales of Wells Fargo" series. They include "The Traveller" by Al C. Ward, "The Gold Witch" by Lewis Reed, and untitled scripts by William R. Cox, Richard Nelson, Albert Aley and Ellis Marcus. . . . Irene Cuffe, TV actress and comedienne, received good critical notices on her one-woman comedy act at the Troupers Club shindig. . . . The Supreme Court of California has ruled in favor of James Garner in not granting Warner Brothers an appeal of recent decision.



• • • James Loren, vice president of Henry Jaffe Enterprises, has announced the staff for the third "Highways of Melody" color show to be aired via NBC-TV April 22. Gregg Harrison will produce and direct; Harry Zimmerman will conduct the music, Tom and Frank Waldman will handle the writing chores and Tom Hansen is the choreographer. Loren is exec producer. . . . Nominations of finalists for the IBA awards will be announced this week. Banquet at which the winners will be announced set for February 13. . . . MGM has called off all press interviews and lunches for Richard Chamberlain for a while because of the hectic schedule the young star of "Dr. Kildare" has been maintaining.



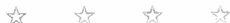
• • • After months of recording commercials in his home, following his near-fatal accident, Mei Blanc is finally able to do his work at recording studios, according to his commercial agent, Jack Wormser.



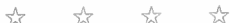
• • • Jack Haley Jr. has set three more subjects for the series of "Biography" documentaries that Wolper Productions is producing for Official Films. They are Amelia Earhart, Knute Rockne and Gen. George S. Patton. . . . KFWB celebrated landing a 52 week contract for the 24-hour Ranch Market by sending a basket of samples to the trade. Spots will run, natch, on the all night show.



• • • Jay Ward leaves for New York Feb. 9 to discuss next year's "Bullwinkle Show" with Producers Associates of Television and Dancer-Fitzgerald-Sample. Ward will make press and TV interview dates at various cities en route.



• • • Bill Dana has been set for a p.a. at a high school in Houston on Feb. 10, following which he will film a guestar role in The Danny Thomas Show. He goes into Mr. Kelly's in Chicago for a three and a half week run on Feb. 26. . . . Those new Olympia Beer commercials on ABC Radio West were done by Frank Butler. . . . KHJ-TV will telecast the finals of the Palm Springs Professional-Amateur Golf tournament from Indian Wells Country Club February 3. . . . KFRC received commendation from the San Francisco Chamber of Commerce for the series, "San Francisco Progress Report." Show airs Sundays at 10:30 AM.



• • • "KNXT Reports," "Emmy" award winner last year, will air a documentary Feb. 8 on the subject of mentally retarded children. Titled "The Child Apart," it will be telecast 10:30 to 11:00 PM.

Philharmonic To Tour Japan

A filmed and taped record of Leonard Bernstein and the New York Philharmonic on tour in Japan last Spring will be presented tonight on CBS-TV.

The tour was sponsored by CBS, and in addition to Japan, took in Canada, Alaska and four cities in the southern U. S. Highlight was the "East-West Music Encounter" in Tokyo, a music festival participated in by representatives of many nations. Other performances were given in Shizuoka, Nagoya, Osaka, Kobe and Hitachi.

Atlanta Outlet Cited For Polio-Shot Drive

Atlanta—WSB has received the Fulton County Medical Society's annual Award of Appreciation, for its part in a campaign to vaccinate the city's children against polio last June.


Atlanta health officials feared a serious outbreak of the disease when they found a critically high incidence of type III polio virus in tested cultures, and called on the city's mass media to help inform the public.

Dr. James F. Hackney, director of public health, commented, "We simply couldn't have done the job without people like those at WSB."

'To Breathe Free' Eyes Refugees of Red China

A report from Hong Kong, filmed in color by the NBC-TV religious programs unit in cooperation with the Southern Baptist Convention, will be a special offering on the network Feb. 18. Donald Davis narrates the program, which has been titled "To Breathe Free."

The report is chiefly concerned with the 1 million refugees that have been flowing steadily south from Red China for the past 13 years.



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Religionists to Honor Radio Clerics' Dean

Dr. Ralph W. Sockman, who is retiring after 33 years as "dean" of religious broadcasters in America and from his 44-year ministry at Christ Church Methodist, New York City, will be honored at the 11th annual board of managers meeting of the National Council of Churches' Broadcasting and Film Commission Feb. 6-7 at Riverside Church.

Saluting him at a dinner Feb. 6 will be Dr. Elmer Engstrom, RCA president, who will speak for NBC; Dr. R. H. Edwin Espy, who will speak for the council, of which he is associate general secretary, and Dr. Harry C. Spencer, BFC chairman. Dr. S. Franklin Mach is executive director of the BFC, which coordinates TV and radio programming for 20 Protestant and Orthodox denominations.

In business sessions delegates will explore the relationship of member communions to the BFC; listen to a report of the meeting of the World Association of Christian Broadcasters at New Delhi, and discuss technical questions concerning local programming, and the use of mass media in Christian education.

Indianapolis FM Plans Full Stereo Programming

Indianapolis—WISH-FM, which airs one-hour of stereo daily, plans eventually to air its entire schedule via radio's newest development.

When on stereo, the station beams two channels of audio: one on what is called the main carrier and another on a sub-carrier. Special equipment is needed to pick up the two-channel sound. Where stereo-FM sets are not available, multiplex tuners can be attached to existing stereo phonographs.

Manson to Score 'U.S. 1'

Eddie Manson will compose and conduct the musical score for the upcoming "U. S. No. 1: American Profile," on NBC-TV.

Co-eds to Debate Cadets On Gov't Aid to Schools

Two co-eds from Fordham U.'s School of Education debate team will oppose two West Point cadets on the Saturday premiere of NBC-TV's live "Championship Debate" series, originating in New York. Moderated by Dr. James McBath, president of the American Forensic Association, the opening debate is: "Resolved: The Federal government should provide more financial assistance to elementary and secondary public schools."



By PETER C. DAVALLE

Looks now as if Equity, the actors' union, is going to be split clean down the middle because of its 12-week-old strike against the Independent TV companies. In last week's stormy (and unofficial) Equity meeting called by Westward TV boss Peter Cadbury to point out the foolishness of the strike, actors such as Sir Donald Wolfit lashed his fellow members of Equity for protracting the strike . . . Now a break-away actors' union, divorced from Equity, seems certain. It would comprise only people working for TV and radio—the people who are taking terrible financial knocks as a result of the current dispute.

Tyne-Tees Television are whooping with delight over the fact that their program "Young at Heart" has scooped the pool by signing America's current singing idol Bobby Vee to make his British TV debut . . . Quite a prestige show . . . It was to appear in "Young at Heart" that dusky songstress Shirley Bassey turned down three other TV dates because, she said, she owed so much to TTTV directors George and Alfred Black.

The Phil Silvers-Polly Bergen hour "Just Polly and Me" show goes on from Granada TV this week. This will be our first meeting with Miss Bergen, though Bilko has become a household word in Britain.

BBC-TV produces some statistics to prove that it's continuing to win viewers from the commercial networks. Between October and December 1961, viewers spent 45 per cent of their time watching BBC programs and 55 per cent watching ITV, compared with 39 per cent for BBC and 61 for ITV during the same quarter of 1960 . . . Television Wales and the West's "Movie Magazine" has got into the Top Ten two weeks running—the first time for any local program to notch up such a double success.

Ulster TV's managing director R. B. Henderson presented a cheque on behalf of the company to the Association of Ulster Drama Festivals . . . Screen Partners of London, TV program contractors, have been wound up by a court order . . . British commercial TV comes under a searing spotlight in a new book "Power Behind the Screen," by Clive Jenkins, general secretary of the Association of Supervisory Staffs, Executives and Technicians.

ATV's subsidiary, Ambassador Bowling Ltd., opened its first tenpin bowling project at Ipswich this week. A total of 10 are likely by the end of 1963. One of the first matches to be played will be between Sgt. Bob Baker, the U.S.A.F. champion and Paul Lane, an instructor representing Britain . . . Opening of the new lane will be televised . . . Scottish Television's David Johnstone (director of news and current affairs) and Liam Hood (program director) have been appointed to the new posts of producer-directors.

A new company—Radio London Ltd.—has been formed with the object of eventually providing commercial radio transmissions throughout Britain. Voluntary subscriptions so far total £100,000. The company is seeking affiliations with provincial newspapers. Intention is for seven per cent of commercials to one hour of broadcasting . . . Michael Claff, a director of the new company, says "We don't see our programs as pre-canned package deal productions." Local events will be given wide coverage. But operations must await the Government-appointed Pilkington Committee's recommendations as to whether commercial radio should be allowed in Britain.

Radioman Heads Boosters

Kansas City—Paul Pipbert, KCMO market reporter, has been elected president of the K. C. Livestock Boosters' Club. The organization, with 300 members is made up of commission companies, stockyard officials and allied interests connected with the K. C. Livestock Market.

Stamford Station Cited

Stamford, Conn.—A certificate of merit has been presented WSTC and WSTC-FM by the Stamford Chamber of Commerce. The award, made to general manager Julian Schwartz, was for "unselfish and outstanding contribution to our business and community welfare."

