

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



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TUESDAY, SEPTEMBER 4, 1962

TEN CENTS

CATV 'HIJACKING' STIRS CASTERS

ABC'S VID-AFFILS RALLY ON COAST

Studio Tour, Shows Survey
Feature Four-Day Agenda

West Coast Bureau of RADIO-TV DAILY
Hollywood—Executives of ABC-TV & AB-PT today begin a four-day meeting here with the board of governors of the ABC-TV affiliates Association. Robert L. Coe, network station relations VP, heads arrangements.

Meetings will be held in the Beverly Hills Hotel. On the agenda is a survey of '62-'63 ABC-TV programming and a tour of production studios.

4-Day Conclave Set For Michigan Ass'n

Detroit—Station operations will undergo panel discussions by industry leaders at the annual Fair convention of the Michigan Association of Broadcasters in Hidden Valley, Gaylord, Sept. 12-15. Discussions will include local public affairs, securing business through agency contacts, and interpretation of FCC rules.

The annual business meeting will be chaired by president Les
(Continued on Page 9)

John Schneider Plugs For Constitution Event

Philadelphia—John A. Schneider, VP general manager of WC-AU-TV, has been appointed to a statewide committee for observance of the 175th anniversary of the nation's Constitution. The celebration is set for Sept. 17.

Razor Firm's Multi-Million Push Heavy in TV

American Safety Razor Co. this week is launching a multi-million-dollar ad campaign for its new Pal stainless steel adjustable injector razor, using a series of messages on CBS-TV's "Perry Mason," "Route 66," "Dobie Gillis," "CBS News with Walter Cronkite" and "Baseball Game of the Week." In subsequent weeks, this will be augmented with messages on "Rawhide," "Red Skelton Show," "Alfred Hitchcock Presents" and Jackie Gleason's new "American Scene Magazine."

Untrumped honor

The coveted Seal of Good Practice is broadcasting's unexcelled honor. WPIX-11 is the only New York independent TV station whose high standards and practices have merited this emblem of conscientious broadcasting.

NEW YORK'S PRESTIGE INDEPENDENT

Adv.

TV Operators Press Campaign to Regulate Community Antennas

By ARTHUR PERLES

Without fanfare, commercial TV broadcasters yesterday were reported actively at work to head off the serious competitive threat of unregulated community antenna systems in practically every part of the U.S.

From less than 500 such systems six years ago, reliable sources revealed to RADIO-TV DAILY there are today more than twice that many—and they are increasing at a faster clip than Government-regulated stations. Behind present-day CATV is the power of big-business interests, many of them jockeying for price-per-share rises in the financial investment market.

In fact, so real is the danger to video outlet operators, this paper has learned, the NAB has delegated several of its key executives, not only to track developments, but to devise a campaign that will stir Congress to proper measures for containing community antenna
(Continued on Page 8)

Early Evening Slots Attract As Spot TV Gains Sharply

Spot TV gross time billings increased 17 per cent in the second quarter of this year over the same period in '61, according to N. C. Rorabaugh data released by TvB. Total billings for the quarter were \$189,433,000, against \$160,599,000 of the previous year's 3-month period.

Broadway Goes Latin For ITC's New Skein

With two big-league sponsors, Ballantine Beer and R. J. Reynolds Tobacco picking up the tab, Independent TV Corp. is now set to take the wrappings off its new music-variety series, "Broadway"
(Continued on Page 6)

Percentage increase on the basis of total dollars reported was 18 per cent. An analysis comparing the 317 stations during both the second quarter of '61 showed an increase of 17 per cent.

Biggest increase was in early evening TV and for announcements.

Present for the first time among the top 100 spot spenders in any quarter were: Armstrong Cork,
(Continued on Page 5)

Satellite in Alaska

Anchorage, Alaska—A satellite TV station on the Kenai peninsula has begun operations, A. G. Heibert, president of Northern TV, said it will rebroadcast KTVA-TV programs to an estimated 5,000 in Kenai-Soldotna-Wildwood.

Converter Sales Swelled By Spanish U on Coast

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Dealers and servicemen here report heavy sales of U-V converters following the announcement by KMEX-TV to start airing Sept. 15 as L. A.'s first all-Spanish-language vid-outlet.

British Current Affairs On New N. Y. Channel

London — Following transmission of the Sept. 13 edition of "This Week," one of Britain's top current affairs programs, a tape will be flown to New York for airing on WNBT. A special opening and closing for the American audience will be taped here by host Brian Connell. "This Week" is produced by ARTV for independent TV here.



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Klaric, Nessen Join NBC News in Capital

As part of NBC News expansion in Washington, two new appointments have been made for the bureau there. John S. Klaric Jr., formerly with CBS News, has been appointed administrative manager there, and Ron Nessen, formerly with UPI, has been named syndication supervisor.

Klaric had been with CBS News since 1955. For the past two years he was operations manager. From 1950 to 1954 he was with the State Department and the USIA. Nessen had been with UPI's Washington bureau since 1957, formerly serving as a reporter on the Montgomery County Sentinel in Rockville, Md., and a newsman for WARL, Arlington, and WPEM, Martinsburg, both stations located in Virginia.

Judson 6-7070

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Russia Gets Windier As U. S., Soviets Rev Propaganda Drives

With both the U. S. and Russia stepping up their propaganda campaigns, the Soviet Union has increased its radio "red message" broadcasts to 1,280 hours per week, the U. S. Information Agency reports.

The Voice of America is broadcasting just over 740 hours per week, the agency said. In addition, VOA broadcast 7,869 hours in 1962 for rebroadcast by foreign standard-wave stations, up from 5,462 in 1961.

Jamming Doesn't Work

The USIA said Russian efforts at jamming American broadcasts were not too successful outside of major cities.

The agency estimated 201 million radio sets and 43 million wired speakers in the world outside the U. S. and Canada—up 13 million radios and 3.3 million wired speakers over the previous year.

Overseas TV has "mushroomed," according to the agency, and there are now more than 2,000 TV transmitters abroad and almost 54 million receiving sets. Non-communist countries during 1961 added 442 new transmitters and communist countries built 117.

Jackie's Film a Hit

USIA termed the CBS-network-donated "Tour of the White House" with Jacqueline Kennedy as one of its most successful films. It was shown in 106 countries, with USIA making prints with explanatory narration in many foreign languages.

Grand Rapids Station Affils with ABC Web

WIIM-TV, a new TV station in Grand Rapids, Mich., has signed as a primary affiliate of ABC-TV. The new station will begin broadcasting November 1, and will provide Grand Rapids with three network sources for the first time now.

IT'S SURPRISING—

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

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PIRACY — PLAGIARISM —
INVASION OF PRIVACY —
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COMING AND GOING

MANNY REINER, UA-TV's VP for foreign operations now abroad on a two-week business trip to London, Madrid and Paris.

HUBBELL ROBINSON, senior VP, CBS-TV, leaving for week's business trip to West Coast.

LISA HOWARD, ABC news reporter, heading for Chicago to substitute for Alex Dreier on "ABC Mid-Day Report."

JACK COWDEN, CBS-TV VP, returns today from month's vacation in Spain.

ROBERT C. TROUP, VP sales, VHF Inc., leaving for Chicago on sales trip.

ALAN WAGNER, CBS-TV director of program development, back from vacation on Cape Cod.

DALE MORRISON, WBBM news reporter, leaving Chicago to join USIA in Washington.

ERIC SEVAREID, CBS news correspondent, returning from seminar at Aspen, Colo.

FIELDER COOK back in New York after west coast business trip.

MARVIN KALB, CBS news correspondent back from two-week tour of Mongolia with cameraman JOHN TIFFIN.

DON MENKE, newly appointed manager of WFBM, in New York on business.

Law Procedure Borrowed To Weigh Public Issues

"Court of Reason," a new TV series which borrows from legal procedure to test strongly held positions on controversial public issues will bow Sept. 19 on WNDT, New York.

Dr. Robert K. Merton, chairman of the Dep't of Sociology at Columbia U., will be the presiding member of "Court of Reason." Each week he will be joined by two visiting members and two advocates. The advocates will state their opposing views on the discussion issue and then be questioned by the members of the court, who will later review the merits of each case.

'Casting Foundation Elects Arthur Simon To 3rd Term as Prez

Arthur Simon, advertising manager for RADIO-TELEVISION DAILY has been re-elected to his third term as president of the Broadcasters' Foundation. Other officers named by directors of the foundation at their annual meeting in the Park Lane Hotel are as follows:

VPs—Charles Godwin of Mutual Broadcasting, and Peggy Stone, president of Radio Television Representatives; treasurer—Jeff Sparks of the United Nations Radio and TV Dept., and secretary—Henrietta Harrison, operator of a PR company.

Re-elected for second term as director of the foundation were Simon Sparks, Miss Stone, May Singhi Breen, Gordon Gray, Raymond F. Guy, Robert J. Higgins, Ward L. Quaal and Joseph H. Ream.

Vet CBSer Roy Marks Retires After 29 Years

H. Roy Marks, a veteran CBSer, retires today after 29 years of service, the last eight of which were as manager of the Boston office of CBS Films Inc.

Marks was honored last week with a special luncheon at "21" which 21 persons attended. The affair took place in the club's Apartment Suite.

Andrews Holds Co-Reins Of Georgia Champ Rodeo

Macon, Ga. — Joe Andrews, farm director of WMAZ Radio-TV, has been named as co-chairman for the third annual Middle Georgia Championship Rodeo. All proceeds from the rodeo go into a special fund used to sponsor an annual "fat cattle" show and sale, along with an annual dairy show and "feeder-stocker" sale.

Long established full-timer in a top ranking market. Exceptional earnings record and real estate. All cash required, but price includes \$150,000 net quick.

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\$350,000**

This profitable daytime facility services an important chemical and oil center. Offers a liberal payout after a down payment of 29%.

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Chicago: 333 N. Michigan Ave.

Atlanta: Healey Bldg.

Beverly Hills: Bank of America Bldg.

“Film does the unusual!”



“LET YOUR FINGERS DO YOUR WALKING,” says the AT&T commercial for its Yellow Pages. Proposition is excitingly executed through meticulously selected fingers and live camera work involving miniatures on a moving platform. Done to perfection on Eastman high-speed film with prints on Eastman print stock to bring all the inherent brilliance of the negative to the TV screen. Two steps—negative, positive—each of vital importance to sponsor, network, local station and viewer! *For further information, write*

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.

*For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.*

ADVERTISER: AT&T (Yellow Pages)
AGENCY: Cunningham & Walsh, Inc. PRODUCER: Farkas Films, Inc.



THE BOSS IS AWAY

My boss, Jack Douglas, is off on another publicity tour. However, he promised last week in this space to quote the reaction of the critics to his new series, "ACROSS THE SEVEN SEAS." So, in Jack's absence, here are some of the initial reactions, quoted exactly as they were printed in the trade press and the newspapers following the West Coast premiere last week:

"'ACROSS THE SEVEN SEAS' promises a new professional dimension for travel shows that competitors will find difficult to copy."

—HANK GRANT
The Hollywood Reporter

★

"Jack Douglas is still the cheapest way to travel."

—PAUL BAESSLER
Los Angeles Herald-Examiner

★

"Unquestionably the Czar of the travel-adventure empire."

—TERRANCE O'FLAHERY
San Francisco Chronicle

★

"He originated the travel-adventure TV trend back in 1954."

—FRANCIS MURPHY
Portland Oregonian

★

"America's great VideoVagabond"

—TOM O'LEARY
The Catholic Monitor

★

"It appears that Jack Douglas may have another winner with 'ACROSS THE SEVEN SEAS.' I'm looking forward to this series to add a dash of difference to the usual Friday evening programming."

—RICHARD O. MARTIN
The Salt Lake Tribune

★

"Jack Douglas is to television what Rand McNally is to maps."

—TUBE
Variety

★

"Television's most successful producer of travel-adventure films."

—ALLEN RICH
Valley Times

★

"Undisputed leader in travel films for TV."

—LARKAY
Radio-Television Daily

We're told that there have been numerous other favorable notices, but since we have not actually received the tearsheets, we are unable to quote from them.

— ROBERTA LARSON

Advt.



By TED GREEN

• • • Harry Belafonte scored raves in his 45-minute TV appearance on John Reed King's KDKA-TV show last week . . . Harry Hershfield came in for a four-day visit on the show . . . Johnny Ray, Miriam Makeba, Charles (Bridge Expert) Goren and Eddie Arcaro rounded out the week . . . Keep your eye (and ear) on youthful, Valentino-type Nelson Sardelli, who's knocking 'em dead nightly at the Chateau Madrid. He is up for a shot on "Talent Scouts" and, we understand, Ed Sullivan is interested in spotting him on one of his upcoming stanzas . . . Attention radio-TV program producers: You are missing a good bet if you don't contact this pillar as chairman of the radio-TV liaison Committee for the Newspaper Reporters Association of New York City. Qualified newspaper men are available for your panel shows.

☆ ☆ ☆ ☆

• • • Lovely lark Jean Martin, in readying her bow Friday at the International. Her act was created by Sid Shaw, who is also arranging details of reissue of her LP, "Please Be Gentle" . . . Ted Lewis, opening Oct. 2 at Roseland Dance City, will have increased CBS wires from that ballroom by special arrangement of Lou Brecker . . . Pretty singer Judy Scott, a former protegee of Jerry Lewis, recently met backstage with Jerry when he hosted the "Tonight" show. Look for the talented Judy to return to the home screens with her favorite comedian . . . Milt Moss, who is a comedian's comedian and a Kay Korwin client, has begun a daily children's show on WPIX . . . Vincent F. Albano, Jr. Chairman of the Executive Committee of the N. Y. Republican County Committee, predicts record TV and radio expenditures for political broadcasting this Fall.

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• • • Meet: Harold M. (Bud) Austin, Goodson-Todman executive VP, New York. He joined G-T in 1955 as sales director and was promoted to VP before attaining his present position last year. Prior to his association with G-T, Bud was national sales director of NTA, VP of Official Film and Telefilm Enterprises. He had just begun his own packaging company, Austin Associates, and was producing two pilot films for NBC when Bill Todman suggested he sign with G-T. Substantial changes have taken place at G-T since Austin joined the firm. Back in 1955, G-T had "What's My Line?," "I've Got a Secret" and "Beat the Clock" on the air. "Two for the Money" had just been canceled. It was subsequently resold and there followed an array of hits bearing the Mark Goodson-Bill Todman logo. "The Price Is Right" went on daytime and subsequently at night. "To Tell the Truth" also made its debut. In the meantime, the G-T film operation began to function under the aegis of Harris Katleman, the West Coast executive VP. In a four-year period, many film shows were sold, including "The Web," "Jefferson Drum," "The Rebel," "One Happy Family" and "Philip Marlowe." As G-T continued to swing into high gear, they added such other hits as "Play Your Hunch," "Say When" and "Password."

☆ ☆ ☆ ☆

• • • Irene Ryan, who co-stars with Buddy Ebsen in "The Beverly Hillbillies," winds up with the least glamorous TV wardrobe of the new season. CBS-TV plunked down \$34.50 for her entire wardrobe! . . . New title the Paul Henreids pinned on her 1962-'63 season of dance parties for children sounds like a TV special, "The Wonderful World of the Young." . . . Ralph Curtis, well known tenor, makes his fourth appearance on American Musical Theatre . . . Monsignore re-opens for the season tomorrow with a series of TV parties hosted by Joe Franklin, Ethel Thorsen and Horace McMahon . . . A tip of the Stetson to: Robert Goulet, Dick Powell, Shari Lewis, Rita Hayworth, Ponci Ponce, Mickey Rooney, Charles Boyer, Alfred Hitchcock, Natalie Wood, Jack Kelly, Elroy Hirsch and others who are giving time to tape a special recording for the Arthritis and Rheumatism Foundation's national 1962 November campaign."

WHOM Profiles Spanish-Lingo New Yorkers

Pulse Study Tracks Ethnic Groups' Rise To Higher Standards

A scientific profile of metropolitan New York's nearly million-strong Spanish-speaking community was unveiled over the weekend by Fortune Pope, president of WHOM, New York.

The survey, conducted for the station by Pulse researchers through home interviews, revealed that most of the male heads of the 240,000 Spanish households in New York are in the blue collar classification of skilled, semi-skilled, service or unskilled labor. There are fewer retired or unemployed male heads of households than formerly, and an increase in white collar employment.

Auto Ownership Up

Auto ownership has moved up in the last three years, the survey showed. Now about one in five households owns an auto. About 80 per cent of the cars were purchased as used cars.

Radio ownership is almost universal, the researchers found, while 60 per cent own TV sets. Telephone penetration is better than four in ten.

The influence of American living is indicated by the fact that about 60 per cent of the households reported grocery shopping mostly at supermarkets.

Median Rent Leap

Spanish-speaking households pay a median rent of about \$63, up from \$53 three years ago. Median annual family income is \$4,300, and somewhat over one in ten reported \$6,000 or more. These families spend \$28.70 a week on food and groceries, up \$4 from July, 1959.

About three in four considered that advertising in Spanish has more meaning to them. Half of the families listen to the radio at least three hours a day. Only the Daily News among the English newspapers had a significant readership.

Education of the household heads has improved in the last two years. While graduates from elementary school have remained at about the same level.

Calmer Draws Bead On Press Jingoism

Newsplay slanted according to the political bias of a publication, the contributions of cartoonists and columnists, the shaping of news by some officials in the Kennedy administration and yellow practices of tabloids are among journalistic efforts that will be carefully scrutinized by CBS News correspondent Ned Calmer on WCBS-TV Views the Press" in coming months.

Calmer told the Association for Education in Journalism at North Carolina U. that he also plans to keep a sharp eye on the tendency of the wire services to "whoop up war news," study house publications, keep up with economic conditions that are reducing the number of multi-newspaper cities, study the decline of independent editorial thinking and the trend toward mergers in magazines and newspapers, and continue the quest for misleading headlines and advertising copy that looks like editorial copy.

Above all, Calmer insists on retaining a sense of humor and not hesitating to credit the achievement side and the crusading spirit of today's journalism wherever it is manifest.

Fran Harris Appointed To Distaff Righ's Group

Detroit—Fran Harris, women's editor of WWJ, has been named to the governor's commission on the status of women. Michigan Gov. Swainson has charged the commission with the responsibility for developing recommendations to overcome discrimination in public and private employment on the basis of sex.

Fonda, Maharis Set TVer

Jane Fonda will join George Maharis as guests on CBS-TV's "Talent Scouts," Sept. 11, introducing the popular young vocal artist Don Stuart.

Baltimore DJ Contest Seeks New Teen Idol

Baltimore—Disc jockey Buddy Deane is conducting an amateur vocalist contest on his daily WJZ-TV dance program, seeking a youngster between 14-19 who will be given an opportunity to become a "teenage idol." The winner of the contest will receive a recording contract from Chancellor Records that guarantees a two-side record plus options.

SULLIVAN ADDS WRITER TO SHOW

Buddy Arnold to Provide Special Material for Guests

Buddy Arnold will join the staff of the "Ed Sullivan Show" as its first staff writer when the program begins its new season on CBS-TV Sept. 30. He will assist in the preparation of sketches and production numbers and provide special material for some of the guests, and his appointment "will in no way change the format to a 'scripted' show," according to producer Bob Precht.

Arnold, who served as chief writer for the 14th anniversary "Ed Sullivan Show" last June, has been a TV writer since joining Milton Berle's staff for the "Texaco Star Theatre" in September, 1948.

Plough Boosts Tate To News Coordinator

Memphis—Plough Broadcasting Co. has appointed Harvey J. Tate as national coordinator of news and public affairs for the radio chain, comprised of WJJD, Chicago; WCOP, Boston; WCAO, Baltimore; WPLO, Atlanta, and WMPS here.

Headquartered at Plough's central office here the past seven months, he previously was news director at WPLO, WJJD and WCOP, and at one time was part owner and manager of KADO, Marshall, Tex.

Robertson in VP Post Cues Film Expansion

Milton Robertson, who recently produced "PM West" for NBC Productions, has been appointed VP of Industrials Illustrated and will serve as executive producer in the creation and production of new programs for TV and films.

He has already been assigned as script writer for a new series of programs being produced by Victor Borge-Selden Associates, which plans a series of six one-hour entertainment specials for early Fall production.

With Robertson's appointment, Industrials Illustrated plans an immediate expansion into the area of public affairs and educational films. Prior to his Westinghouse stint, he served as director of special programs for WOR-TV, and was executive producer at WNEW-TV. Formerly he was managing editor of the NBC-TV "Home" show.

Eastman Adds WTLB

WTLB, Utica-Rome, New York, has appointed Robert E. Eastman & Co., Inc., as national sales representatives.

2nd Qtr. Shows Healthy Vidspot Increase

(Continued from Page 1)

\$917,500; Brillo, \$413,100; Foremost Dairies, \$580,400; Laddie Boy dog foods, \$530,800; Royal Crown Cola, \$496,500; Standard Oil (Ohio), \$420,900.

Spot advertisers making substantial increases in spot expenditures during the second quarter this year vs. last, included: Alberto-Culver, from \$1,185,000 to \$2,796,900; Campbell Soup, from

\$487,700 to \$1,325,500; Chrysler Corp., from \$98,300 to \$764,900; General Foods, from \$3,527,200 to \$6,766,700; Kimberly-Clark, from \$31,300 to \$554,300; L & M, from \$322,600 to \$1,318,600; Shell Oil, from \$7,400 to \$1,454,900; Texaco, from \$20,900 to \$838,300.

Product classifications showing major increases were: automotive, from \$4,555,000 to \$7,427,000

(up 63%); confections and soft drinks, from \$9,721,000 to \$14,199,000 (up 46%); consumer services, from \$5,006,000 to \$6,992,000 (up 40%); household paper products, from \$1,492,000 to \$2,883,000 (up 93%); pet products, from \$2,038,000 to \$2,871,000 (up 41%); and sporting goods, bicycles, toys, from \$586,000 to \$1,454,000 (up 148%).

STORER TELEVISION SALES has the facts about

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WJBK-TV
DETROIT



2

A STORER STATION

Julie Benell Recuperates, Returns to Her TV Show

Dallas—Julie Benell, food editor of the Dallas Morning News and women's editor of WFAA and WF-AA-TV, has returned to her TV show after an absence due to illness.

Mattel Toys Sponsors 3rd Web Kiddie TVer

Co-sponsorship of "Sky King" on CBS-TV has been announced by Mattel, Inc., bringing to three the number of network TV shows sponsored within the record \$5.7 million ad budget of the Hawthorne, Calif., based toymaker. Agency is Carson/Roberts, Los Angeles.

Other national shows now under Mattel sponsorship include the year-around weekly "Matty's Funnies with Beany and Cecil," and the new "Discovery" show, both on ABC-TV. Mattel has also set up a broad schedule of spot TV for Fall and Winter.

'TV Seminar' Scanning Shakespeare, Religion

Philadelphia—WCAU-TV's series of courses for college credit, "University of Pennsylvania TV Seminar," will begin its fall semester Sept. 10. Courses to be presented are "Shakespeare," for three semester credits and "Living Religions of the World: The Far East," for two semester credits.

Bassett Names Popper As Account Executive

Serge T. Popper has been appointed an account executive at Mort Bassett & Co., representatives. His previous broadcast experience includes sales management of Radio WMET, Miami, Fla., and the Katz Agency, Inc., New York City.

Attorney Morris Wins ABC-TV Biz Affairs Slot

Alan R. Morris has been promoted to assistant director of program business affairs at ABC-TV and will be responsible for the business aspects of ABC-TV program and talent negotiations.

WEDDING BELLS

Mullin-Baiguini

Bob Mullin, WABC-TV assistant production manager, will wed Miss Sylvia Baiguini Sept. 8, at St. Malachy's Actor's Chapel, New York City. The couple will honeymoon in Orleans, Mass.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • MGM-TV has decided to take the documentary route in producing its "Rise and Fall of the Third Reich" series. Discussions are currently underway . . . Art Linkletter and writer Sherman Dryer have completed at 20th Century-Fox Westwood Studios a 26-part TV series entitled "Communism—M.R.E.," being released this month . . . Mike Stokey has exited his 90-minute across-the-board evening show at KCOP-TV which is planning a new format for the 10:30-midnight slot: News from 10:30-11 and from 11:30-midnight, with alternating bands filling the half-hour between . . . Dan O'Herlihy has been signed by MGM-TV to guest star in the "C.D." episode of "Dr. Kildare." . . . Bill King, now sports director of KFRC, San Francisco . . . Rick Spalla's "Guest Shot" episode featuring Tony Martin and his hobby of playing handball, has just been completed . . . Fulton Wilkins has been named general manager of radio station KEK broadcasting from facilities in Portland, Ore.

☆ ☆ ☆ ☆

• • • Charlie Ruggles has been signed to guest in a Four Star's "Saints and Sinners" episode, titled "A Servant in the House of My Party" . . . KHJ-TV's "Perspective on Greatness" series on Sept. 22 will present a documentary on the late Robert Hutchings Goddard, "Father of the Space Age" . . . Playwright Edith Sommer is in New York to set production on her new play, "Hello, Baby, Goodbye, Baby" . . . Four Star has signed June Vincent and Doris Singleton to appear in "McKeever and the Colonel" segments, "By the Book" and "The Cooky Crumbles." . . . Danny Kaye and Reprise Records have set one of the biggest single record promos for Kaye's D-O-D-G-E-R-S baseball ditty. Flip side is "Myti Kisi at the Bat."

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• • • Lionel Newman, 20th-Fox TV music director, is composing new background score and varying theme music for "Dobie Gillis," bowing for its fourth season on CBS-TV Sept. 26. With more "visual comedy" added to the Dwayne Hickman starrer, show entails more music. Eleven episodes already in the can have required an average of 12 minutes of music each, unusually high for half-hour series, according to Newman . . . Beau Bridges, who plays Spicer in Four Star's "Ensign O'Toole," stays in uniform in real life for next two weeks. He's been recalled to duty in the Coast Guard . . . Desilu's "Lucy Show" now on a one-week production hiatus while Lucille Ball is at CBS to tape "Opening Night" for airing Sept. 24. Miss Ball co-stars with Jack Benny, Danny Thomas, Andy Griffith and Gary Moore in the hour special, directed by Sidney Smith.

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• • • For the 10th consecutive year, KRCA presents "I Am an American Day" telecast, Saturday night, Sept. 15 . . . Eleven hockey games of the L.A. Blades will be televised on KTTV under the sole sponsorship of the Union Oil Co., the second year Union Oil has picked up tab for series of "live" sportscasts . . . With two of its documentaries already honored by the Film Council of Greater Columbus (Ohio), Wolper Productions has been notified that two more of its telefilms have won the council's annual "Chris" Certificate Awards. "Story of an Artist" and "Story of a Wrestler" are new winners. Dave Wolper receives awards Sept. 28 in Columbus for the shows.