Boston Radio Studio Traffic Safety Means

Boston—An in-depth report precautionary measures being taken to alleviate highway accidents and fatalities throughout Massachusetts, will be the theme of a WBZ documentary, "The Invisible Patrol," to be broadcast tomorrow.

Written and produced by Tom Carroll, WBZ production supervisor, it will be presented on behalf of the station's "Sounds of Democracy: 1962" campaign.

Participants on the broadcast will discuss the research and development of mechanical and scientific devices to improve highway safety and help reduce highway accidents.

TAC Appoints Kornfeld As Production Director

Daniel J. Kornfeld has been appointed production director for Television Affiliates Corp., it was announced by TAC VP Robert Weisberg. Kornfeld will be responsible for the flow of new TAC programs and of the supervision of technical standards of these subjects.

A veteran of 12 years in engineering and production, he started in TV as an engineer and subsequently advanced to producing and directing for various advertising agencies. With the advent of video tape he returned to engineering and production with WNEW-TV, New York.

Game Shows Returning?

(Continued from Page 1)

Jan. 2. In CBS-TV's Tuesday 8 PM slot, vacated by the Dick Van Dyke Show, the game invention within two weeks wound up ahead of "Bachelor Father" and "Laramie," its major network competition.

A G-T spokesman yesterday said that, with a number of comedy and action shows dropping by the wayside, more sponsors are seeking game shows as a solution. He claimed "the average life of a G-T show on TV is eight years, about six years above normal."

'Dapper Dan' Award To WWSW's Joe Tucker

Pittsburgh—Joe Tucker, WWSW sports editor and Pittsburgh Steeler and Pittsburgh Rens sportscaster, will be given a special award for his many contributions toward sports in his more than 25 years on the air at the 26th annual Post-Gazette Dapper Dan Dinner, Sunday at the Pittsburgh Hilton Hotel.

Pick 'Easter Seal Boy' To Spark Fund Drive

Chicago — Tommy Doyle, 11-year-old polio victim, has been named as the 1962 Easter Seal Kid by the National Society for Crippled Children. He will highlight the Society's Spring fund drive with appearances on TV and radio, at the White House and in national magazines.

1500 Aids Students Broadcast News

edar Rapids — An annual \$50 scholars' stipend has been established by the WMT Stations for a student majoring in radio or TV journalism at Iowa U. William W. Barton, executive VP of the stations, said selection of the recipient will be made by faculty members of the Iowa School of Journalism. The winner will be named at the annual Fourth Estate Awards banquet of the school in May, and join the WMT News staff in June for three months of practical broadcast journalism experience. Among his assignments will be reporting wire copy, local reporting, and film-making processes.

More Silent on Rumor Of Link with O'Malley

Coast Bureau of RADIO-TV DAILY Hollywood — Richard Moore, president of KTTV and a top executive of the Times-Mirror Broadcasting Corp., declined yesterday to comment on a locally published rumor that he will be resigning his present connections wholly to associate himself with Rogers president Walter O'Malley and capitalist-politician Edmir Pauley in a pay-television project involving the telecasting of Dodgers baseball games. No specific system or detailed plan of operation has been named in present rumors.

Programming Cost Outpaced Surging '60 Revenues: Scott

(Continued from Page 1)

which CBS' Dr. Frank Stanton and he have repeatedly countered. Sarnoff, in his opening statement, said:

"We cannot accept the premise that the public interest demands the regulation of networks and all that remains is to decide just how they should be regulated."

He added that the paramount idea of the democratic process is that "people themselves, given opportunity for choice, can best choose for themselves. Against this remarkably effective system of free choice, some would impose the centralized authority of government to determine what is good for the public to see and hear... the audience must be captivated—not made captive by government dictate. Indeed nobody ever took an audience by force."

If the doctrine of regulation is

Specialized interests, whom he identified as authors of most criticism, Sarnoff said, have little liking for it, are not willing to seek out programs they might like and feel TV is failing "because it is not shaped in the image of their own tastes."

adopted, Sarnoff asked his inquisitors, will they similarly "go behind the network to the production companies from which the network obtains most of its entertainment programs?"

Walter D. Scott, executive vice president, NBC-TV network, tes-

tified on what he called the "realities of the economics of networking" using figures developed from FCC financial data on the industry's operations.

Cites Program Costs

Scott pointed out that although TV's effectiveness as a national advertising medium has resulted in substantial and continuing increases in sales volume for all three networks, programming costs have increased even faster.

After applying the deficits from programming operations to the revenues from time sales, the re-

"By its very structure, a commercially-based system, dependent for success on public favor and spurred by economic competition, would have to be continuously responsive to the tastes and desires of our national public," Sarnoff said. "This would be its primary regulating force, rather than the personal tastes and desires of private managements, subsidizers or government officials."

sult was a drop in after-tax profits from \$20.8 million in 1956 to \$16.1 in 1960 for the three networks.

The three networks' share of the total TV industry profits has also declined, Scott said, from 23 per cent in 1956 to less than 14 per cent in 1960.

Earlier, Sarnoff, speaking on the profit theme, said there is scarcely enough ad revenue to support three networks, and so "an exceptionally high premium has been placed on competitive audience success. This has become almost the price of survival for networks, which operate on extremely thin profit margins... the network that falls too far behind... will be handicapped... and its service will inevitably deteriorate."



SCOTT

Duckpins Put Station ID In Every Kegler's Score

Pittsburgh — WJIC-TV has achieved such strong identification through its "Duckpin Derby" series that bowlers here now refer to a 7-11 split as a "Channel 11."

Journalism Profs Seek Vacation Jobs

Delaware, O. — The American Society of Journalism School Administrators has set up a summer faculty-fellowships committee to bring together radio and TV news departments seeking summer help and journalism professors who are interested in vacation season work.

ASJSA president Verne E. Edwards, Jr., of Ohio Wesleyan, announced the program this week and suggested that broadcasters and advertising executives looking for Summer help contact his committee.

Milwaukee Sons Return As WTMJ Announcers

Milwaukee — Larry Butler and Bob Knutzen, natives of this city, have joined the WTMJ-AM-FM-TV announcing staff.

Butler joined the Milwaukee Journal station from WRJN, Racine, Wis., where he worked for the past three years.

Knutzen, a musician and actor, was staff announcer for the Wisconsin state broadcasting network and for WMTV, both in Madison.

Scott Muni Citation

Scott Muni, of WABC Radio, has been awarded a Citation of Merit by Mrs. Fiorello LaGuardia for "devoted participation in the fight against muscular dystrophy."



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News Flashes From Coast-to-Coast

On Track with Tape

Seattle—KOMO-TV video-taped the Oregon Invitational Track Meet for ABC's "Wide World of Sports," telecast on the network. KOMO-TV will carry the program next Sunday.

Manages Pupils, Too!

St. Louis—Don Levitan, KADY radio KADI-FM manager and program director, is teaching the ins and outs of broadcasting at Lindwood College.

Man Behind Scenes

Greenville, S. C. — Murray P.

Havens, new art director of WFBC-TV was formerly in charge of the art gallery and museum at Bob Jones U., and scenic designer for the stage.

WFGA-TV Additions

Jacksonville — WFGA-TV has added William Allyn to the sales exec staff and Joe Caldwell as news editor.

Gearhart at KHOU-TV

Houston — Nick Gearhart, formerly of KFMB-TV, San Diego, and WWL-TV, New Orleans, will become KHOU-TV news editor

Mar. 1. He replaces Dan Rather who joins CBS News.

At Bat for Juniors

South Bend—Walter A. Sweitzer, program director for WSBT-AM-TV, has been elected to the board of directors of the Junior Baseball Association here.

Mary Kaye Trio Repped

Hollywood — The Mary Kaye Trio, TV and night club entertainers, has signed with the Charles H. Stern Agency here for representation in the radio-TV commercials field.

'Banjo-Eyes' Tribute Led by Jack Benny

Jack Benny will be special guest at the national celebration of Eddie Cantor's 70th birthday in the Fontainebleau Hotel, Miami Beach, on Feb. 24. Louis H. Boyar is national chairman of the event, sponsored by the State of Israel Bond Organization to mark the formal launching of the 1962 campaign for Israel Bonds for the economic development of Israel.

Cantor has been a key personality in the Israel Bond drive since its inception in 1951, and was recently re-elected national chairman of Builders of Israel in the campaign.

Others on the sponsoring committee, of which Herbert H. Lehman is chairman, include: former Presidents Herbert Hoover and Harry S. Truman; Supreme Court Chief Justice Earl Warren and Justices Tom Clark and William O. Douglas; Agriculture Secretary Orville Freeman; HEW Secretary Abraham A. Ribicoff, and Mrs. Franklin D. Roosevelt.

Sunrise Outlets Fight

(Continued from Page 1)

bers pointing out that Feb. 8 is the deadline for filing protests to the FCC and that they must submit an original with 14 copies.

Under the proposal, daytime-only stations would not be permitted to operate before prescribed sunrise while fulltime regional stations would be restricted to their nighttime directional patterns in morning operation prior to sunrise. At present these stations may operate from 4 AM under daytime rules.

KHOU-TV Adds Art Dir.

Houston—Former Houston U. design instructor Bob Howery has joined Corinthian's KHOU-TV here as art director.



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AGENCY NEWSCAST

By WM. McCUTTIE

The 1962 Arthur Kudner Award "for excellence in creative advertising for institutional advertising" will be presented at the annual meeting of the American Association of Advertising Agencies Apr. 26-28 at The Greenbrier, White Sulphur Springs, W. Va. The awards established in 1959 in memory of the late Arthur H. Kudner, consist of a bronze medal and \$500 in cash and are given to the writer(s) of the winning ad or commercial.

McCann-Marschalk Co. has appointed Beverly Smith and Harry Thompson VPs. Smith also will be TV-radio services director. Thompson is an account supervisor.

Warwick & Legler has named Howard Connell VP in charge of



CHRISTIAN CONNELL

copy and Andrew V. Christian VP in charge of radio and TV. Connell will be responsible for the direction and supervision of creative copy as well as the administrative responsibilities of the copy department. He joined the agency in 1961 and is a member of the management committee. Formerly was with FC&B. Christian has been with W&L since 1957.

Florigold Oranges and Grapefruit, producer of Sealed Sweet Sales, has begun a long-term campaign on WNAC Radio, Boston. Agency is Joseph Jacobs Associates, New York.

Bill Burrud Productions, Holly-

WTRF Gives Staffer 'Equal Lack of Time'

Wheeling, West Va.—Wesley M. Manley, public service director for WTRF-TV, filed for the nomination to the Ohio County Board of Commissioners and, thereby, knocked himself off TV. The station asked him to forego his appearances on WTRF-TV's public service programs until after the primaries to insure "fair and equal" chance for the three candidates for the office.

Brochure Reflects Three-Media Study

Wausau, Wis.—WSAU-TV, in cooperation with WSAU Radio and the Wausau Daily Record-Herald, has published a research brochure, "The Wausau Test Market Story." The 14-page booklet—with maps, coverage statistics, market data and household info—is a proposal for copy, product and general market testing in the area by the three media. Contact the station for copies.

wood, has sold the new, global "True Adventure" TV program to The Foremost Dairies, San Francisco, in a number of markets. Foremost this week begins telecasting the program in color on KRON-TV, San Francisco. Other Foremost stations to carry it include KCOP, Los Angeles, WFRE, Fresno, and KIRO, Seattle. Additional markets are pending out of Guild, Bascom & Bonfigli subject to half-hour clearances.

Music's Growth Sets Trade Show Tempo

The Music Industry Trade Show at the Hotel New York June 24-28 will be sponsored by the National Association of Music Merchants. Growth potentials the music industry—which has steady 5 per cent average expansion annually—will be the convention's keynote.

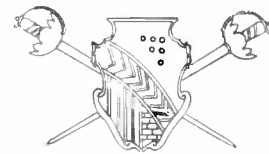
Top manufacturers and retailers have registered and the "biggest display of musical instruments and related products" planned.

William R. Gard, NAMM executive secretary, said that the population increase and a "cultural awakening" mainly are responsible for the industry's pace.

A greater proportion of Americans are music-minded, he explained, "and they are turning music merchants for everything from instruments for amateur music-fests to stereo phonographs and records."

WINS Airs Ski News

WINS sports director Lester is broadcasting one-minute capsules of weekend ski conditions every hour beginning 5 PM Thursdays and ending 9 AM Friday days throughout the current season.



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10, NO. 22

WEDNESDAY, JANUARY 31, 1962

TEN CENTS

GOLDEN AGE IS AHEAD: WERNER

1 Pilots Launched by 20th-Fox

ated for '62-'63;
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On Century-Fox TV this
kias 11 pilot films in vari-
ages of production — 10
m scheduled for the 1962-
season, and the other for the
-4 market. The latter is "The
and The Odyssey," hour se-

ou shows for next season
Dateline—San Francisco,"
ig Rod Taylor and produced
Jles Bricken; "Five Star
al, with a New York back-
an; "County General," pro-
edin conjunction with Bel-
st Television, Danny Kaye's
pendent TV organization,
n Robert Forrest as executive
(Continued on Page 5)

-IA Distribs Abroad;
r Foreign Ops VP
vUA has terminated its
hise agreement with Interna-
al Television Programs, Inc.,
olng foreign placement of
TV product, and is now han-
gits own overseas distribu-
he ITP agreement had been
(Continued on Page 8)

bit Coverage Costs
Pling Up for 'Casters
os to radio and TV networks
sting up and maintaining
iment and personnel for cov-
g of the repeatedly-postponed
orbit shot have been estim-
at more than \$1 million to
e by Lew Shollenberger,
s coordinator of pool ar-
gements. "With further post-
ments, costs continue to
ut," he said.

'Espionage' Series In 4-Corner Deal

Associated TeleVision, Ltd.,
and its American subsidiary, In-
dependent Television Corp., have
entered into an agreement with
NBC International and Plautus
Productions for the co-financing
of an hour series, entitled "Es-
pionage," to be produced in Lon-
don. The pact provides for the

(Continued on Page 4)

Revercomb Re-elected NAB Sec'y-Treasurer

Sarasota — The NAB board of
directors at their semi-annual
meeting here yesterday unani-
mously re-elected Everett E. Rev-
ercomb secretary-treasurer for his
seventh one-year term. In April,
'56, he succeeded the late C. E.
Arney.

Cowan Producing Series On Ernie Pyle Stories

Ernie Pyle's Pulitzer Prize-win-
ning stories of the ordinary Amer-
ican fighting man in WW II will
be made into an hour TV film
series, beginning in February. Ti-
tled "Brave Men," it will be pro-
duced by Lester Cowan's inde-
pendent production company.

Two-Million \$-Tag On Denver TV Sale

Denver — KTVR-TV, non-net-
work affiliated station here, has
been sold by Gotham Broad-
casting Corp. to Bill Daniels for \$2
million. Gotham, headed by J.
Elroy McCaw, acquired control of
(Continued on Page 8)

FCC Gets Lessons In Arts, Practices, Finances of Nets

Washington Bureau of THE FILM DAILY
Washington — "The Golden
Age is neither behind us, nor
upon us; it is ahead."



WERNER

With these
words, NBC-TV
programs vice
president Mort
Werner yester-
day struck back
with the voice
of authority,
drowning the
chorus of dis-
gruntled produ-
cer-critics which
echoed through
last Summer's
FCC hearing halls in New York.
"Some of the claims made for
(Continued on Page 7)

Vrba Supervises KTTV Half-Million Expansion

West Coast Bureau of RADIO-TV DAILY
Los Angeles—John Vrba, KTTV
VP in charge of sales, has been
named to head up the station's
\$500,000 expansion program (Jan.
29, RADIO TELEVISION DAILY). Rob-
ert Fierman will spearhead the
new division.

SG's 'Shannon' Scores In 109 U.S. Markets

"Shannon," Screen Gems' first-
run adventure series starring
George Nader, was sold for 52-
week runs in five more major
markets this week, bringing the
syndicated series' sales to a U.S.
total of 109 markets. In dubbed
form, the series has been sold in
Canada, Australia, Japan, the
Philippines, Mexico, Brazil, Puer-
to Rico, Argentina, Uruguay, Ven-
ezuela and Finland.

Let's Talk
It Over

While Examiners Fiddle,
R-TV's Press Freedom
Remains Burning Issue

By ARTHUR PERLES

THE FCC these days is engaging the prime interest of public and in-
dustry alike in its three-week Washington fishing expedition. Thus far,
the examiners seem to have hooked little more than a messy creel of
mollusk-covered overshoes of sponsor interference, wriggly eels of mouldy,
bygone quiz scandals and rusted tin cans of alleged program-rating
manipulations.

Meanwhile, one is apt to lose sight of a truly significant matter that
involves the basically democratic issue of freedom of the press for both
radio and TV. It is a subject on which we will hear much when the NAB
public affairs and editorializing committee confers in Washington, March
1 and 2.

Perhaps the most gratifying experience of many since beginning my
stewardship as editor of RADIO-TV DAILY some eight months ago has
been recent messages of encouragement that have poured in here for
(Continued on Page 8)

ONY BENNETT! TONIGHT ON PM EAST & PM WEST





Vol. 90, No. 22 Wed., Jan. 31, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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delle Gioie 9, PUERTO RICAN Bureau: Antonio

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

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

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

Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone

46-4324.

ATAS Forum Peers At TV's N.Y. Future

Television's future — in New York, anyway—will be the subject of the TV Academy's third forum of the season on Tuesday.

Panelists will be producers Herbert Brodtkin, Eugene Burr and Herbert Leonard, director Norman Jewison, CBS executive Michael Dann and AFTRA National Executive Secretary Donald Conaway.

Excellent Opportunity

Personnel with AGENCY, STATION OR REP EXPERIENCE

ESTIMATORS CONTRACT TYPISTS POSTING CLERKS BOOKKEEPERS OFFICE MANAGERS

Reply Box No. 148, RADIO-TV DAILY 1501 Broadway New York 36, N. Y. Our personnel know of this ad.