Firemen Muster as of Yore

New Britain, Conn.—WHNB-TV, along with several Hartford County fire fighting and prevention organizations will sponsor a giant "Fireman's Muster," fashioned after the "good old days" of fire-fighting, Oct. 14.

Kicked off with a parade of fire companies bands and floats, the "Muster" will feature various contests, with trophies and awards presented for each event.

WHNB-TV will present a trophy to the best fire company.

Honorary chairman for the committee is fire chief Raymond Potter of Suffield. Chief Thomas Lee of Hartford is parade marshal.

'Camera 3' Resurrects Lady Day's Hectic Life

A tribute to the late Billie Holiday, one of the great creators and performers in the field of American jazz, will be sketched in words, pictures, music and dance Sunday on CBS-TV's "Camera Three." Titled "For Miss Holiday," the program takes a retrospective look at the singer's life, and the events that led to her untimely death in 1959.

Drink Bubbles Up With TV Spot 'Twist'

The effectiveness of spot TV was emphasized yesterday in an announcement by Cott Beverage Corp. that it had increased sales through a spot video drive of its lemon carbonated drink by as much as 17 times.

Last Spring, the corporation said, the drink, then known as Cott-Up, was mainly promoted through newspapers. When the name was changed to Cott Lemon Twist, it seemed natural for TV, and the agency, Riedl and Reede, Clifton, N. J., New York and Los Angeles, created commercials featuring twist dancers.

On May 21 the sked went on the air with 10 and 20 second commercials. During the peak of the campaign, commercials were on WOR-TV, WCBS-TV, WPIX, WABC-TV, WNEW-TV, New York; WHNB-TV, Hartford; WNHC-TV, New Haven, and WWLP, Springfield, Mass. Production was up 616 per cent in May; 1,700 in June, and 1,600 per cent during July.

Alan Freed Spinning Discs from New Booth

Miami—Disc Jockey Alan Freed has joined the staff of WQAM, according to an announcement by Jack Sandler, station VP. Freed, formerly with WINS in New York, will do a night-time show and promote personal appearances of popular recording artists.

Broadway Goes Latin

(Continued from Page 1)
Goes Latin."

Station chosen for the debut next Monday in prime time is WPIX, New York. Producer Milton H. Lehr has poured the Latino flavor on heavily for the premiere, with Pachanga creator Johnny Pacheco and Toni Arden for the vocals. They've even scored "Sound of Music" and "My Fair Lady" tunes to the south-of-the-border rhythms! There's heavy support from a large cast of stand-out singers, dancers and instrumentalists.

Veteran Mike Crew Handles AFL Duels

Curt Gowdy, Jack Buck, Paul Christman, George Ratterman and Charles Jones, veterans in the field of sports announcing and analysis, have been signed to handle ABC-TV's exclusive telecasts of American Football League games for the 1962 season.

Buck and Ratterman will work the games generally televised to the west while Gowdy and Christman will handle contests televised to the eastern network. Jones will handle the mike when a third game is televised regionally. In all, 37 games on 18 dates will be televised this season.

Sponsors for the series are: The Gillette Safety Razor Co., through Maxon, Inc.; Lincoln-Mercury Division of the Ford Motor Co., represented by Kenyon & Eckhardt, Inc.; P. Lorillard Co., through Grey Advertising Agency, Inc.; DX Sunray Oil Co., represented by Gardner Advertising Co.; and Goodyear Tire & Rubber Company, through Young & Rubicam, Inc.

Flagship Exec Shuffle Ups Barnhill, Weinles

WNBC-TV has announced the appointment of Richard B. Barnhill to the post of manager, production and operations, and Len Weinles to the newly-created slot of exec producer, public affairs.

Barnhill's appointment marks the consolidation of the station's operations and production functions. He had been manager of operations. Weinles was a public affairs producer.

Texas Station Battling Illiteracy via TV Series

San Antonio, Tex.—The 100,000 illiterate citizens in the KLRN-TV viewing community will have an opportunity to learn to read and write by TV through the efforts of the Antonio Council of Jewish Women and "Operation LIFT." The TV programs are to begin Oct. 15. The series last year was aired on KENS-TV.

Tune Saluting Boston Bows Amid TV Fireworks

Boston—The new song "Boston Wonderful Town," produced by WHDH as part of its "Salute To The New Boston," will be heard for the first time Sept. 7, when it is used to open the special WHDH-TV telecast. The half-hour program will originate from the Charles River Basin area and will feature a display of aerial fireworks.

GUEST STARS

Rolling under a Fall head of steam, TV production studios continue to sign stars to bolster the new season line-up.

MGM has pacted Phyllis Avery for a "Sam Benedict" episode, "It Seems There Was This Ivory Tower," written by Fred C. Houghton and directed by Paul Nickell. . . . Leo has also inked Davey Davison to make her guest star debut in "A Dream of Roses," an "Eleventh Hour" seg.

Robert Vaughn dons boots and saddle for a lead in a "Bonanza" episode, "The Way Station" . . . Daystar has inked Albert Salmi to portray "The Wanderer" on a "Stoney Burke" . . . Dennis Morgan has been signed by producer Marc Daniels to appear opposite Irene Dunne for the "Source of Information" portion of "Saints and Sinners" . . . William Conrad, alternate director of Jack Webb's "GE True" series, steps before the camera to star in "Circle of Death" seg . . . Desi Arnaz has inked John McGiver for a guesster when "Lucy is a Kangaroo for a Day" on "The Lucy Show" . . .

At Revue, Dan Duryea, Slim Pickens, Charles Robinson and Carole Wells have been set to head the cast of the "Not for Laughing" episode of "Wide Country" . . . Don Durant is slated for a lead in the "Riff-Raff" slice of "The Virginian," with Judson Pratt and Jan Stine also bolstering the cast . . . Chris Robinson has signed to star with Harry Guardino in "The Masked Marine" drama on "Fred Astaire Premiere," with James Sheldon directing.

WOMEN VOTERS VIEW CANDIDATES

Eight 'Direct Line' Specials Examine Nov. Ballot, Issues

WNBC-TV, in association with the League of Women Voters of New York, is presenting a series of eight special "Direct Line" programs designed to inform the voters on the candidates, the positions, and the issues in the November elections. Except for the first program, all will be one hour.

First half of each program will offer a discussion by political experts, with the second half offering voters the opportunity to telephone the studio with questions to be answered on the air.

Outlet Taps 2 Acct. Execs

Augusta, Ga.—Richard (Dick) Bassinger and Sue Spence have been named account execs at WFNL. Bassinger was formerly with WSNW in Seneca, S. C., while Miss Spence was a newspaper classified ad manager.

Fla. Rum Firm Buys 5 Hrs. Daily on Radio

Miami—The Old Florida Rum Co. of Ft. Lauderdale has signed with WAME here to sponsor a 35-hour-a-week post-midnight show, "Florida Galaxy," with segments of it to be made available to local charities and civic clubs for special programs in the public interest. The sponsor indicated it plans to expand the program into other Florida markets and sections of the U. S., via tape.

The program is to be aired from 1-6 AM seven nights a week, and auditions are currently under way to select a host. The announcer selected will also be "The Voice of Old Florida Rum," appearing at the company's sales meetings and luncheons, as well as making guest appearances.

Radio Research, Promo At PGW goes to Altura

Harold C. Altura has been appointed radio research-promo director for Peters, Griffin, Woodward, it was announced by Vic Piano, PGW radio VP. Altura formerly was radio promo manager at Avery-Knodel; an account exec with Humphrey, Alley & Richards, and a sales promotion representative with Time, Inc.



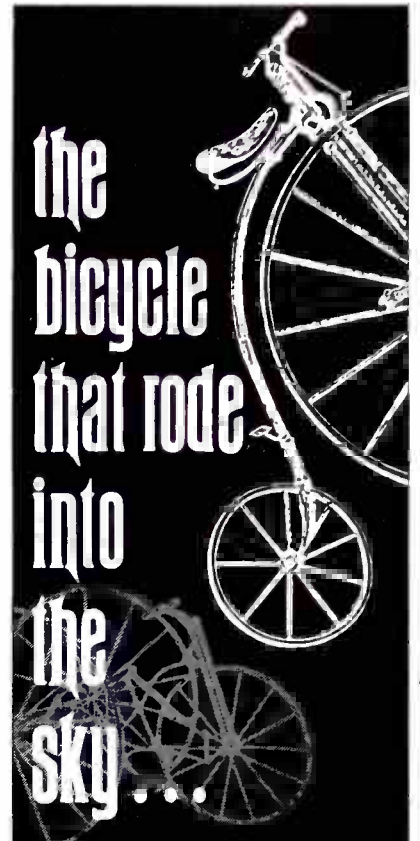
ALTURA

Henke Scores Production Of Spots for 3 Comedies

Arranger-composer Mel Henke has been signed by ABC-TV to produce a one-minute promotional spot for three of their comedy shows: "I'm Dickens, He's Fenster," "Our Man Higgins" and "McHale's Navy." Negotiations were handled by Henke's personal representative, Charles H. Stern, who said that Henke will be given the complete creative responsibility for audio and visual concept.

'Story of Publicist' Bares Moran Screwball Stunts

New York press agent Jim Moran will be the subject of a dramatic documentary, "Story of a Publicist," which David Wolper Productions will produce as a segment for its "The Story of" series. Moran, the instigator of screwball publicity stunts will appear as himself. William Kronick will be producer-director.



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine!

And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region . . . a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person . . . and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton television

the other dynamic WLW Stations
WLW-A WLW-I WLW-C WLW-T WLW
 Television Television Television Television Radio
 Atlanta Indianapolis Columbus Cincinnati
 Crosley Broadcasting Corporation



By JACK RUSSELL

Dr. Preston Bradley, pastor of the People's Church of Chicago for 50 years and host of one of the oldest continuous broadcasts on American radio, will be honored Sept. 21 at a non-sectarian dinner at McCormick Place. The day has been proclaimed as "Preston Bradley Day" on a statewide basis, and over 5,000 are expected to attend the dinner including Gov. Otto Kerner, Mayor Richard J. Daley and Dr. Karl A. Meyer. Dr. Bradley has conducted his radio program for 38 years—twice every weekday and three times every Sunday—and also is on TV every other Monday evening, alternating with Bishop Sheen.

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New AAAA prexy John Crichton will address a special luncheon of the Chicago Council Sept. 19 at the Sheraton-Blackstone . . . Norman Ross is host of a new, 13-program series from NET, titled "Challenge," which debuts tomorrow night on WTTW. The series explores latest methods of atomic research and development . . . WMAQ on Sunday will wind up "The Big Job" skein, a special series about Chicago's youth, their education and employment, presented in cooperation with the Chicago Commission on Youth Welfare . . . The Robert Hoyts (pop is news director at WSBT-TV, South Bend) are parents of a new daughter, Sarah Hale.

★ ★ ★

WBKB has effected several lineup changes, with Gordon Barnewall and Jim Conway conducting "Headlines and By-Lines" Monday thru Friday, 7-8 PM; the "Marty Faye Show" now at 10:15 Saturday nights, followed by the new "Kup's Show" . . . WNBQ's "Artist's Showcase" will be preempted Sunday for the National Singles Tennis Championships, 1:30-3:30 PM, but will return Sept. 16 in its regular 2:30 PM slot with harpist Pattee Cohen and bass vocalist Benjamin Matthews as guests . . . M. M. Fisher Associates has been named to handle advertising for H. Horwitz Co. of Chicago, manufacturer, designer and importer of jewelry.

★ ★ ★

Newest staff addition for Cameo Productions is film editor Bob Sinise who brings with him 10 years of experience over the gamut—TV programs commercials, industrial films and in the last two series of "Light Time."

WOR Radio-TV Airing Second Mass. Debate

The second and final debate between Edward M. (Ted) Kennedy and Edward A. McCormack Jr., both battling for the Democratic senatorial nomination in Massachusetts, will be carried on both WOR radio and WOR-TV as a public service. The debate, which will originate from Holyoke, Mass., tomorrow evening will be carried live on WOR, with WOR-TV presenting an hour tape Thursday night.

Although this senatorial nomination fight, which will be determined by a Sept. 18 primary, is basically of local significance, the well-known names of the two candidates, plus their provocative, news-making first meeting, has made their upcoming meeting of national importance, said Robert S. Smith, programming VP, WOR-AM-TV.

Hal Hough to Conduct 'Repertoire' Sessions

Hal Hough, VP, Program Services for CBS TV stations, will conduct the meeting of the five network outlets which is to be held in New York Sept. 13.

The entire meeting will be devoted to a discussion of plans for the "Repertoire Workshop" series which is to be broadcast in New York, Los Angeles, Chicago, St. Louis and Philadelphia. Goodyear Tire & Rubber Company, through Young & Rubicam, Inc.

White, Hardin Acct. Execs At Cincinnati Station

Cincinnati — Edward J. White and Donald E. Hardin have been appointed account execs at WKRC-TV. White moves here from WKYT, Lexington, Ky., while Hardin was with WKRC-TV.

Vidshow 'Hijacking' Assailed

(Continued from Page 1)

services.

There is the rub in the whole matter . . . and, as the NAB sees it, adequate legal tests are essential promptly to determine:

1. What rights, if any, a broadcast station has against unauthorized rebroadcast of its signal.

2. What rights the owner of a program has in these matters.

3. What control does a station have on first-runs in its own market.

Last month, the U. S. District Court in Idaho handed down a decision in the case KLIX-TV brought against a CATV system in its Twin Falls area, claiming that the defendant, in picking up programs of Salt Lake stations, violated contractual first-run rights.