COMING AND GOING

JAMES HAGERTY, ABC VP in charge of news, public affairs and special events, is in Cincinnati today to address the Advertising Club there.

POLLY BERGEN has arrived in New York to rehearse for her guest starring role in the Friday telecast of "The Bell Telephone Hour."

PAUL MONSON, broadcaster and travel lecturer on WSPR, Springfield, Mass., has returned from Peru, where he gathered pictures and lecture material.

SUE GOLDMAN, BBC-TV program assistant, in Los Angeles and San Francisco, to visit network studios and TV stations.

RUTH (SCHLANGER) FRANK, associate editor of Sponsor Magazine, has returned to New York following a week in the Catskills.

ARTHUR M. SWIFT, station manager of WTCN, Minneapolis, has returned from a New York business trip.

ROBERT C. FRANSEN, national sales manager of WTCN, has returned from Chicago agency calls.

PAUL N. ROBINS, president of Permafilm, Inc., has started a six week tour of the company's European Perma Film Protection and Perma New Scratch Removal System franchisers.

CANADA ADS ON U.S. R-TV UNHURT BY MAGS CURB

Special to THE FILM DAILY

Montreal—Any curb on Canadian commercials over U. S. radio and TV stations, similar to the move announced concerning Canadian advertising in U. S. magazines, would have to be considered independently of the magazine problem, according to Finance Minister Donald Fleming.

Pointing out there is no way of stopping U. S. radio and TV programs — including commercials aimed at Canada and paid for by Canadians—from being listened to and looked at in Canada, he said the government, however, could hit out at Canadian companies that claim such advertising expenses as deductible for income tax purposes.

Exact Amount Unknown

Neither the Board of Broadcast Governors nor the Canadian Association of Broadcasters could say just how much Canadian advertising does go to U. S. radio and TV stations, primarily those within reach of a sufficient number of Canadian viewers near the border—mainly in Southern Ontario and Southern British Columbia.

The question of curtailing income tax deductibility for Canadian advertising on across-the-border stations was raised in the Canadian House of Commons by W. A. McLennan.

Films Ink TV's Sober For Role as Alcoholic

TV actor Stanley Sober will make his motion picture debut in Warner Bros.' "Days of Wine and Roses," starring Jack Lemmon and Lee Remick. He will portray an alcoholic. Martin Manulis will produce and Blake Edwards will direct from a screenplay by J. P. Miller, who wrote the original story.

Production is scheduled to start in February.

Tho' Auto Breaks Knee Nothing Can Break DJ

Pittsburgh—You just can't hold a good deejay down, even if he's got a broken knee. KDKA's Art Pallan, injured in an auto accident, is doing his daily morning show from his bed in St. Francis hospital, where he'll be for the next two weeks.

Lincoln Look In Kiddie Time

Washington Bureau of RADIO-TV DAILY

Washington — WTOP-TV will air the "CBS Reports: Carl Sandburg—Lincoln's Prairie Years" program on Feb. 12, Lincoln's Birthday, although the network will present the documentary on Feb. 8. The station said the half-hour program will be videotaped and aired at 7 PM to enable school-age children to see it, as well as adults.

The change in date was necessitated by WTOP-TV scheduling a special hour editorial on "Maryland's Savings and Loan Scandal" during the time the network will be telecasting the Lincoln program.

Cairo Prof. on Philly TV

Philadelphia—Dr. Ahmed Fakhry, professor of history of art, ancient Egypt and the East at the University of Cairo, will be guest panelist on WCAU-TV's "What in the World?" Saturday. The program is produced for the WCAU-TV Public Affairs Department by George Dessart and directed by Merrill Brockway.

FINANCIAL

(Jan. 30)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Collier, Decca, Disney, East. Kodak., Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Theat., Magnavox, MCA, M.G.-M., NAFI, Nat. Theatres., Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Esquire Inc., Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Bartell, Jerrald, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Role for Lee Grant

Lee Grant has been signed major role in "Saturday's Children," Feb. 25 on CBS-TV's "Golden Showcase."

WANTED

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

Box 151,

Radio-Television Daily, 6425 Hollywood Blvd. Hollywood 28.

McLendon Outlets Sub Red Reports for News

Washington Bureau of RADIO-TV DAILY

Washington—The McLendon group of radio stations will begin its regular hourly news broadcasts for one week beginning tomorrow when it substitutes Radio Moscow's direct wave English-language broadcasts. At a special press conference here, Gordon McLendon

Americans take a free and full press and radio for and. Now, for an entire week, they will be exposed to the controlled Soviet press exactly as the rest of the world hears it." McLendon noted that the experiment was preceded by secret taping and studying of Russian broadcasts for several months.

No 'Interpretations'

We will make no commentary or subjective interpretation of the broadcasts," he said. "In this case, it is not our purpose to interpret the content of Russian news further to present it exactly as it is broadcast, objectively, and let the public sit as a collective judge and jury. To meet your enemy objectively, you must know him." McLendon added that all regular newscast sponsors will be offered the option of a "hiatus" during the eight-day period. Stations involved are: KLIF, Dallas; KHOU, Houston; KTSA, San Antonio; WYSL, Buffalo; KABL, Oakland; and KEEL, Shreveport.

Lange to Announce Misses Ernie Series

San Francisco — Jim Lange has been named as announcer for the new Misses Ernie Ford series, beginning Apr. 2 on ABC-TV. Lange has been in broadcasting since 1936. He majored in radio and TV while in college, worked on a children's TV show in Minneapolis, and during his time in the Marine Corps was a radio announcer in Honolulu. Most recently he has been with KGO.

Lange Turns New Leaf

Floyd Zulli, NYU professor, has introduced a new literary program, "Books on Call," on CBS Radio. Producer is Martin Lager.

Kildare Exposes Quack

An appeal that medical quacks are for their unfortunate victims explained and vicious medical fakery exposed on the "Witch Doctor" episode of MGM-TV's "Kildare" series now shooting. Documents the story of a young man who, out of fear of surgery, turns to a charlatan. It will be aired on NBC-TV Mar. 29.

Producer of 'Big Lie' Exposes Commie Twist

Mutual radio network producer Frank Miller of "The Big Lie" program sent Gordon McLendon a congratulatory wire—plus a warning. "From experiences we've gained airing 'The Big Lie' for past 16 weeks . . . want to alert you to newest and most dangerous Communist trick—doctoring by-liners' pieces, then quoting such altered texts as parts of Commie line." Miller pointed out his program debunks such tactics by the simple expedient of getting the by-liner or editor to appear on "The Big Lie"—and read the unexpurgated version from original copy.

"The Big Lie" won RADIO-TV DAILY's "All-American Awards" poll as "Best Public Service Programming in Radio."

WHEC Loses '56 Tax Case

Washington — The U.S. Tax Court says WHEC, Inc., operator of TV Channel 10 in Rochester, N.Y., owes \$16,285 in additional taxes for 1956.

The case stems from a legal battle after WHEC, Inc., and Veterans Broadcasting Co., were permitted by the FCC on Mar. 11, 1953, to operate the channel. Federal Broadcasting System, Inc., protested the award. The court said it was not until Mar. 12, 1958, that the commission's decision became final, although the station has been operated by WHEC, Inc., since November, 1953.

WHEC, Inc., deducted \$31,318 on its 1956 income tax return for legal, engineering and research expenses connected with the legal battle. But the court said the firm was not entitled to deduct that amount as an ordinary and necessary business expense.

Newsman Plumps for Politico

Fort Worth—Dave Naugle, news director of KFJZ and the Texas State Network, is taking a leave of absence to handle radio and TV publicity for John Connally's gubernatorial campaign.

His first assignment consisted of writing and producing a 15-minute film profile of Connally, which was telecast statewide Jan. 19 in

Sta. Relations 'Lift' Seen via Hearings

Charlotte, N.C. — Donald H. McGannon, president of Westinghouse Broadcasting Co., says that he looks for a closer coordinated relationship between networks and their affiliates as a result of the current FCC hearings.

McGannon, in Charlotte to address a community luncheon in behalf of Radio Free Europe, was interviewed by WBT-WBTV newsmen.

Favors Pre-Monitoring

"I think a closer coordinated relationship between the network and the station, the opportunity to establish a better running liaison by pre-exposure and pre-monitoring of the programs involved," McGannon said would solve the problem of network control of TV programming.

"It is my conviction that the ultimate and sole responsible person must be the station licensee. And it must be borne in mind that the networks are licensees of some of the most important stations in the country. I don't believe licensing networks in and of themselves is going to solve anything in this particular area," he concluded.

S.C. Outlets Up Kanipe, Add Holbrook to Staff

Greenville, S.C. — Lee Kanipe has been named director of the combined news departments of WAFB-TV and Radio. He has been with the station for four years, is now a VP and is also a director of the Radio & TV News Directors Association.

As part of the same move, John Holbrook has been added to the staff. He will handle the daily "Night Report" on TV and news summaries on radio.

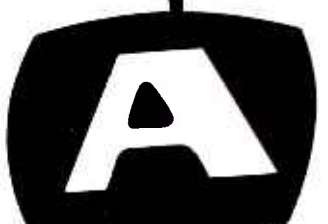
AB-PT Attaches Firm Of Late Ernie Kovacs

American Broadcasting - Paramount Theaters Inc. has obtained a court order in New York to attach more than \$124,000 in assets of E. and E.K. Enterprises, headed by the late Ernie Kovacs. The writ is for production services on four Kovacs TV programs.

the formal opening of the campaign.

Naugle started with KFJZ in 1941, served three years in the Navy, and worked with KTBC, Austin, and WFAA, Dallas, before returning to KFJZ in 1948. In 1957 he became program director, and in 1960, news director of the station.

in the public interest



Representative: MEEKER

Station Manager Gives Employees a Belt

Bridgeport, Conn.—WNAB general manager Alton J. Lenoce has decided that his staff should practice what they preach. The station, in cooperation with the Conn. State Police, has been running an all-out campaign on highway safety. So Lenoce has decided to give automobile seat belts free to all WNAB employees.

CBS-TV Nat'l Sales Shifts Mgrs., Staff

CBS-TV Stations National Sales, as a result of opening a new office in St. Louis, has transferred two sales execs and three account execs and added two new staffers. William F. Miller goes from New York to the new office as sales manager, and John J. McCrory from New York to KMOX-TV, St. Louis, as assistant sales manager.

Account exec transfers are Hal Abrams and Charles Linton from Chicago to the New York office, and Robert Fairbanks from San Francisco to Chicago. New execs are Robert Cochran, assigned to San Francisco, and Thomas Stanton to Chicago.

Both Were with Katz

Abrams had been an account exec in Chicago since last May, and before that was with WBBM-TV and the Katz Agency, both in that city. Linton, on the Chicago staff since August, 1960, also was with Katz and WNEW-TV. Fairbanks began with CBS at KCBS, San Francisco, in 1951 and has also been with KNX and KNXT, San Francisco.

Cochran joins National Sales from KNXT, where he has been since September, 1960, and before that was with KCBS. Stanton, who switches from KMOX-TV, previously was with KWK, St. Louis, and the Pet Milk Co. there.

British, U.S. Producers Join NBC in TV Series

(Continued from Page 1)

"Espionage" series to be co-produced and co-financed among all parties. Production, which will begin approximately Apr. 1, will be conducted in such a way as to be accepted 100 per cent under British quota.

Herbert Brodtkin, Plautus president, has enlisted the aid of Peter Stone as writer and David Greene as director for the pilot.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. ELderado 3-0405



By TED GREEN

• • • Director Martin Carr celebrates his 30th birthday in New Concord, O., where he's directing the CBS "Calendar" show. New Concord is the hometown of Lt. Col. John Glenn. . . . Producer-Director Bill Hobin had to choose one new dancer from over 200 who tried out Friday for a spot on the "Sing Along" show. . . . Actress Nancy Tribush, featured in the road company of "Bye Bye Birdie," flew home between shows in Pittsburgh to help her parents celebrate their 25th wedding anniversary. She just made it back in time, getting to the Nixon Theatre in Pittsburgh 30 minutes before showtime.

☆ ☆ ☆ ☆

• • • David Gordon's "Phase 2" theatre-cafe on Bleecker St., for the ninth time in two years, debuts a new major musical revue tomorrow. Titled "Encores, The Best of Phase 2," it brings together the best sketches and songs selected from previous Phase 2 revues. Produced and directed by Bob Waxman, the show features in its cast Fayn LeVeille, Bokara Legendre, Mylo Quam and Dave Vos. . . . Brook Benton will follow his Ed Sullivan appearance on Sunday with a theatre engagement in Washington. . . . Jack "Queen for a Day" Bailey is writing a book. . . . TV is blamed for the closing of 200 movie theatres in Japan. . . . Overheard at the Britania: "Things are so bad in Central Park that even the muggers are walking in pairs." Teen-age singers Patty and Peter are show biz' newest brother-and-sister act. Their current click is "Tarzan Baby" on the Sands label. . . . Debbie Reynolds is rehearsing a night-club routine.

☆ ☆ ☆ ☆

• • • Harold (Bud) Austin has exchanged the indoor games at Goodson-Todman, where he's executive VP, for 10 days of outdoor sports on the sands at Nassau. . . . CBS-TV's last staff director was asked to accept an assistant director's post or resign. He resigned. . . . Songsmith Jay Livingston to his music collaborator Ray Evans: "Have you been to the Peppermint Lounge?" Ray Evans: "Not really. It didn't happen to me but it happened to my Twister!" . . . "I'm Too Old," a delightful chantey by lyricist-scripter Jimmy Shelton, is earmarked for Sinatra's next ailer. . . . Since leaving CBS for Time, Inc., he's lengthened his name to Sigfried Mickelson. . . . Of all the big-time actresses, Dina Merrill breaks into print the least. . . . Composers Jay Livingston and Ray Evans insist that the Twist was invented by Abe Reles. (Sotto: He was the late gunman known as Kid Twist).

☆ ☆ ☆ ☆

• • • The history-making recording of "Big Bad John" (Columbia) by Jimmy Dean, has set a new frontier in the disc business. This is the first time in 3 years that a 'single' is selling over the million mark. Now the album is out too! . . . RCA Victor has acquired the exclusive recording services of the celebrated singer-composer, Paul Anka. . . . The original cast album of the Richard Adler-Robert Alan Aurthur musical, "Kwamina," has been released by Capitol. . . . "Go on Home," a new Patti Page Mercury single already pre-tested in key markets, is strictly from Hitsville. . . . A new stereo test record designed for both the audio engineer and the high fidelity hobbyist has been released by Columbia Records.

☆ ☆ ☆ ☆

• • • Columbia Records November release, "Sviatoslav Richter at Carnegie Hall," has become a runaway best-seller, according to early sales figures. During the album's first three weeks on the market, over 1,000 pieces were bought in New York City alone, an unusual pace for a classical package, particularly for a two-record set. Reports from Boston, Philadelphia and Washington indicate similar enthusiasm. . . . Mitch Miller's newest "sing along" LP, "Holiday Sing Along with Mitch," has sold over 500,000 copies in less than two months on the market. Released by Columbia Records in October, the LP is the 15th in the celebrated "Sing Along" series. . . . RCA Victor Records announced that Elvis Presley's "Blue Hawaii" album, has also sold well over 500,000 copies and has been audited and approved for a Gold Record Award by the Record Industry Association of America.

Boxer-Trained Emcee 'On Time' with Biscuits

Winston-Salem — Prof. Falst. Boxer, one of the few American boxer dogs to ever receive a PhD, presides as director of animal activities on WSJS-TV's "In-Da-School," weekly obedience training program. Prof. Boxer's exhibit is emcee Bob Gordon, whom he has perfectly trained to feed him both his cues and his biscuits on time.

Showbiz Bigs Added As Museum Founders

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Seventeen additional people—from TV, radio, film, recording and general business fields—have joined the growing Founder-Member ranks of the Hollywood Museum Association.

They are Eddie Alperson, James T. Aubrey, Sidney F. Brody, Victor Carter, Robert Cobb, Guy Della Cioppa, Don Feddersen, Bobby Helfer, Stanley Kramer, Francis Lederer, Jerry Lewis, Bart Lytton, Joel McCrea, Abe Meyer, William T. Paley, Dr. Frank Stanton and King Vidor.

Construction of the Museum across from Hollywood Bowl is expected to begin late this year.

Swayze Off in February, Crager Subs in 3 Shows

Joel Crager will fill in for James Cameron Swayze on three ABC Radio late afternoon news shows while Swayze is on vacation from Feb. 5 to Mar. 2.

Swayze is making an around-the-world trip which will take him to Hawaii, Hong Kong, Malaya, Cambodia, Thailand, India and Switzerland.

Pat Weaver to Speak

West Coast Bureau of RADIO-TV DAILY
Hollywood—Sylvester L. (Pat) Weaver will be the featured speaker at the Los Angeles Heat Association kick-off breakfast Friday at the Statler Hilton Hotel.

OBITUARY

Herschel Z. Deutsch

Funeral services were held yesterday at Riverside Memorial Chapel for Herschel Z. Deutsch, 61, senior VP of Kastor Hill, Chesley Clifford & Atherton.

Deutsch, one of the pioneers in radio advertising, was for five years radio director of the Gunbinner Agency and later VP of Grey Advertising. He is survived by his widow, Madeleine, daughter, Antonia Schuman; sister, Helen, and a brother, Martin.

Chicago

By HJORDIS LINDELOW

ong interested listeners to Chairman Minow's remarks at a Jewish Community Center here, tomorrow will be al manager Ward L. Quaal, Max M. Cone of Foote, Cone Belding, and Law Professor Kalven, Jr., of Chicago U.

International problems facing Americans will be deliberated on at Decisions—1962," new 17-week series beginning Feb. 5 on Channel 11. Chicagoans will learn something about ex-ecutives on that channel, beginning Feb. 5. There will be a series of "picking apart" basic tenets of the neophilosophy on Tuesdays and Wednesdays.