SPOT-TV \$-ALLOCATIONS RANGE WIDELY OVER U.S.

Widely varying values that advertisers and agencies put on different markets in allocating their spot TV dollars are pointed up in a study released here today by Television Advertising Representatives. The study, third in an annual series by TvAR, analyzes the video expenditures in terms of dollars spent per TV family.

SUMMER A BOOM FOR AD-MAKER

Record 106 Commercials For Videotape Productions

Videotape Center produced a record 106 commercials from mid-July thru August, with the unusual Summer boom indicating a trend to tape, since almost half were the type formerly shot on film, according to VP-general manager John B. Lanigan.

Product categories in the commercial roster were led by beers, foods and detergents.

As this month ends, Videotape Center will also have produced six of 26 "Marx Magic Midway" half-hour circus shows, via Ted Bates, slated to begin this Fall on NBC-TV.

'Ziggy Zoggo Land' Debuts for Chi Tots

Chicago—"The Land of Ziggy Zoggo," a weekday program for education and information for the pre-school and early school set, debuted yesterday on WBKB with Nancy Berg as hostess.

The program, produced by Hal Berg and directed by John Harkins, comes to WBKB from a success under another name in the Scranton, Pa., area. The entertaining instruction takes place in a land filled with lemonade lakes, jellybean trees and frequent cartoon features.

'Per-Family' Low

The report estimates that total advertising expenditures in '61—net-work and local, as well as national and regional spot—averaged \$33.28 per TV home. Larry H. Israel, TvAR President, pointed out that "this per-family investment in TV advertising is surprisingly low." He compared this outlay with the \$4,026 spent by the average family in retail stores last year.

The \$468.5-million invested in spot TV in 1961 amounted to \$9.65 per tv family. In general, per-family spending for spot TV varied with the size of the market. In the 10 largest markets, for which complete FCC figures are available, spot TV expenditures amounted to \$9.81 per tv home. The average per-family outlay declined as follows for the two succeeding group of 10 in the "top 40" markets to a low of \$7.090.

Market Variations Cited

Robert M. Hoffman, marketing and research VP, who directed preparation of the report, pointed out that, "despite the overall correlation between size of market and per-family investment in spot TV, a wide variation exists among markets within the same group." Among the 10 largest TV markets, for example, the range extends from \$13.72 per TV family in Chicago to \$7.99 in San Francisco. The Houston-Galveston average came to \$11.72 per TV family, compared with only \$6.24 for Memphis, a market of similar size.

2 Stations Get FCC Okay On Hiatus 'til December

Washington Bureau of RADIO-TV DAILY
Washington — WYNK, Baton Rouge, La., and KTIK, Seattle, Wash., have been granted FCC permission to remain off the air until Dec. 31, so that a WYNK receiver and a KTIK liquidating trustee can attempt sales.

DJ Jack Surrell Returns To Detroit Night Radio

Detroit—Disk jockey Jack Surrell returns to Detroit radio this month with an all-night show on WJLB. During the '50s, Surrell broadcast from WXYZ. His new show will be sponsored by Arthur W. White, a Detroit insurance agent.

10 Luminaries Voice United Fund Promos

Ten well-known voices help tell the "United Way" story for all United Funds and Community Chests this fall in 10, 20 and 60 second spot recordings for national and local radio.

Volunteering their services for this year's campaign are Mel Allen, Milton Berle, Shirley Booth, Walter Brennan, Jackie Cooper, Oliver de Havilland, Lena Horne, June Lockhart, Jackie Robinson and Rudy Vallee.

The celebrities join volunteers in 2,200 local campaigns raising funds for local, state and national voluntary health and welfare services. Serving this year as campaign radio and TV chairman is Albert R. Stevens, American Tobacco ad manager, Lee H. Bristol, Bristol-Myers board chairman, is 1962 national chairman for the campaigns.

Michigan Ass'n to Hold Four-Day Convention

(Continued from Page 1)

Biederman of Traverse City.

Panel participants include: Kenneth A. Cox, FCC Broadcast Bureau chief; Robert D. Swezey, NAB Code Authority director; James A. McKenna, attorney, Washington, D. C.; Robert S. Kieve, general manager, WBBF, Rochester, N. Y.; Ben Hoberman, VP, KABC, Los Angeles; Wade St. Clair, program director, WBT, Charlotte, N. C.; Donald C. Graves, VP, Zimmer, Keller & Calvert, Inc.; Watts Wacker, VP, D. P. Brother & Co., Detroit, and Benjamin J. Green, VP, Geyer, Morey, Madden & Ballard, Inc., Chicago.

Other speakers are George Romney, candidate for Governor of Michigan and Alex Dreier, ABC news commentator, Chicago.

A full schedule of social events has been arranged by convention chairman John O. Gilbert of WXYZ, Detroit. It includes a barbecue at the Otsego Ski Club. Special activities for women are planned by Mrs. Nancy Gilbert and Mrs. E. L. Byrd. The annual golf tournament will be played over the Hidden Valley course, under the direction of Willard Schroeder of WOOD, Grand Rapids.

Bible's Minor Figures Eyed

"Some Fascinating Minor Figures" in the Bible will be the subject of the first of four talks to be delivered by author-lecturer Maurice Samuel on "The Eternal Light," beginning Sunday on NBC Radio. The lectures,

Craven Next to Go? -More About Henry

By HARRY LANDO
Washington Bureau of RADIO-TV DAILY

Washington — Will FCC Commissioner T. A. M. Craven be the next to go? That question was circulating even before the surprise appointment of E. William Henry to take the place of conservative commissioner John S. Cross. It assumes added significance, since still another appointment might give chairman Newton Minow three votes for his side, including his own. Only recently, he complained he could count only on his own vote.

Satellite-Bound

The President on Friday signed the communications satellite corporation bill with much ceremony. Craven is the most expert on this matter among commissioners, and it may be noted that the government will have much to do in setting up the private corporation which will run the system, and thereafter will be represented on the board. Craven, whose term runs out next June 30 and whose retirement age is even earlier, is known to be interested in heading up the government's responsibilities.

The next term to run out will be that of former chairman Frederick Ford, on June 30, '64. That is a Republican seat, although the significance of that fact could be lost in the habit of parties in power of naming "opposition" men sympathetic to administration objectives. However, replacement of Ford might not mean any great change in the voting lineup at the FCC. Frequently overlooked is the trend to stiffer regulation, orig-

inated when Ford was chairman and the fact that little has been done in the Minow chairmanship to change directions established then.

On Minow's Team?

Whether or not Minow would have made more extensive "reforms" won't be known until and if he is able to command a reliable majority. The Henry appointment seems to be a step in that direction, judging from interviews with the Memphis lawyer in which the new FCC nominee talked very much like Minow. He indicated he believes in strong regulation, but also in preservation of industry profits.

The assumption has been that Broadcast Bureau chief Kenneth Cox will get the Craven seat next July 1—if not sooner. If so, the dimensions of the new vote on the Commission would for once be known with considerable certainty in advance. His ideas are extremely close to those of chairman Minow. However, no advance information on such appointments can be considered safe or authoritative. Senate Commerce Committee counsel Nick Zapple, one of the best qualified men in Washington for a democratic seat and often rumored in line for the post, still hasn't been appointed.

Knorr Exec Veep Gains Mutual Affiliates Seat

Walter Patterson, exec VP Knorr Broadcasting, has been named a member of the Mutual affiliates advisory committee. Patterson replaces Robert Miller, managing director of WAIT, Chicago, whose station recently changed hands.

Irene Ryan on Junket

Irene Ryan has been set by CBS-TV to fly to Detroit and Pittsburgh Sept. 21 for three days of promotional activities in connection with "The Beverly Hillbillies," in which she co-stars with Buddy Ebsen. New comedy series debuts Sept. 26.

Jack Wells Resigning WJZ-TV for PR Chores

Baltimore—Jack Wells has announced that he is resigning from WJZ-TV to take a position with the Globe Brewing Company of Baltimore. According to Francis McNamara, president of Globe, Wells will be director of community relations for the brewery and will be involved in advertising and broadcasting duties as well for the firm.

It's Grand Ole Opry Time At KENS Star Cavalcade

San Antonio, Tex. — KENS, local country and western music station will sponsor another "Cavalcade of Stars" direct from the "Grand Ole Opry" at Mission Stadium here Saturday. The show will include Faron Young, Claude Gray, George Hamilton IV, Rusty & Doug, Darrell McCall, Leon Payne, Country Deputies and the KENS Country Gentlemen.

Wyman and Duryea Ride 'Wagon Train'

Jane Wyman and Dan Duryea will guest when "Wagon Train" hits the ABC-TV trail for the Fall season Sept. 19. The initial episode is "The Wagon Train Mutiny."

The opening will mark the series' first year on ABC-TV, and its sixth year on TV. It will be sponsored by Alberto-Culver Co. thru Compton Advertising, Inc.; Bristol-Myers Company via Young & Rubicam, Inc.; Bulova Watch Company, Inc. thru Sullivan, Stauffer, Colwell & Bayles, Inc.; Edward Dalton Company Division, Mead Johnson & Company thru Kenyon & Eckhardt, Inc.; The Gillete Company via Maxon, Incorporated; Lincoln-Mercury Division Ford Motor Company via Kenyon & Eckhardt, Inc.; Pepsi-Cola Company thru Batten, Barton, Durstine & Osborn, Inc.; Pharmacrast Laboratories via Papert, Koenig & Lois, Inc.; The Proctor & Gamble Company via Compton Advertising, Inc.; R. J. Reynolds Tobacco Co. via William Esty Company, Inc.; Sunbeam Corporation thru Perrin & Associates and Union Carbide Corporation via William Esty Company, Inc.

'As We Were Just Saying, Fires Break Out Anywhere'

New Britain, Conn.—Ten minutes after taping a program on fire prevention for WHNB-TV, New Britain's mayor, deputy chief and fire board chairman found themselves first on the scene of a house fire and sounded the first alarm. They discovered the fire, started by a 3-year-old boy playing with matches, as they drove away from the studio.

Boston Station's Series Observes Rosh Hoshanah

Boston — A special program series in observance of Rosh Hoshanah will be broadcast on WBZ Sept. 9, 16, and 23. The 15-minute specials were produced by Rabbi Jacob J. Hecht, Executive VP of the National Committee for the Furtherance of Jewish Education.

NBC Donates Telstar Pix To Congressional Library

NBC News will present films of the first TV programs relayed from space by the Telstar satellite to the Library of Congress for its historical records. The films cover about 90 minutes of programming broadcast on NBC-TV July 10 and 11. William B. Monroe, director, news, Washington, will make the presentation.

Hope in R-TV Slot For AR Foundation

Hope Lawder Ritchie has been appointed to the post of liaison, Radio-TV Dep't for the Arthritis and Rheumatism Foundation.

In addition to the preparation of

Ed Sullivan is heading the Arthritis and Rheumatism Foundation's national November 1962 campaign. This is his third year as chairman.

a new celebrity spot disc for the 1962 fund raising campaign, Mrs. Ritchie will be responsible for contact and placement of all broadcast materials on the major networks.

Formerly associated with CBS, Mrs. Ritchie served with the foundation during the '61 campaign program.

Stan Brooks Is Named WINS New Chief Aide

Stan Brooks has been named assistant news director of WINS, Westinghouse station in New York. For the past 10 years he has been reporting for Newsday, Long Island daily, and for two years served as day news editor.

Brooks began his career as editor of The Daily Orange at Syracuse U. and The Campus at City College of New York. He wrote radio news for WFAS, White Plains, and reported on the White Plains area for NBC's "Metropolitan News Roundup." He also served as sports editor of the Kingston (N. Y.) Daily News-Leader.



WBAB
LONG
ISLAND'S
HOMEMAKER'S
SWEETHEART



1440 AM — 102.3 FM

BABYLON, NEW YORK
AX 1-1180

AGENCY NEWSCAST

By RALPH TYLER

TV producer Mort Kasman of the Lawrence C. Gumbinner Agency will discuss his adventures in trying to find an authentic Venetian gondola to float down the Hudson River while

creating image for a famous vermouth, on tonight's segment of WBFM's "This Is Madison Ave." Tomorrow's guest will be Good Housekeeping articles editor Ray Robinson, with Nat Danar, head of his own advertising consultant firm, to discuss the hard sell and the soft sell on Thursday. The week's windup program on Friday will have Hooper White of the Leo Burnett Co. to talk about "The Marlboro Story," discussing the creation of the tattoo image and the crush-proof box.

* * *

BDDO has been awarded the ad account of the A.C. Gilbert Co., New Haven, Conn., ending a three-month search by the 53-year-old toy manufacturer for an agency. The appointment, effective Jan. 1, involves over \$1 million in billings. Wrather Corp. acquired controlling interest in Gilbert earlier this year . . . Kastor Hilton Chesley Clifford & Atherton has named Harold L. Tuers an account exec in its drug group . . .

Puget Sound Rambler Dealers Ass'n, comprised of 20 dealers in 15 communities and headquartered in Seattle, has appointed Gey,

MYRIAD STARS SHINE FOR ALLEN

Horn-Playing Elephant Anchors Guest Roster

West Coast Bureau of RADIO-TV DAILY

Hollywood—Stars from movies, music and sports will guest with Steve Allen the week of Sept. 10 on his 90-minute nightly comedy program "The Steve Allen Show."

Among those appearing will be Jackie Cooper, Keenan Wynn, ex-boxing champ Joe Louis, singer June Christy, Susan Barrett, Sandy Garner, JoAnn Gilbert, the Hi-Lo's and Flamenco guitarist Eduardo Sasson. In addition, the famous 4,600-pound elephant "Little Bertha," who plays the French Horn, will make an appearance.