Public affairs programming is to have been stepped-up on most mid-western stations. WCCO, Minneapolis, reports January is the heaviest month yet for the public affairs field.

Replacing Janet Kern as TV manager of Chicago's American is Edwin . . . New assistant program manager of WNBW-TV is . . . Burns. He succeeds Stan-ley Lightwell, who has accepted a position with NBC International in New York. Burns is a native Chicagoan.

KB is preparing a three-part special in "The people of Chicago" entirely prepared by the station's own crew.

James Pashley has joined Zenith Sales Corp. as district sales manager . . . Robert M. Foffe joins Zenith in promotion and research department . . . M. M. Fisher is joining Zenith as agency for Rosmar Manufacturing Co. All media will be bought on a market-to-market basis.

Public affairs manager Al Field of WGN will attend President Kennedy's Conference on Occupational Safety in Washington early next month.

'Octopus' Carries Off Undersea Film Trophy
Little—KOMO-TV's "Captain Little" has won a bronze medal in the International Underwater Film Festival at Los Angeles for a five-minute color film, "Octopus of Vulgaris."

13 Buy MCA TV's 'Love that Bob'

MCA TV Film Syndication racked up 13 sales of "Love that Bob," starring Bob Cummings, before officially placing the half-hour series of 173 segments into syndication this week. In addition, it has sold the half-hour "M-Squad" to six more stations and recorded renewals by two others.

"Bob" purchasers are: WCBS-TV, New York; WRC-TV, Washington; WBKB, Chicago; KABC-TV, Los Angeles; KONO-TV, San Antonio; KTNT-TV, Tacoma-Seattle; KVAR, Phoenix; WGAN-TV, Portland, Me.; KVOS-TV, Bellingham, Wash.; WGAL-TV, Lancaster, Pa.; WVEC-TV, Norfolk-Hampton; KMID-TV, Midland, Tex., and KSTP-TV, St. Paul-Minneapolis.

Newest sales of "M-Squad" were to WPTA, Ft. Wayne; KOIN-TV, Portland, Ore.; WTVJ, Miami; WPSD-TV, Paducah; WJZ-TV, Baltimore, and WKBT, La Crosse, Wis. Renewals were by KPIX, San Francisco, and WISN-TV, Milwaukee.

Vick Sponsors Cummings

The Vick Chemical Co., via Morse International, will assume weekly sponsorship tomorrow of "The New Bob Cummings Show" on CBS-TV.

The show, currently scheduled at 8:30-9 PM, will move to 7:30-8 PM.

Noell to WSJS-TV Sales

Winston-Salem—Charles Noell, formerly promotion and research manager for the Winston-Salem Journal and Sentinel newspaper, has joined the WSJS-TV sales staff.

HAGERTY PROUD OF YEAR AT ABC; GIRDS FOR NEXT

James C. Hagerty, ABC vice president in charge of news, special events and public affairs, rounds out his first year as news chief this week and looks back on a job that he is "quite proud of," but one that is not yet completed.

Benny to Lampoon Paar As Hugh Downs Sweats

Hugh Downs, announcer for the Jack Paar show, will be a more-or-less uncomfortable guest announcer for Jack Benny Feb. 18, when Benny imitates Paar on Benny's CBS-TV show. Another guest will be actor Rock Hudson.

Norfolk Telethon Nets \$75,000 for 'Dimes'

Norfolk—The March of Dimes telethon last week on WVEC-TV raised more than \$14,000 in cash and \$60,000 in pledges, including \$1,400 from small-fry fans of "Bungles."

Some 7,000 persons visited the station's two studios here and in Hampton to deliver cash donations and pledges, in spite of a driving snowstorm.

Headlining the 18-hour show was Roger Smith, of "77 Sunset Strip." Other stars who appeared were Peter Brown, of "Lawman," Peggy Castle, Vicki Stewart, Lou Menchell, Sam Manis, Tim Kirby and Bea Kalmus.

WMMM Account Exec

Westport—WMMM has appointed Joseph R. Swan as account executive. He previously supervised national accounts at C. J. La Roche & Co.



HAGERTY

proud of," but one that is not yet completed.

The first year of his planned three-year program of building the ABC news operation shows these concrete results: 240 minutes of "hard news" a week as opposed to 175 minutes a year ago; more than 100 stations carrying four ABC news shows daily, compared with less than 40 carrying one daily show a year ago.

In manpower, ABC news has doubled its Washington staff, increased the New York staff by 50 per cent and added personnel in Chicago and Los Angeles.

Overseas, ABC has opened full-time bureaus in Moscow, Rome, Berlin and Buenos Aires; added to other bureau staffs, and increased "stringers" by 50 per cent.

20th-Fox Starts Pilots

(Continued from Page 1)

producer, and "Nightmare," based on the novel by Robert Block, with John Newland as producer-director.

The others, all half-hour series, are "Misty," starring Arthur O'Connell who was in the 20th-Fox feature of the same title; "The Halls of Montezuma," based on the Marine Corps in World War II, with Samuel Fuller as producer-writer-director; "The Commuters," with four top stars playing continuing roles.

Also, "Cover Story," news-feature-type program in conjunction with Showpac, Inc., producing company of Alan Neuman and Sherman H. Dryer, using world-wide facilities of UPI; "The Untamed," dealing with big game hunting in Africa, produced by Paul Helmick, and "It's Willie," comedy-drama starring the famous clown, Emmet Kelly.

'Tic Tac Bowl' to Roll On KOMO-TV's Alley

Seattle—A new, daily TV bowling show called "Tic Tac Bowl" will premiere on KOMO-TV Feb. 19. The games will be complemented by the boxes of a Tic Tac Toe board. The program is produced by TV Programs Enterprises of Los Angeles in cooperation with the station.

Listeners Join Slums War



WLIB general manager Harry Novik (right) presents to State Sen. James Watson, at his Albany office, petitions from listeners responding to the station's vigorous editorial-on-the-air campaign urging passage of the Watson Receivership Bill. It would enable the city to compel use of rentals for urgent repairs. Also taking a hand in the proceedings are Assemblyman Frank Rossetti, co-sponsor of the bill, and WLIB public affairs director George Goodman (standing left).

Golden Gate

... and its environs

By BILL SHEA

San Francisco — As part of a new daytime lineup which went into effect Monday, Owen Spann has been signed to host the 4 to 6 PM weekday period at KNBC radio, according to general manager William B. Decker. Spann had been the featured morning man at KCBS for the past three years and will continue the same program format at his new mike.

Spann came to San Francisco in 1958 from New York, where he had an afternoon radio show on WINS. Prior to that he spent five years as an announcer in North Carolina at WTOB, Winston-Salem, and WBT and WBTV, Charlotte.

* * *

KQED has launched an intensive drive to enlist 18,000 new viewer-subscribers to the Bay Area's ETV station. Channel 9's present enrollment is 13,500 families who pay a minimum of \$10 annually for the station's support. KQED is not permitted by law to accept advertising.

Manager James Day said "Over the past 7½ years since we first went on the air, KQED has invested slightly more than \$2,000,000 in its program service. Of this amount all but four per cent has been paid off in income derived from audience sponsorship and earnings from the sale of production services. The remaining four per cent represents a deficit of \$79,900 which the station has carried for several years—which it is determined to wipe out in this campaign."

* * *

A heavy radio-TV ad campaign has revived the Yo-Yo craze in California in general and the Bay Area in particular. Richard Burns of the wholesale American Toy Co. said the 20,000-a-day sales rate is expected to result in a \$1 million total at the end of a five-week promo here. He added that if the pace continues the gross "could go as high as \$4 million in Northern California."

Wisconsin Outlet to Air Emergency Aid Calls

Madison, Wis.—WKOW has set up an "emergency center," for the benefit of families in the area who may have urgent need to contact someone driving a car, such as a traveling salesman. If a family emergency arises, the station will broadcast a call for the needed person, and continue it until he is heard from.

'Perspective' Series Shown in 42 Markets

"Perspective on Greatness," the new hour documentary series produced by Hearst Metrotone News, is now in 42 markets "with more on the way and sponsors to match," according to Nat Gassman, creator of the show and president of BCG Films, which distributes it. He said "Perspective" is one of the most expensive documentary series ever produced for TV, but results justify the expense.

Gassman pointed out that in Cleveland, a 24.3 rating was achieved when WJW-TV aired "Lucky Lindy," the second show in the series, topping all other programs for its time period. He said that in addition to praise from critics, the Cleveland Plain Dealer ran an editorial tribute and the sponsor, the Cleveland Electric Illuminating Co., said it was one of the finest programs it ever presented.

WJW-TV, meantime, is sending complete question-and-answer study guides to schools in the viewing area, which it was found use the stories as part of their social studies classroom work. "Perspective" looks at the lives of famous international personalities.

Roy Schwartz Named WMGM Operations Mgr.

Roy M. Schwartz has been named operations manager of WMGM, New York (soon to be WHN), new Storer Radio, Inc. station. He has been operations manager of WIBG, Storer station in Philadelphia.