"The Steve Allen Show" is produced on tape by WBC Productions Inc. and originates from Hollywood. Joel Chaseman is executive producer and Steve Binder its director.

FMer Adds Account Exec

Providence, R. I. — Harmon Hyde has joined the staff of WP-FM as an account exec and will also assume the duties of news director. Hyde has been with Brown University where he produced radio and TV programs.

Thought for Today

"At the meeting held annually in most states by our (AP) stations, the discussions generally revolve around regional news problems. The stations are avid for regional news and our broadcast wire has progressively stepped up the flow of regional news to meet the needs of members. For instances, 63 bureaus are pouring news into the broadcast wire today, compared with only 34 in 1952."

—John A. Apsinwall

R-TV News Editor, Associated Press

er, Morey, Ballard to serve its expanding ad activities in western Washington's 10-county area. GMB's Pacific Northwest regional office in Portland will handle the account . . . Leo Burnett Co. has promoted Rod D. Frazier to supervisor in its TV copy department. With Burnett since 1960, he previously was with Allmayer, Fox & Reshkin Advertising, Kansas City, and a radio-TV writer-producer for Bruce B. Brewer & Co., Kansas City.

Merkle, Leasure Gain New ABC-TV Posts

Joseph L. Merkle has been promoted to the new post of administration manager for ABC-TV station relations, with Charles Leasure named to replace him as station relations regional manager, it was announced by Donald S. Shaw, the network's station relations director.

Merkle began his career with NBC in 1936 and was in that web's station relations dept' from 1942-'49, when he went to the DuMont Network as station relations director. He joined ABC station relations in 1950, and left in 1954 to serve as general manager for two years at WTCN-TV-AM, Minneapolis. Merkle rejoined ABC in 1956.

'Big Job' Welfare TVer Focuses on Chi. Youth

Chicago — "The Big Job" — a special series of programs about Chicago's youth, their education and employment—is being broadcast on WMAQ on Sunday evenings. The broadcasts are presented in cooperation with the Chicago Commission on Youth Welfare, also illustrating the work of the organization.

RAHALL RADIO STATIONS



Staffed by WIDE-AWAKE PERSONALITIES

dedicated to PUBLIC SERVICE in the communities which they serve!



No. 1 RADIO

Tampa - St. Petersburg, Florida
Sam Rahall, Manager



No. 1 RADIO

Allentown-Bethlehem-Easton, Pennsylvania
"Oggie" Davies, Manager



No. 1 RADIO

Beckley, West Virginia
Tony Gonzales, Manager



No. 1 RADIO

Norristown-Philadelphia Area
John Banzhoff, Manager

above stations represented nationally by H-R. . . . New York

also **WQTY**

our station coming up fast in JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager



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VOL. 91, NO. 46

WEDNESDAY, SEPTEMBER 11, 1963

10 CENTS

NEW FM ZONING CREATES STATIC

EDITORIALS PANEL OPENS N.Y. STATE EXEC CONFAB

Saratoga Springs N. Y. — A panel discussion on editorializing initiates the first annual executive conference of the New York State Broadcasters Ass'n tomorrow at 10 AM in the Gideon Putnam Hotel here.

The meeting is chaired by NYSBA prexy Sam J. Slate, VP - general manager of WCBS. Registration takes place today for the three-day confab, which will wind up with a board meeting Saturday morning.



SLATE

Participating in Slate's panel (Continued on Page 8)

Riddleberger, Korn Join Bedside Web as Advisors

Stephen C. Riddleberger and Bennet H. Korn have joined the Board of Advisors of the Bedside Network of the Veterans Hospital Radio and Television Guild. Riddleberger is president of ABC O-O radio stations, and Korn is president of Metropolitan Broadcasting Television and station WNEW-TV.

N. Dakota Broadcasters Will Meet at Williston

Williston, N. D. — The North Dakota Broadcasters Ass'n will hold its Fall meeting at the Plainsman Hotel, Williston, Oct. 11-12, president Charles L. Scofield announces.

Public Domain Tax Urged To Advance the Arts

Washington — Public domain works, now free to radio and TV, would be subject to royalties with the government acting as copyright holder and using payments for advancement of the arts, under terms of a bill introduced by Rep. Harris McDowell (D., Del.). Other bills have suggested appropriating \$5,200,000 per year for the purpose.

FEATURE FILMS SOLD 'BY BOOK'

Accountant's TV Biz Study Speeds Selling of UAA's Pix

TV stations now are showing a preference for buying feature films in smaller quantities, according to a United Artists Associated study. Two major factors are: more selectivity in acquisitions and relief of pressure to amortize film.

Some stations were found to have a playing schedule which

(Continued on Page 7)

7 Arts Maps Sales For New Pix, Skein

Marketing plans for Seven Arts' two new volumes of "Films of the '50s" (Vols. 4 and 5), to be released for TV distribution next week, and for "The Emmett Kelly Show," due out later this Fall, will be previewed in New York Monday and Tuesday at a general sales meeting of the entire Seven Arts sales force. Also on tap is a sales review of Vols. 1, 2 and 3, the Boston Symphony Orchestra specials and special features.

Making the presentation will be Seven Arts' ad agency, Scope Advertising, with Seven Arts execs to address the staff. They

(Continued on Page 6)

WMSJ, KARY Sold

Washington Bureau of RADIO-TV DAILY Washington — The FCC's broadcast bureau has approved sale of WMSJ, Sylva, N. C., by H. H. and M. S. Thoms and Matilann Thoms Gennett to James B. Childress for \$42,405, and sale of KARY, Prosser, Wash., by Raymond Rockstrom and other majority stockholders to Jack L. Quinn for \$15,167.

Color Films' Footage In Web's Prime-Time Is Doubled for Fall

Prime-time network TV shows on color film will double during the '62-'63 season, with NBC as expected, leading the color parade. Here's the way Eastman Kodak delivates the rainbow-season ahead:

Starting this Fall, NBC-TV has seven regular filmed color series skedded. In addition, "Saturday Night at the Movies" and "David Brinkley's Journal" will make liberal use of color footage. The net had only one color film pro-

(Continued on Page 3)

Official's New Sales VP Cuts 'Bio' Distrib Pattern

Official Films has introduced a new distribution pattern for "Biography," its David L. Wolper



BEHRENS

erly general manager of syndi-

(Continued on Page 8)

NAB Requests Delay To Avoid Prejudicing Established Stations

FCC commissioners returning from their August vacations were greeted yesterday by an NAB petition requesting a delay in putting new FM broadcast rules into effect until adequate determination is made of station assignments and — of paramount importance — the treatment to be accorded existing outlets.

Assignments and status of present stations are "so inter-related," according to the NAB, "that they should be resolved before — not after — specific zones are established."

Since no change of existing facilities was raised in the original order adopted by the FCC on Aug. 1, The NAB has asked the commissioners not to take action "that would prejudice or prejudice disposition of this issue."

Prepared in consultation with the NAB's Ad Hoc Committee on FM Allocations, the broadcasters' organization has advocated the

(Continued on Page 6)

Daytime Serial in Shooting For Syndication Market

Henry G. Saperstein, president of Television Personalities, Inc., yesterday announced assignment of VHF Productions to produce a pilot of a half-hour TV daytime serial for syndication sale. First release is slated for early January.

Initial plan calls for 130 epi-

(Continued on Page 2)

Shaffner and Cook See Need For Writer Training Ground

West Coast Bureau of RADIO-TV DAILY

Hollywood — Franklin Schaffner and Fielder Cook, through their newly formed Directors Company, will present seven live, original dramas this season for "Dupont Show of the Week," but are worried about the dearth of writers in the medium.

Schaffner, in talking with many of the writers who supplied him with scripts in the heyday of live TV, said he was surprised to discover they were no longer engaged in writing for TV. They, as well as he, were busily estab-

lishing new milestones in motion pictures. Further, many of them were now so overpriced, and plainly uninterested in TV, Schaffner feared for the future of TV drama.

"Where are the writers coming from," he asks, "I don't know."

(Continued on Page 7)



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Chi FMer on Stand For Airing Horse Info

Chicago — Chief FCC hearing examiner James D. Cunningham has designated himself to preside over license revocation proceedings involving allegations that WCLM-FM here permitted its facilities to be used by horseracing interests as well as other less serious charges.

Prehearing conference has been set from Sept. 19 here, but no date has yet been set for the formal hearings slated to be held in Chicago.

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

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



NEW BIBLE SERIES ON NBC-TV—The Rev. Edward W. Bauman talks on **THE LIVING BIBLE IN TODAY'S WORLD** during four September programs on NBC-TV's **FRONTIERS OF FAITH** series, Sundays 1:30-2:00 PM NYT, beginning Sept. 9. Programs will be produced by Broadcasting and Film Commission of National Council of Churches in collaboration with NBC Public Affairs Department. (Adv't.)

STATION SENDS SENATORS VIEWERS' TAPED OPINIONS

Detroit — Triggered by President Kennedy's announcement of a tax reduction in January and to help the Michigan Senators keep informed of their constituents' views on the matter, WWJ has sent the legislators a tape recording containing highlights of a recent "Phone-Opinion" program.

Predominant opinion hinged on an increase in deductions for dependents, ranging from a \$1,500 deduction for the spouse to adoption of the Canadian system of allotments for children, as listeners offered a variety of plans for plugging the drain on the nation's pocketbook.

One listener's plan was that "family allowances for children should be increased with the first child qualifying as a triple deduction, the second as a double and everyone thereafter as a single deduction." Another suggested that "college students be allowed to defer tax payments until after they are out of school and on their feet financially."

Suggestions went to Michigan Senators Philip A. Hart and Patrick V. McNamara by James Schiavone, the station's GM.

Daytime Serial in Shooting For Syndication Market

(Continued from Page 1)

sodes on a budget comparable with that of network soap operas, according to Richard Rector, VHF exec producer. Shooting would remain eight weeks ahead of schedule. It is to be shot in New York.

James MacAllen is producer; Doris Frankel, writer, and Robert Myhrum, director.

COMING AND GOING

BILL McDANIEL, NBC Radio executive VP, and **FRANK MCGEE**, of NBC News, to Providence tomorrow for 40th anniversary celebration of WJAR.

ALBERT TEDESCO and his wife, owners of KTCR, Minneapolis-St. Paul, in town visiting Charles Bernard, Country Music Net president.

FREDA ROTHE, of the Spanish International Network, to Chicago.

JACK JONES in Toronto for rehearsals of two upcoming CBC-TV specials.

ARTHUR M. SWIFT, manager, and **ROBERT C. FRANSEN**, national sales manager of WTCN, Minneapolis, have returned from a week-end fishing trip to Grand Marais.

SALVATORE IANNUCCI, CBS-TV business affairs VP, has returned from Westhampton, N. Y. vacation.

NORMAN MCGEE, WQXR VP, leaves tomorrow for Southampton and Le Havre aboard the S.S. Flandre.

MARY FICKETT, CBS-TV's "Calendar" hostess, has returned from a Cape Cod vacation.

Special Election Coverage

The "Casper Citron" program on WRFM moves to the Hotel Delmonico, for one night only, Sept. 6th, to cover the live returns of the various reform fights in New York City till conclusion.

FINANCIAL

(September 4)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.	Net
Admiral Corp.	14 1/2	14 1/4	14 1/2	+	1/8
AB-PT	32 7/8	32 1/4	32 7/8	+	7/8
A. T. & T.	113 3/8	113 1/4	113 1/2	+	3/4
AVCO	23 3/8	22 3/8	23 5/8	+	3/8
CBS	37 7/8	37 1/2	37 3/8	—	1/2
Columbia Pic.	20 5/8	20 1/4	20 1/4	—	—
Crow.-Coll.	25 7/8	25 3/8	25 5/8	+	1/2
Decca	39 3/8	39 1/2	39 3/8	+	3/8
Disney	31	31	31	—	1/4
East. Kodak.	102 1/2	100 5/8	102	+	1 3/8
Gen. Prec.	37 7/8	36 7/8	37 7/8	+	5/8
General Tel.	27 1/2	27 1/2	27 1/2	+	1/2
Hazeltine Corp	21 3/4	21 1/4	21 1/4	+	1/4
Magnavox	37 1/8	37	37	+	1/4
MCA	31 7/8	31 5/8	31 5/8	+	1/8
M-G-M	35 1/2	35 3/8	35 1/2	+	1/4
Min. M&M	54 3/4	54	54 3/4	+	3/4
Nat. General.	67 1/8	63 1/4	67 1/8	+	1 1/8
Paramount	38	37 3/4	37 3/8	—	3/8
Plough	31 5/8	30 3/4	31 5/8	+	1
RCA	49 5/8	49 1/8	49 3/8	+	1/4
Storer	29 7/8	29 5/8	29 7/8	—	1/8
Taft	18 1/2	18 3/8	18 1/2	+	1/4
United Artists.	29 1/4	29 1/4	29 1/4	—	—
Warner Bros.	13 5/8	13 1/2	13 1/2	—	1/8
Westinghouse	28 1/2	27 7/8	27 7/8	—	1/8
Zenith Radio..	56 1/2	55 3/8	56 1/8	+	1

AMERICAN STOCK EXCHANGE

Capital Cities.	15 1/8	15 1/8	15 1/8	+	3/8
Esquire, Inc.	3 3/8	3 3/8	3 3/8	—	—
Filmways	5 3/4	5 3/4	5 3/4	—	—
MovieLab	9 3/8	9 3/8	9 3/8	—	1/8
MPO	7 1/4	7 1/4	7 1/4	—	1/4
NTA	1 1/4	1 1/8	1 1/8	—	—
Reeves Sound.	37 3/8	37 3/8	37 3/8	—	—
Rollins	11 3/4	11 3/4	11 3/4	—	1/4
Screen Gems.	19	19	19	—	—
Technicolor	13 1/8	12 7/8	12 7/8	—	—
TelePromTer	8 1/2	8 1/2	8 1/2	+	1/4
Trans-Lux	13	13	13	—	—

*OVER THE COUNTER

	Bid	Asked
Jerrold	57 1/8	65 1/8
Meredith	22	25 1/8
Sterling	22 1/4	26 1/4
Wometco	10 3/8	11 3/8

* Courtesy of National Association of Security Dealers.

TvB's Canadian Pix Debuts at Halifax

Special to RADIO-TV DAILY

Toronto—TvB of Canada's first motion picture on Canadian TV will be premiered today at the Atlantic Ass'n of Broadcasters Convention in Halifax.

The film is an updated and revised version of the slide presentation which William R. Seth, director of the bureau, has given before business executives across Canada.

The film highlights the growth of audience viewing patterns, advertiser investments and advertiser successes in TV. In it, seven local, regional and national advertisers cite their own experiences in the medium.

WEDDING BELLS

Doerr-Donaldson

Alan Doerr, WGMS, Washington, music director, wed to Miss Elizabeth Donaldson, of WMAL-FM.

Take Payola Deduction-If You Name Names!

IRS TO Allow Diskers Payments to Deejays Before Dec. 6, 1959

Washington Bureau of RADIO-TV DAILY

Washington — Recording companies may deduct for tax purposes "payola" to disk jockeys where payments were made before Dec. 6, 1959, and where the companies will reveal the names of those receiving the payments, the Internal Revenue Service has ruled. Also there must have been no state laws or policies against the practice.

IRS said the Federal Trade Commission Dec. 6, 1959, announcement of complaints charging record companies with lawbreaking because of "payola," constituted "an expression of sharply defined federal policy" in the matter, and that "payola" on and after that date will under no circumstances be tax-deductible.

Jerry Franken Merges With PR Firm on Coast

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jerry Franken, who has headed his own public relations company in Los Angeles for the past two years joins the p. r. firm of Cleary-Strauss-Irwin & Goodman Monday as a senior account executive. Under terms of the merger, Franken's major clients, which include Bill Burrud Enterprises, Filmaster, Inc., and "Your First Impression," the Monty Hall-Art Stark daily panel program on NBC-TV, will be serviced by Franken and the CSIG staff. Franken will also function as account supervisor for certain present CSIG clients.

Franken is former NTA and NTT adv.-publicity head. He was also publicity director for TPA which position he held for approximately five years.

Capital Women Know More Of Radio Emcees than Gov't

More female adults are able to identify local radio personalities than such national political figures as the secretary of the treasury and the postmaster general, according to the Radio Advertising Bureau. The RAB report is the result of a survey conducted in the Washington, D. C., metropolitan area.

"Radio is proud of these recognition levels achieved by local radio station personalities versus the levels achieved by the front-page personalities in government," said RAB president Kevin B. Sweeney. "If we want to put a narrow commercial interpretation on these findings, they prove most dramatically that daily exposure on a single radio station

KNUZ Owners Buy Station in Beaumont

Beaumont, Tex. — KAY-C has begun broadcasting here at 1450 kc on facilities purchased by the Texas Coast Broadcasters of Beaumont, Inc., of which David H. Morris, general manager KNUZ, Houston, is president.

The same news and music format practiced by KNUZ has been in operation since the owners of KNUZ and KQUE - FM officially took over the facilities formerly known as KRIC and KRIC - FM. New call letters for the FM station are KAY-D.

Ed Dittert, who has been in Beaumont radio since 1946, and served as manager of KRIC since 1960, is station manager of KAY-C. Other appointments include Joe Walker, former KNUZ disc jockey, program director; Brooke Carroll, commercial manager; Jack Easterwood, formerly chief engineer for KRIC, chief engineer; John Woody, KRIC news director, news director of KAY-C, and Ron Roshea, newsman.

PGW Reps New Station, WIIM-TV, Grand Rapids

Peters, Griffin, Woodward has been appointed national rep for the new Channel 13 in Grand Rapids-Kalamazoo. Announcement of the PGW appointment was made simultaneously with the disclosure that the call letters for the station, which will be on the air Nov. 1, are WIIM-TV.

The station is owned and operated by Channel 13 Grand Rapids, Inc., and will be the exclusive ABC-TV affiliate for southwestern Michigan. Mark Wodlinger is VP-general manager.

results in substantially higher identification than 'front-page' exposure on a less regular basis in several other media simultaneously. We can argue logically that what is true of people can be just as true for products.

"These findings are important to the advertising industry because they underscore again that the mass of American women can and do ignore what doesn't interest them in communications media if they have a choice in the matter."

Saroyan Faces Tough Competitor: Life Itself

Pulitzer Prize-winning playwright William Saroyan has been commissioned to write a short one-act play for "Candid Camera" in a test of art vs. reality. While Saroyan is writing his play, Allen Funt, creator of the program, will take his cameras out into the field to film actual people reacting to an identical situation in real life. The playwright will never see Funt's film until both the play and the candid sequences are shown together on the air. Funt plans to commission original dramas from other American playwrights, as well as doing further plays by Saroyan.

ENGINEERS FILL TINTS MANUAL

ABC Pix, Slides Standards
Compiled as Aid to Industry

"In the absence of any industry standards for color film or slides," ABC Engineers has compiled a manual which is being distributed to labs, film producers and ad agencies, it was announced by Frank Marx, net division president. ABC-TV this month begins colorcasting on its five o-o stations and its affiliates which are equipped for it.

B&W Undergo Color 'Rinse'

(Continued from Page 1)

duction, "Bonanza," on the air in Fall '61, increased to four last Spring.

ABC will make its color debut this Fall with three half-hour animated shows. Two of the shows, "The Flintstones" and "Beany and Cecil" were telecast in black and white last season. The newcomer is "The Jetsons."

CBS, however, has no color shows scheduled and none planned for the immediate future, Eastman Kodak reported.

In addition to its regular color series, NBC has tentatively scheduled "Color Nights," when a program ordinarily broadcast in black and white will be aired in color on a one-shot basis. One of these, "International Showtime," will be shot in 16mm color film, instead of the black and white tape formerly used. Most film productions, both black and white and color, are shot originally in 35mm.

On an hourly basis, NBC and ABC each have scheduled 21 hours of filmed shows weekly and six and a half hours of taped and live productions. CBS has 15 and a half hours of filmed shows planned and 8½ hours of taped or live productions.

Eleven years ago only 20 per cent of the prime hour programs on TV were being videocast as filmed productions.

8 Named to Choose Nominees for Emmys

Eight men have been chosen as members of the National Awards Committee of the National TV Academy. All are Academy trustees and will serve under the continued chairmanship of the ninth member, Lee Schulman, program manager of KING-TV, Seattle.

Of the nine appointees, five are newcomers named for two terms. The remaining four will complete the second year of their term this year. The committee consists of: New York—Burton Benjamin of CBS News, Ted Cott of Oakland Prods. and Ben Grauer of NBC News; Los Angeles — Dick Berg and Danny B. Landres of Revue Studios and Seymour Berns of CBS-TV; Chicago—Richard Reinauer of AMA; Washington, D. C.—Lewis Shollenberger of ABC News, and Schulman.

Grand Forks Outlet Sale Approved By FCC Bureau

Washington Bureau of RADIO-TV DAILY

Washington — The FCC's Broadcast Bureau has okayed sale of KILO, Grand Forks, N. D., by the Grand Forks Herald to KILO, Inc., for \$125,000.

The bureau also approved the assignment of construction permit for WDIF-FM, Buffalo, N. Y., by WDIF Corp. to Niagara Frontier Broadcasting.

Hubby Intros 'Talent Find'

Arlene De Marco, formerly a member of the signing De Marco Sisters, will perform on CBS-TV's "Talent Scouts" program, Sept. 11. Her husband, actor Keefe Brasselle, will introduce her.

Girl Scout Roundup Spec Narrated by Garry Moore

Garry Moore will be the narrator of "The Road to Button Bay," special hour filmed report of the '62 Senior Roundup of the Girl Scouts on CBS-TV Sept. 24. The show is sponsored by General Foods, thru Young & Rubicam.

OVERTURE

The incomparable music of THE BOSTON SYMPHONY ORCHESTRA raises the curtain on an exciting new television season on WNEW-TV. This series of concerts by the internationally famous BOSTON SYMPHONY, under the inspired direction of Charles Munch, will also present world renowned soloists and guest conductors.

ACT I

Drama plays a major role on WNEW-TV. THE PLAY OF THE WEEK brings the finest of contemporary and classical theatre back to television. Among the works to be seen are TIGER AT THE GATES, THE ICEMAN COMETH starring Jason Robards, Jr., MEDEA with Judith Anderson and THE CHERRY ORCHARD starring Helen Hayes.



ACT II

From Walt Disney, THE MICKEY MOUSE CLUB, an entertaining daily series of programs for children and their parents. It features the best of Walt Disney's cartoons, adventure tales, circus acts, nature stories, and an array of superb talent. THE MICKEY MOUSE CLUB becomes an important addition to WNEW-TV's highly-honored programs for young people — WONDERAMA, JUST FOR FUN and the imaginative SANDY'S HOUR.

ACT III

A spectacular array of audience favorites: Dorothy Provine in THE ROARING TWENTIES; the rugged adventures of THE OUTLAWS; SUGARFOOT; THE DEPUTY starring Henry Fonda; 87th PRECINCT; CAIN'S HUNDRED; BOURBON STREET BEAT; THE D.A.'S MAN; THE ISLANDERS; CALL MR.D. and BRONCO are some of the highly popular programs that add excitement to WNEW-TV.

ACT IV

WNEW-TV's diversity of programming includes OPEN END with David Susskind, highly regarded motion pictures on MOVIE GREATS, the Emmy-honored specials produced by Metropolitan Broadcasting Television and the informative COLUMBIA LECTURES IN INTERNATIONAL STUDIES. The selective taste of WNEW-TV's programming is exemplified by the past season's Peabody Award-winning, AN AGE OF KINGS, and the acclaimed FESTIVAL OF PERFORMING ARTS.



WNEW-TV, NEW YORK
METROPOLITAN BROADCASTING
TELEVISION

WSYR Prez Vadeboncoeur Feted by Staff on 23rd

Syracuse — E. R. Vadeboncoeur, president of WSYR radio-TV, will have reason to remember his 23rd anniversary with the station. Returning from a business trip, the station's prexy was greeted by a series of surprises, including a staff anniversary party, gifts and a visit from longtime friend Ernest Chappell, familiarly known as the "voice of Pall Mall Cigarettes."

Myers, Clayton Join WINS On-Air Roster

WINS this week launched its program expansion plans with the signing of on-air personalities Pete Myers and Dick Clayton, it was announced by Mark Olds, general manager of the Westinghouse station. Myers, who currently broadcasts for WNEW, New York, and Clayton, who is leaving WIL, St. Louis, will begin new WINS shows late this month.

Olds said further additions in talent lineup, program structure and administrative personnel, now being finalized, will be announced shortly.

Myers started his career with Armed Forces Radio Services in 1945, and has since worked at KCBQ, San Diego; WHKK, Akron; WJW and WHK, Cleveland. He entered New York radio in 1959 with WNEW. Clayton has been a WIL daytimer the past four years.

NAB Seeking Rule Delay

(Continued from Page 1)

order be held in abeyance pending "promulgation of a table of assignments and determination of the status of existing stations."

Adopted rule changes include new classifications for FM stations by power, zones and mileage separations. Generally, the changes were similar to those of which the NAB approved. But the Commission tacked on a proposal for the first table of assignments and invited comments on the question of the existing stations' status.

On the NAB's FM allocations committee are: Ben Strouse, president, WWDC-FM, Washington, chairman; Allen T. Powley, WMAL-FM, Washington; Oøden Prestholdt, CBS, New York; Harold I. Tanner, WLDM-FM, Detroit; KMLA-FM, Los Angeles.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. El Dorado 5-0405



By TED GREEN

• • • ABC-TV reportedly wooing Eartha Kitt for five half-hour shows next season . . . Radio nutritionist Dr. Carlton Fredericks advises TV addicts to munch on chopped chicken livers. They contain riboflavin which helps the eyesight . . . Unless changes are made, NBC's "Saturday Night at the Movies" returns Sept. 22 in color with "Gentlemen Prefer Blondes" starring Marilyn Monroe . . . 18-year-old Lynn Loring, who'll be seen in next season's "Fair Exchange" series, started in the business 10 years ago doing TV commercials during wrestling matches . . . James MacArthur has been signed to star in his first series, "Postmark: Jim Adam," which Andrew J. Fenady and Charles 11, Inc. will co-produce with Screen Gems for ABC-TV the 1963-'64 season.

☆ ☆ ☆ ☆

• • • Goings on at Goodson-Todman: Well, whadda you know? "Play Your Hunch" producer Ira Skutch was the only page in the history of NBC who didn't wear a uniform! When 6' 5" Skutch joined the net during World War II, uniforms were hard to come by, and there wasn't one big enough for Skutch. And that's why Ira was soon promoted to NBC's guest relations department . . . "Say When" host Art James this week doubles into the title role of "Mister Roberts" at the Hunterdon Playhouse, Clinton, N. J. . . . Kitty Carlisle and Tom Poston'll be regulars on the nighttime "To Tell the Truth," which started its sixth season on CBS this week . . . The Mark Goodson's expecting any edition . . . Robert Q. Lewis returns to New York Oct. 1 for two weeks as host of "Play Your Hunch." Merv Griffin leaves the show at the end of September to start his own daily afternoon show on NBC.