Changes at WVMC

Mt. Carmel, Ill.—Several staff appointments have been made at WVMC: Robert A. Clark as program and news director; Jessie O. Burke as sales service manager; Nancy W. Sechrest as traffic manager, and Emmy Lou Hurlbut as business manager.

Red Wings' New Voice

Rochester, N. Y.—Joe Cullinane, Western sports announcer, is WROC's new "Voice of the Red Wings." He replaces Tom Decker, who has handled the announcing chores for the past eight years.

A Taste of Travel

Chicago — WBKB is offering, free, the second edition of "Francois Pope ABC-TV Gourmet Recipes," culinary salutes to the new ABC-TV programs. Pope has selected his favorite recipes typi-

'Safety Beat' Telecasts Win Parental Applause

Rockford, Ill.—A traffic safety campaign, sponsored by Muller-Pinehurst Dairy on WREX-TV's "Mr. Magoo" cartoon series, has brought "overwhelming appreciative" response from educators, parents and children, the company said. Each week a policeman presents a trophy and a certificate to an outstanding patrol boy or girl. Also, a five-minute segment shows the child while engaged in intersection duty.

Feld Places 'Legion' In Syndie Overseas

"Captain Gallant of the Foreign Legion," starring Buster Crabbe, has been placed into syndication in areas outside the U. S. via Irving Feld's Overseas Programming Companies, Ltd.

The 65 half-hour series, which was produced by Frantel, Inc., and shot in North Africa and Italy, already has been sold in Venezuela, Argentina and Brazil.

Everett-McKinney Folds; Prexy Joins H-R as VP

Max M. Everett, president of Everett-McKinney, Inc.—station rep firm which dissolves tomorrow—will join H-R Television and H-R Representatives as VP in charge of business development.

Arrangements now are being completed to rep some Everett-McKinney clients which will follow Everett into H-R.

2 Arizona Stations Form Video 'Net'

Phoenix — The new Arizona Broadcasting Network, which consists of KOOL-TV here and KOLD-TV, Tucson, has been forming Arizona and parts of California and New Mexico since 1, with central billing and advertising source for advertising. Les Lindvig of KOOL-TV, national sales manager said yesterday. Other officers include Gene Autry, Tom Chaucey, Z. Mittendorf and Homer Lane.

Broadcast Exec Shapes 7-State N.Y. Fair Exhibit

Sioux Falls, S. D.—Joe Floyd, president of Midcontinent Broadcasting Co.—operator of the ELO-land TV and radio station—has been appointed by Gov. Archie Gubbrud as the state's commissioner on the seven-state committee working on an exhibit for the 1964-'65 New York World Fair.

The exhibit, known as "Holland U.S.A.," will be a joint presentation of South Dakota, North Dakota, Minnesota, Iowa, Nebraska, Kansas and Missouri.

Floyd will select chairmen state committees on theme, finance and publicity.

Bosox on Providence TV

Providence—WPRO-TV will be the home channel for Boston Sox Sunday and holiday base telecasts this year, for the first consecutive year. Sportsca Curt Gowdy, will handle the play-by-play.

News Flashes From Coast-to-Coast

fying the locale and spirit of programs such as "Follow the Sun," "The Hathaways" and "Calvin and the Colonel."

Deejay by Demand

Detroit—The 2,900 employees at the new post-office building showed their preference for CKLW deejay Toby David, when they voted to have the building-wide public address system carry his record program each weekday morning.

Dons Army Uniform

Watertown, N. Y.—Earl R. Kelly, director of news, public affairs and promotion, broadcast division of the Watertown Daily Times, will serve two weeks' active duty as a major in the reserves. For the sixth year, Kelly will train in the office of the Secretary of Defense at the Pentagon. His

duty is with the Radio-TV News film Branch, Office of Public Information.

KOMA Ups 2

Oklahoma City — Rex Miller, who joined KOMA as executive in September, 1960, has named local sales manager, Al C. Gaylor is the new sales motion and public affairs director. Gaylor has been with KOMA one year.

Worth a Million Thanks

Toledo—The public affairs department of WTOL-TV scheduled 10,486 spot announcements public service organizations during 1961, estimated at a cost of \$525,003, if sold. Organization receiving free air time include international, national, state and local charitable and governmental institutions.

Mexico Acts to Curb Radio-TV Plagiarism

Writers, Authors Union New Penalties

Special To RADIO-TV DAILY
Mexico City — The government decided to take stiff measures against writers who sell material for Mexican radio and TV as "original" when actually they have "lifted" from American or other sources. All charges of plagiarism will be investigated by the Authors Rights branch of the Department of Education, with the public asked to aid in spotting such cases.

Some Word-for-Word Thefts

The National Union of Authors, which has been fruitlessly attempting to cope with the problem for years, noted that plagiarists sometimes adapt stolen material to their needs, but blatant word-for-word translations of Mexican material have been sold to stations, agencies and sponsors. In addition to facing government penalties, any NUA member found guilty will face censure from the union. It is expected that the action will pressure more creative work by Mexican writers, and uplift the quality of material currently being turned out.

Who's Say When' Director

Donald Bohl has succeeded Dick Anderson as director of Goodson-Todman's "Say When," half-hourly daytime show on NBC. Schneider has signed to direct the show on ABC, after which he will return to NBC.

\$31,000 Ford Grant For ETV in Pennsy

Philadelphia—WHYY, Philadelphia's educational TV and radio station, has been awarded a Ford Foundation Grant of \$31,000 to conduct a one-year study of the feasibility of an educational TV network for Pennsylvania, which can be integrated with the Eastern Educational Network.

The study will be carried out by WHYY and will survey and analyze the means of developing and coordinating such a network.

The Pennsylvania Educational Network Study will be supervised by James J. Magee, radio-TV specialist with the Pennsylvania Department of Instruction, who will join the staff of WHYY for one year. Magee has devoted much of his time to the problem of interconnecting the present and proposed Pennsylvania educational stations.

Jet Mag Scribe to Host Post-Midnight Talker

Major Robinson, Jet Magazine columnist will launch an interview show on WWRL Monday. The program, "Major Robinson at the Palm Cafe," will be broadcast daily from the restaurant from midnight to 3 AM. He will interview top names in sports, entertainment, politics, and people from all walks of life.

WPIX to Unleash Dog Show

The National Biscuit Co., on behalf of Milk Bone Dog Food (through Kenyon & Eckhardt) will sponsor WPIX coverage of the 86th annual "Westminster Kennel Club Dog Show" from Madison Square Garden here on Feb. 13.

The station, which is carrying the event for the 13th consecutive year, will serve as flagship

and feed the program to a group of Eastern regional stations in Maine, Rhode Island, Connecticut, Pennsylvania, Maryland and Washington, D. C.

Sportscasters are Bud Palmer and Bob Wolff. Exhibitors from 50 states and Canada have entered 2,570 canines. The show will be produced and directed by Jack Murphy.

3 Go for '1, 2, 3—Go!

Richard Thomas, Jack Lescoulie and producer Jack Kuney are on the West Coast where they will film four programs in the "1, 2, 3—Go" educational entertainment series for children on NBC-TV. Program subjects include an air-sea rescue, test of the X-15 plane, a whaling expedition and a preview of the Seattle World's Fair.

Hallmark, Steel to Air Palm Sunday Specs

Two special religious shows, "He Is Risen" sponsored by U. S. Steel, and "Give Us Barabbas" sponsored by Hallmark Cards, will be presented by NBC-TV on Palm Sunday, Apr. 15.

"He Is Risen" will tell the story of the final days of Christ's life, His death and the Resurrection as interpreted by great masterpieces of world art. This "Project 20" color production will utilize the still-picture-in-motion technique.

"Give Us Barabbas" was shown on "Hallmark Hall of Fame" on Palm Sunday last year. The Henry Denker original TV play is set in Jerusalem the year of the Crucifixion and stars James Daly as Barabbas, the murderer whose life is spared when Christ is condemned; Kim Hunter, and Dennis King.

Brokaw, Walker Manage Eastman & Co. Offices

Robert E. Eastman & Co., radio station rep, has appointed Robert W. Brokaw San Francisco manager, and Richard M. Walker, Atlanta manager.

Brokaw will be responsible for sales activities in the Pacific Northwest as well as in the Bay Area. Walker's sales responsibilities include coverage of advertising centers in Southeastern U. S.

Beville, Stabile and Scott Claim Quality Is Prime Criterion

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former Golden Age in TV drama "extravagant," he told the Commission before it adjourned until tomorrow morning. "I realize that I may not have the volume of this kind of dramatic program as writers of such shows might wish. There are, however, real limitations on the extent to which such

(fees and production costs "have risen enormously.")

Along with his NBC associates, Hugh M. Beville, Jr., vice president, planning and research; James A. Stabile, vice president and general attorney, and Walter D. Scott, executive vice president, it was an instructive day in the arts, practices and finances of network programming.

Merit First, Says Stabile

Stabile stoutly declared his network accepts or rejects programs on their merits alone and the potential for success, regardless of whether NBC has a financial

interest in them. There is a heavy risk area, he advised the FCC, in acquiring programs from packagers "because it is extremely rare to have a new show . . . sold in advance of . . . commitment for the show."