☆ ☆ ☆ ☆

• • • Meet: Allen Ludden, called "an egghead who swings," probably because he continues to write books and serve on the Texas U. Curriculum Committee while hosting Goodson-Todman's "Password" on CBS. Ludden, who holds a Phi Beta Kappa key, has written "Plain Talk for Men Under 21," a best-seller since 1954, which is found on the shelves of most high schools. This and such other "advice" books as "Plain Talk About College," "Plain Talk for Women Under 21," were all inspired by the success of Ludden's "Mind Your Manners," a radio program he produced and hosted on WTIC, Hartford. The show was so popular that NBC put it—and Ludden—on TV. Before the debut of "Password" last Fall, Ludden hosted "GE College Bowl" for six years and worked as an executive, first at NBC then CBS. He's a former creative consultant for CBS News.



LUDDEN

• • • Plaudits to top announcer Jerry Damon, a pro among pro's and this pillar's nominee for the Microphone Alley Nice Guy Award. Jerry has just finished a six-week stint on the "Jan Murray Show," subbing for Bill Wendell (another top talent) while Bill was hospitalized. Damon did a magnificent job of filling in for his ailing confrere—but what isn't generally known is that he did it for no pay, and on his own time, too! We think this personable fellow with the great voice would make the ideal announcer and No. 2 banana on the new "Merv Griffin Show" being readied for presentation on NBC-TV . . . A happy nod to Mrs. Bessie King, mother of PR man-resort owner Norman King, who was honored at a surprise party in his Kingswood Country Club last week on her 65th birthday.

☆ ☆ ☆ ☆

• • • Affable D. J. Boyce Bond, WTFM's night owl host, has the natives restless in Flushing, L. I. Housewives stay glued to their FM receivers to the wee hours of the morning. An irate army of Flushing husbands have appealed to the station to switch "the voice" to a daytime time slot. They are sick and tired of making their own breakfast. Boyce Bond has his problems too. He received 35 marriage proposals during the last month and two of them sound very interesting! . . . Comedian Guy Thomas says the author of that new play, "The Fun Couple," has to be kidding. What couple ever has fun—unless they're not married . . . Selwyn (Sully) Ginsler has been appointed Canadian sales director for Seven Arts Productions, Ltd.

'The Old Man and the Sea' Probed on 'Invitation'

The late Ernest Hemingway's "The Old Man and the Sea" will be the topic on CBS Radio's "Invitation to Learning" Monday. Participating in the discussion will be Virginia Peterson, author and critic, and John E. Unterecker, associate professor of English at Columbia U.

New Orleans' WVUE Shifts to Channel 12

New Orleans—The New Orleans Television Corp., owner-operator of WVUE on Channel 13, has received FCC authority to prepare for a switchover to permanent transmission on Channel 12, due to take place on Monday. The move was announced by Joseph A. Paretto, president-general manager of the TV station. WVUE is an ABC affiliate.

Top Mar's Take Spec On Floyd Patterson

A number of stations have already been licensed by Big Fights, Inc., for the Bill Cayton-produced hour special, "The Floyd Patterson Story," for telecast on the Friday, Saturday or Monday morning before the Patterson-Sonny Liston heavyweight title bout slated for Sept. 25.

Among them are WOR-TV, New York; WXYZ-TV, Detroit; KHJ-TV, Los Angeles; KOGO-TV, San Diego; KPHO-TV, Phoenix; WDAF-TV, Kansas City; WGR-TV, Buffalo, and WOKR-TV, Rochester, N. Y.

7 Arts Plans Sales Meet For New Pix Packs, Skein

(Continued from Page 1)

include president Eliot Hyman, VP David Stillman, secretary-treasurer Samuel Haims, VP-general sales manager Robert Rich, VP-national sales manager Donald Klauber, operations director Herbert G. Richek, ad-publicity director Harvey Chertok and Jeremy Hyman.

Among those attending will be Eastern division manager Lloyd Krause; Eastern div. account exec Jack Heim; Midwest div. manager Robert Hoffman; Midwest div. AE Howard Grafman; Southwest div. manager David Hunt; Southwest div. AE Carl Miller; West Coast div. manager George Allen, and West Coast div. AE Alden Adolph, plus VP-Canadian sales manager Charles S. Chaplin and Canadian sales director Selwyn Ginsler, representing the Canadian distribution arm of Seven Arts, headquartered at Toronto to direct operations for the country.

Hi-Flying 'Supercar' Zooms Maris for ITC

"Supercar," half-hour children's series distributed by Independent Television Corp., will be taking off in 33 new markets this month, in addition to the over 115 markets where the skein is already sold, it was announced by ITC executive VP Abe Mandell.

New buys include 15 markets for Remco Toys, via Webb Associates: Syracuse, St. Louis, Rochester, Dayton, Buffalo, Albany, Indianapolis, Cincinnati, Cleveland, Milwaukee, Ft. Worth, Houston, Miami, Providence and Portland, Ore. Also, Leitsey Dist. Inc. will be sponsoring the series in five markets: Charlestown, Florence, Columbia, Ashville and Augusta.

Other markets in which "Supercar" debuts this month are Huntington, Portland, Me., Chattanooga, San Diego, Washington, D. C., Wichita, Los Angeles, Lynchburg, Oakland, Salt Lake City, Boston, Baton Rouge and Columbia.

The success of "Supercar" has resulted in a tremendous response from manufacturers and buyers who are eager to tie in with the merchandising campaign presently being planned by Licensing Corporation of America on behalf of ITC, said Mandell.

Already, more than 40 manufacturers have been licensed to produce a wide variety of "Supercar" merchandise, ranging from toys to soft goods and clothing. Before the year is out, more than 100 items will be ready for store shelves and counters all over the country.

DuPont Producers See Video Writing Shortage

(Continued from Page 1)

Fielder and I, and our producer in New York, Jacqueline Babin, have been beating the bushes and there seems to be nothing hiding there. What's needed is a training ground for writers other than the off-Broadway, or perhaps even Broadway theatre. There isn't enough work there to support another generation of writers."

Schaffner is clearly happy for the opportunity to again establish a beachhead for drama. Of the seven shows, Cook will probably do three, and Schaffner, four. Cook has been preparing for the start of their presentations in New York, and Schaffner flies there Saturday to join him. Their first show will be aired on NBC Sept. 16, an allegorical drama titled "The Outpost," by Roger Birson, written especially for the new project.

AGENCY NEWSCAST

By RALPH TYLER

The Advertising and Promotion Dept't of RCA Victor Records has been streamlined for greater effectiveness, William I Alexander, RCA Victor Records director for advertising, promotion, press and information, has announced. In the new setup, George L. Parkhill has been promoted to manager, advertising and promotion. Parkhill, who will now be responsible for both Popular and Red Seal products, handled only Popular merchandise before. Paul Rubinstein, formerly a copywriter in the Advertising and Promotion Dept't, has been promoted to the position of manager, Red Seal advertising and point of sale. In the recently created Public Affairs Dept't, Herb Helman has been promoted to the position of manager, public affairs.

Noxzema Chemical Co. has placed a 14-week spot campaign for its Cover Girl Matte Makeup with New York radio station WMCA. The sked will run until Dec. 8, using one-minute spots in primetime as well as Class A time (10 a. m. to 4 p. m.) Sullivan, Stauffer, Colwell and Bayles, Inc., is the agency. . . The Rumrill Co., Rochester, N. Y., has been appointed agency for The Abbey of The Genesee, makers of Monks' Bread. John N. McMath, Rumrill Vp, is account supervisor.

Chet Huntley Narrates A.R.A. Motion Picture

Chet Huntley will introduce and narrate a film report on the activities of the Area Redevelopment Administration of the Department of Commerce. Production of "The A. R. A. Story" will begin immediately with release set for mid-October. Gordon Knox is producer-director of the motion picture.

Philharmonic on CBS Features 30 Soloists

Thirty soloists will appear with the New York Philharmonic during its 1962-63 season — the orchestra's first at Philharmonic Hall, Lincoln Center for the Performing Arts — which will be heard on CBS Radio beginning Oct. 6.

In addition to the previously announced conductors, French composer-conductor Pierre Boulez will also participate. One of the singers, the British soprano Jennifer Vyvyan, will be appearing in the U. S. for the first time.

James Fassett will be music commentator and intermission host on the CBS Radio presentations of the concerts.

Thought for Today

"I think TV has changed American life very substantially in the last ten years. I think it has opened a world to many people who never would have had a chance to see or participate in as many experiences. The experiment of using TV to cover the Glenn flight is a magnificent example, it seems to me, of how a whole country can participate and learn about a great historic event. No other medium could have done that but TV."

—FCC chairman
Newton Minow

A cereal boxtop premium offer, the "Nature's Wonderland Stamp Album" will be supported by General Mills with a TV campaign opening in October. The sked includes NBC-TV spots on "Bullwinkle" and "King Leonardo," plus more than 50 stations carrying "Rocky and His Friends" and more than 100 stations carrying "Captain Gallant." The one-minute spots run for six weeks.

Bonadettes Aboard America's Cup Cast

Bonadettes, a motion sickness preventative, manufactured by Labaron Pharmacal, has signed for exclusive sponsorship of the America's Cup races on ABC Radio. The time purchase was made through Ted Gotthelf Associates.

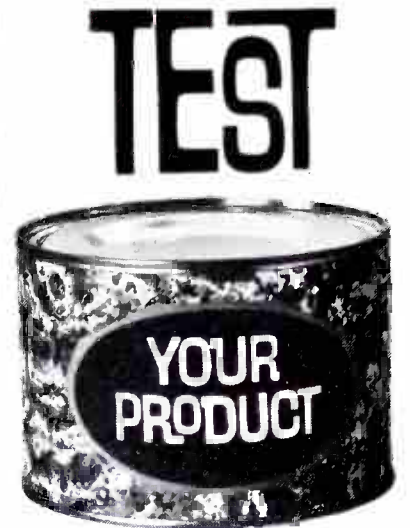
This year's races, a best of seven series, will match the Australian challenger "Grete" against the U. S. champion "Weatherly." Coverage of the event will consist of three five-minute spots, one each at the start, middle and finish of each day's events.

Amortization Sales Key

(Continued from Page 1)

was not synchronized with the amortization timetable, it was said.

As an experiment, UAA executive VP Erwin H. Ezzes supplied his sales force with copies of a book, "The Television Business, Accounting Problems of a Growth Industry," by Warde B. Ogden, partner in Price Waterhouse & Co. with it, UAA salesmen convinced stations on buying its "Showcase for the Sixties," 33 post-'50 features, boasting sales to 44 markets in nearly five weeks.



ON ATLANTA'S WSB-TV

One of the top five test cities is Atlanta. It has all the characteristics of the ideal test market. And WSB-TV, with a 44% average share of audience (ARB, April, 1962), is the top tv station in this market. Television today is the best single medium for testing your product . . . and WSB-TV is the single dominant station that can test your product best in Atlanta. Schedule your product test in America's 24th market on Atlanta's WSB-TV.



Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte;
WHIO/WHIO-TV, Dayton.

Represented by
Edward Petry & Co., Inc.

Golden Gate

... and its environs

By BILL SHEA

San Francisco — Earlier this year, British Motor Cars Distributors Ltd., raised skeptical eyebrows by plugging their expensive imports on the daily KPIX-TV teenage dance show. But the gimmick apparently worked. The initial experimental contract has been renewed, with the Britishers extending their advertising to radio with still another format innovation.

* * *

Starting Sept. 8 and thereafter every Saturday night from 11 to midnight, Hilary, "The Girl In The Tower," becomes KGO Radio's new late night lady disc jockey. The program kicks off with Hilary's true name a secret, although elaborate promotion plans are in the works for her audience to ferret out her identity. All the listeners will have to go on is that Hilary drives a sleek imported sports car, that her musical taste runs to love songs and that her soft continental accent provides a clue to her education and background. Broadcast time is shrewdly slotted to ward off TV competition which universally at this hour offers only late movies.

The KGO deal was set through King Harrington Advertising Inc., San Francisco.

* * *

Sally Murphy, formerly with WBKB, Chicago, and WJRT, Flint, Mich., has joined KTVU-TV as an assistant in the promotion department, it is announced by sales promotion director Joe Constantino. Miss Murphy will coordinate advertising activities in the department.

N.Y. State Execs Convening

(Continued from Page 1)

will be Ben Strouse, president of WWDC, Washington; Dan Kops, president of WAVZ, New Haven, Conn., and WTRY, Troy, and Columbia Journalism School Prof. Allen Keller, also an author and journalist (World-Telegram & Sun).

At 11 AM tomorrow, Steve Labunski, VP-general manager of WMCA, New York City, will chair a panel on "Radio Would Get More—If." Panelists will be Samuel Vitt, VP-media director, Doherty, Clifford, Steers & Shenfield; Janet Murphy, radio-TV media buyer, Lawrence C. Gumbinner Advertising; Arthur McCoy, exec VP, John Blair & Co., and Ed Papazian, BBDO media analysis mgr.