Selling Expense Important

A 26-episode series thus means \$2,500,000 on the line before any sponsor interest is plumbed, Stabile continued. Development of participating sponsorship also increases the money hazards because of continuing sales efforts on the unsold portions, he pointed out.

Earlier, Walter D. Scott, execu-

tive vice president of the NBC Television Network, had testified that "NBC seeks a financial interest only in programs that are developed, produced and scheduled at its cost and risk." His testimony collaborated the statements other witnesses stressing the sincerity of the network's search for quality program fare

Werner: "Classification as 'meaningful' drama does not itself give a program special value or distinction. To paraphrase an eminent dramatist, 'the show's the thing' . . . many so-called 'meaningful' dramas have been artistic as well as audience, failures."

High Beville contradicted a '53 speech by Gen. Sarnoff, insisting that ratings are trustworthy for station choice, retention and placement of programs. However, he said studies of trends in viewer-ship are given greater weight by networks than ratings.

programs can be presented, particularly on a regular weekly basis. Werner elucidated — these are: creative shortages (few writers available to support a high quality series); audience scarcity in high programs "do not have very high appeal"; the economics

Adman Lewis Chides Minow

Boston — William B. Lewis, chairman of Kenyon & Eckhardt, suggested to the Advertising Club of Boston yesterday that perhaps Newton Minow did not read far enough along in the former's famed "fish or cut Minow" address to the TvB last Fall when the chairman commented on it

in a talk delivered recently. "If he had," Lewis continued, "it must have been clear to him that I was not defending the status quo, I was examining the status quo, and I was examining it out of 25 years of broadcast experience, and I was examining it more deeply than he ever did."

and its dependence on the "super" program supplier or talent agency for this purpose.

Beville, during the morning session had cautioned the commission that studies have shown wide differences between what people say they want to watch and what they actually do watch when given the chance.

Science Fiction Pix Packaged by AA-TV

Allied Artists TV Corp. has packaged 20 post-'48 feature films as "Science Fiction for the '60s," Robert B. Morin, AA-TV vice president and general sales manager, reported yesterday.

He also announced that WOR-TV, New York, has purchased AA-TV's "Cavalcade of the '60s" Group 1 package of 40 post-'48 feature films, originally released by the parent company, Allied Artists Pictures Corp. The group includes 11 movies in color.

Among the titles in the "Science Fiction" package are "Queen of Outer Space," with Zsa Zsa Gabor; "House on Haunted Hill," with Vincent Price; "The Bat," starring Vincent Price and Agnes Moorehead; "Frankenstein 1970," with Boris Karloff; "The Atomic Submarine," "The Cosmic Man," "Not of This Earth," "Spy in the Sky," "The Hypnotic Eye," and "The Disembodied."

Ziv-UA Ends ITP Pact

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in effect since April, 1953. Named by Ziv-UA as VP in charge of its foreign operations was Manny Reiner, a United Artists Associated VP since October, 1960.

His aides will be Herbert R. Banquer, continental sales manager headquartered in Paris; Ira D. Beck, in charge of Latin American sales with offices in Mexico City; John C. Herlihy, foreign sales coordinator in New York, and Dorothy L. Martin, in charge of the contract department.

In addition to 46 individual series comprised of 2,765 episodes, a large number of which have been dubbed into seven languages, the new division will handle foreign sales of all product released abroad by UAA: The Warner Bros. library of over 800 post-'50 features, 1,400 shorts and 337 cartoons; 234 reels of Popeye cartoons, and several hundred features from other studios.

Communion Breakfast To Hear Jimmy Durante

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jimmy Durante will be guest speaker at the 11th annual Communion Breakfast for Catholics in the entertainment industry at the Beverly Hilton Hotel on Sunday, with Ricardo Montalban as master of ceremonies for the program.

The Rt. Rev. John J. Devlin, archdiocesan director of the National Legion of Decency, will deliver the sermon at the 9 AM Pontifical Mass to be celebrated by James Francis Cardinal McIntyre at the Blessed Sacrament Church in Hollywood.

AGENCY NEWSCAST

By WM. McCUTTIE

Network radio, print and trade campaigns have been set from the middle of February through Mar. 31 for Sylvania Electric Products (flashbulbs), a General Telephone & Electronics Corp. subsid. Ads will saturate the full NBC and Mutual webs on "News on the Hour" and "Mutual News." Kudner Agency represents GT&E and all its subsid.

Sunshine Biscuits, Inc., returns to TV advertising today as a sponsor for "The Price Is Right" and "Truth or Consequences," daytime NBC-TV programs, and will reach 175 key markets. Agency is Cunningham & Walsh.

Rumrill Co.'s New York office has added Howard Doesschate as account exec and Cory Kilvert as copywriter . . . Miss Florence St. George has been elected a Lawrence C. Gumbinner Advertising VP . . . Walter C. Fay has joined the Chicago Hq office of Clinton E. Frank, Inc., as research director . . . Miss Pauline Lybeck has joined Papert, Koenig, Lois as information services manager.

Students Learn How TV Moves Fashions

The Television Bureau of Advertising yesterday demonstrated for 95 students of the Tobe-Coburn School for Fashion Careers, New York, how TV is used by stores and national advertisers to sell fashions. Among demos were video-tapes from KTTV, Los Angeles, Neiman-Marcus, Dallas, Denver Dry Goods and the Macy-Miller commercial preparation tape prepared by the bureau.

Bishop Fulton J. Sheen's new 30-minute Sunday series on WT-CN-TV, Minneapolis, which begins this week, is sponsored by Twin City Federal Savings and Loan Association. Agency is Pidgeon-Savage-Lewis.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

our unrelenting support of broadcasters' right to cover public proceedings on terms equal to those accorded the printed press.

Two telegrams in particular, from divergent groups, are quoted in part below because they give added point to the discussion which, we pledge, will continue in these columns until the battle is won.

From Peter Golet, president of the National Audience Board:

"I personally endorse your call to broadcasters to demand the same right of access as the press in reporting legislative affairs to the people. . . . Let the broadcasters carry this matter to the people through editorials and by every other means at their disposal. Call on me if I can help."

FROM Gabe Pressman, president of the Radio-Newsreel-Working Press Association:

"Your editorial focuses attention on a vital issue. The people's right to see and hear legislative and Congressional proceedings can no longer be denied.

"A favorite argument used by some legislators and Congressmen who oppose radio-TV coverage is that some of their colleagues will 'ham it up' for the cameras. This is phony reasoning. As journalists, our mission must be to record happenings of public interest. If some lawmakers respond to cameras by 'hamming it up' that's a problem for their colleagues, not for us to worry about.

"Radio-TV newsmen can live by their ethical standards by reporting events accurately and fairly. It would be reasonable to expect that lawmakers can adhere to sound ethical standards too, without being led astray by our cameras.

"Our association agrees wholeheartedly with you that radio-TV newsmen, individually, and collectively should fight—and fight hard—to win equal access. We believe we should use our tools themselves, cameras and microphones to shame our lawmakers into acting in accordance with the Constitution."

. . . With a special P. S. to Mr. Minow: Isn't this an area in which the FCC could really cover itself with glory by helping advocacy of an open door for TV cameras and radio mikes at all public sessions?

LNA-BAR to Revise TV Billing Estimate

The Television Bureau of Advertising has announced that statistics in 1962, network TV billing estimates will be revised by LNA-National Advertisers—Broadcasters Reports, the organization compiling the figures. The LNA-BAR did not provide horizontal contiguity rates, wherein a single advertiser might obtain a lower basic rate through the purchase of across-the-board.

To compare the 1962 figures with 1961 data, LNA-BAR will revise the 1961 information. To compare the 1961 figures with from earlier years, it will be necessary to use the unadjusted LNA-BAR figures as it is not possible to revise the earlier data. The figures for 1961 will be released at a later date.

On an overall basis, the revising method is expected to reduce reported network TV billings by about 5 per cent.

KTVR-TV Is Sold

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the station in 1955 from O'Fallon. It also owns and operates WINS, New York, and KTVU (TV), Seattle. Application for FCC approval of the sale was made Apr. 1.

Daniels is president of Daniels, Inc., which operates CATV systems in Colorado. He also heads Daniels & Associates, a management and brokerage firm with interest in another 33 CATV systems in 12 states. Last year he acquired KFML-AM-FM and is president of Fine Broadcasting Co., which operates those stations.

Daniels said no changes are contemplated in the KTVR-TV other than adding personnel. He also plans to move the station into new quarters, build a new transmitting tower and purchase new electronic equipment.

'Password' Celebs Back

Jayne Meadows and Irv McGavin return as guest celebrities on CBS-TV's daytime "Password" show for the week ending Feb. 12.

Coroners Recognize 'Doc's' Earthly Role

Milburn Stone, Doc Adams of CBS-TV's "Gunsmoke," has been named an honorary member of the National Coroners Association for his work in tending to the deceased on the program. Stone serves as a technical advisor on surgical scenes as a result of his search for the role.