The day's official activity will be topped by a luncheon address on "The Space Race" by Jules Bergman, ABC News science ed-

BBC Execs Leaving For Own 'Doc' Firm

Special to RADIO-TV DAILY

London—Top-quality documentary and current affairs programs for British and overseas TV markets will soon start flowing from a new British company, TV Reporters International. Three leading members of BBC-TV's "Panorama" team—Ludovic Kennedy, James Mossman and Robert Kee—will leave the BBC when their contracts expire, and will work on the programs. They're shareholders in the new company.

Other share-holders who'll also appear in the programs are current affairs specialists Malcolm Muggeridge and Lord Francis-Williams.

Chairman of the company, Michael Astor, is already negotiating for overseas sales with Canadian-born newspaper tycoon Roy Thomson, who owns several TV stations abroad as markets for the shows.

Emergencies Reports On WHLI for 15th Year

WHLI-AM-FM, Hempstead, L. I., has completed arrangements to broadcast public service emergency announcements during the severe storms, hurricanes and snows of the coming months, for the 15th straight year.

WHLI's facilities have been made available to over 400 schools and almost 400 industrial and commercial firms.

Special announcements concerning the closing of public and parochial schools and business firms will be broadcast during the six-a-week "Commuters Time" program.

Minn. Council of Churches Honors 'Chapel of the Air'

Minneapolis-St. Paul — The Minnesota Council of Churches has given a special citation award to KMSP-TV for its non-commercial, non-sectarian program, "Chapel of the Air." The Rev. Glenn Martin made the presentation.

AFL Sked Kicks Off With TV Double Bill

The American Football League schedule of telecasts on ABC-TV opens Sunday when the New York Titans meet the Oakland Raiders in Oakland and the league champion Houston Oilers are in Buffalo to play the Bills.

Veteran sportscaster Jack Buck and George Ratterman will handle the grid and color analysis at Oakland while Curt Gowdy and Paul Christman take on the mike chores from Buffalo. This season, ABC-TV will carry 37 games on 18 dates, including the championship game.

Hollingbery Adds Outlets

The George P. Hollingbery Co. has been named as reps for KELI, Tulsa and KTRN, Wichita Falls.

Web Aides Conduct Two Courses in TV

The New School for Social Research will conduct two workshops in TV writing and production this Fall. Flora Rheta Schreiber, consultant to NBC's press dept., will conduct the writing workshop, assisted by Milton Kramer. CBS News writer David J. Ebin will teach "TV Production Workshop: News and Public Affairs Reporting."

A "tryout" theatre will be a feature of the workshops, presenting live performances of students' scripts before an invited audience, and offering evaluation by guest critics. It will be supervised by George Kondolf, executive producer of the "U. S. Steel Hour" programs.

Official Ups Behrens

(Continued from Page 1)

cated sales for the company. The "Biography" sale is closing out in a state-by-state campaign. Distribution method consists of selling every market in a state before moving on to another. To date, all markets in 12 states and the District of Columbia have been closed for the half-hour actuality series, in addition to major areas throughout the country, bringing the sales total to 134 markets.



BOB & RAY, PLUS FRED: Fred Bernard of Hartford's WTIC, right, smiles at the antics of his two new colleagues on WTIC Radio, Bob and Ray Goulding, who will bring Hartford and Connecticut-oriented Bob & Ray material to the Fred Bernard Show beginning Sept. 17. Bob & Ray will appear on WTIC from 3:30 to 6 p.m. Monday through Friday, along with Wally Ballou, Webley Webster, Mary Backstage, Word Carr, Mary McGoon and all the rest. Adv.

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THURSDAY, SEPTEMBER 10, 1958

Indiana University Library
Bloomington Ind

FIVE CENTS

SERIALS GETTING AXE?—'NEVER!'

Zenith, Firestone Hit Champ Keglers Show For National Co-Op

Chicago — Zenith Radio Corp. and Firestone Tire & Rubber Co., in an unprecedented move, have informed their distributors and dealers that they will pick up half the cost if any of them sponsor "Championship Bowling" on local stations, according to Walter Schwimmer, whose company produces



Schwimmer

(Continued on Page 5)

Rites Monday in Greece For Mike Wallace's Son

Services will be held Monday in Kamari, Greece, for Peter Wallace, 20-year-old son of Mike Wallace, near the mountain on which the Yale student died in a fall. A memorial service will be held this month at Yale, and plans are being drawn for a Peter Wallace Scholarship there, as well as an educational fund for the benefit of young people in Kamari.

Big Bend Buys S. C. AMer Bennettsville, S. C.

The FCC's Broadcast Bureau has approved the sale of WBSB by Atlantic Coast Life Insurance to Big Bend Broadcasting, for \$85,000.

CROSLY, WIBC NEAR OK IN ATLANTA-INDIANA DEAL

Washington Bureau of RADIO-TV DAILY

Washington — Tentative FCC decision to approve a Crosley agreement with WIBC, Inc., under which WIBC would buy Crosley's Atlanta TV station and Crosley would continue operating WLWI in Indianapolis, was reached at the first FCC meeting since the August vacation. The action came in the form of instructions to the FCC staff to write up a decision, and is still subject to a final vote.

Kaiser Backs U Future, Seeks 3 More Outlets

Washington—Kaiser Broadcasting, which operates outlets in Hawaii and had previously applied for UHF stations in San Francisco and Corona, Calif., the latter to serve Los Angeles, cast another vote of confidence in the future of U's yesterday. It asked for three more UHF's—Ch. 38, Chicago; Ch. 50, Detroit, and Ch. 41, Burlington, N. J.

Burrows, Ackerman 4-Star Pilot 2 Series

West Coast Bureau of RADIO-TV DAILY Hollywood—John Burrows and Leonard Ackerman have signed a deal with Four Star to develop and produce two TV series in association with the studio. In a joint statement issued by the two producers and Four Star exec VP Tom McDermott, Burrows and Ackerman will shoot one hour and one half-hour pilot. Four Star

(Continued on Page 6)

Lexington, Ky., U Sought

Lexington, Ky. — Bluegrass Broadcasting has applied to the FCC for a new TV station on UHF Channel 40 here.

The complicated Crosley case came when the Appeals Court ordered the FCC to reconsider its grant of Indianapolis Channel 11 to Crosley, on the sole grounds that commissioner T. A. M. Craven shouldn't have voted without having heard oral arguments. Craven had been advised by FCC

(Continued on Page 7)

Victory, Baruch Receive CBS Films Veep Stripes

James T. Victory and Ralph M. Baruch yesterday were named VP's of CBS Films, Inc., by Sam



BARUCH VICTORY

Cook Digges, administrative VP;

(Continued on Page 5)

CBS-TV's Katz Says They're Solid Shows On Afternoon Skeds

By ARTHUR PERLES

Daytime TV serials are more strongly entrenched than ever as a way of life at CBS. Any idea of their abandonment by the network which fostered this electronic art form at least 25 years ago is miles away from the truth.

The reason: you can't expect a network to jettison shows that have topped the Niensens more often than any other type over this span of years while delivering "terribly loyal fans in audience counts that result in very low cost-per-thousand buys for the sponsors."

This is what Oscar Katz, CBS-TV's daytime programming chief told RADIO-TV DAILY yesterday, correcting any misapprehensions created in the industry by a newspaper story Wednesday that the network was canceling its "Brighter Day." The same press account said NBC was axing "My Five Daughters" to make scheduling room for the Merv Griffin variety show.

In fact, Katz said, any reference (Continued on Page 7)

\$575,000 Sale Okayed For KAKC Radio, Tulsa

Tulsa — The FCC's Broadcast Bureau has approved sale of KAKC by Radio Station KAKC to KAKC of Tulsa for \$575,000, plus agreement not to compete within 50 miles for 7½ years.

AFTRA's Bid for Control Snags N. Y. ETV Opening

In an attempt to act as bargaining agents for teachers appearing on noncommercial TV, AFTRA has ordered work to cease at WNBT, Channel 13, scheduled to go on the air Sept. 16. The federation ordered union members, including announcers and professional performers, not to accept assignments or continue with operations at the station. The Educational Broadcasting Corp., operator of the outlet, said it could not recognize AFTRA as agent for the teachers.

(Continued on Page 8)

FCC Flagging Down Plug-Ugly Gravy Train

By HAL HILDEBRAND

West Coast Bureau of RADIO-TV DAILY

Hollywood — The gravy train for "stolen plugs" is about to roll again. In many of the TV pilots sold for the coming season, deals were made with various agency reps to provide merchandising props from autos to candy bars and, if the series were sold, to use, from time to time, their various products in seemingly unimportant, and inoffensive ways but a plug nevertheless.

These plugs average out at about one-tenth the cost of a

minute commercial, but they have vastly greater impact in many instances than an out-and-out commercial break.

Some of the advantages include: an off-hand line by a star or an emcee ("have you got a piece of

Kleenex?"); shots of a line of cars, all made by same company; toys, with children playing with them and obviously enjoying them; resorts, which are reached only by one railroad line or airline; resorts, featuring a specific establishment, and the names of airlines, or of large department stores in specific cities.

All are constantly used, al-

(Continued on Page 8)



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Safety Spots Warn School Doors Open

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Release of special "Back-to-School" safety spot transmissions to 1,300 radio stations throughout the U. S. and parts of Canada has been announced by Arthur E. Watkins, radio-TV director of the Automobile Club of Southern California.

The pubserv messages were recorded by Cheryl Holdridge, Johnny Crawford, Bobby Crawford, Pippa Scott, Red Buttons, Bill "Jose Jimenez" Dana, and the Lettermen.

The messages, all carrying the "drive safely, school's open" theme and varying from 10 to 60 seconds, are produced locally by the Automobile Club, and nationally by the American Automobile Ass'n.

Seek New Int'l Station

Sherman Oaks, Calif. — International Educational Broadcasting has applied to the FCC for a new international broadcasting station on 9.5-9.755 mc, with studio in Los Angeles and transmitter in Guam.

COMING AND GOING

TIM HEWAT, producer of documentaries for Granada TV Network Ltd., and his wife, ANN SUUDI HEWAT, casting director, in N. Y. for a visit en route to Coast.

ALFRED HITCHCOCK in N. Y. for a week's stay.

VIVIAN VANCE visiting Stamford, Conn. before returning to the West Coast next week-end.

WARREN V. BUSH, CBS News producer, has returned from a fishing trip to Wisconsin, Minnesota, Michigan and Canada.

LLOYD BRIDGES in town this week.

HANK ALEXANDER, of Video-Tape Unlimited, to Darlington, S. C., for videotaping session.

MITCHELL LEISER, Intertel VP, has returned from Phoenix and Hollywood where he co-produced a pilot with Buddy Bregman, starring Dorothy Kilgallen.

JOHN COOPER, CBS Newsfilm Syndication manager, to London, Paris, Rome, Zurich, Amsterdam and Germany on business.

ALEX MARCH, director, in town to begin work on "The Defenders" episodes that he will negotiate this year.

TELECOPTER TAKES KTLA ATOP MAJOR COAST NEWS

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Less than an hour after the first report of the brush fire which recently swept thru north San Fernando Valley, residents of Los Angeles County followed progress of the disaster via first-hand TV coverage by KTLA. The fast coverage was made possible thru KTLA's use of its Telecopter.

Built in 1958 by National Helicopter Service, the Telecopter is equipped to both photograph for telecast and to act as a relay station for a ground remote unit. The machine itself cost some \$75,000, with equipment and engineering bringing the overall total to about \$90,000.

Primarily responsible for its inception is KTLA chief engineer John Silva, who pushed the idea thru with station execs and supervised its construction. His contention, since borne out, was that the expenditure would be justified by the position the Telecopter could put the station in, rating-wise.

Prime factors in the successful use of the craft are its pilot, Larry Scheer — who also serves as a news commentator — and co-pilot, Harold Morby, a camera-man-engineer. No other passengers are carried at any time, due to the weight of equipment.

In fact, Scheer fondly refers to the Telecopter as "the expectant mother" because all available space is so completely filled to capacity with equipment with no extra space.

Quarterback for Ironmen On WTRF-TV Sales Team

Wheeling, W. Va. — Ivan Tonic, 24-year-old quarterback for the Wheeling Ironmen, has joined the sales staff of WTRF-TV. While at the U. of Pittsburgh, Tonic was selected to the 1958 All-East Squad, and in 1959 was voted Pitt's "Most Valuable Player."

WSUN & Ham Operator Find Woman in Panama

St. Petersburg — Radio's long arm reached into the Panamanian interior recently and helped a St. Petersburg woman locate her sister to inform her of their father's death. Contact with the Canal Zone was made through the joint efforts of Ham radio operator Vance Vogel and WSUN. Vogel located someone who knew the woman and arrangements were made for her to call WSUN to receive the message.

Beer, Oil Firms Back NFL Lions on Radio

Detroit — WJR, the Goodwill Station here, has begun broadcasting another season of Detroit Lions pro grid games, sponsored by Falstaff Brewing Co. and Marathon Oil Co. Kickoff was a pre-season tilt against the St. Louis Cards on Saturday at Omaha.

The regular season includes 14 games, between Sept. 16 and Dec. 16. Van Patrick handles the play-by-play, and WJR sports director Bob Reynolds the color and highlights.

Dave Bader Gains Nod As Eldorado's Exec VP

David Bader has been named exec VP at Eldorado Films, and will assume duties in domestic and international film sales. Bader was formerly with Continental Distributing and Sterling TV. He has also been associated with Astor Pictures and Atlantic TV.

FINANCIAL

(September 5)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	14 1/8	14	14	— 1/8
AB-PT	32	31 1/2	31 1/2	— 3/8
A. T. & T.	112 1/4	110 3/8	110 3/8	— 3/4
AVCO	23 1/8	22 1/2	22 3/4	— 1/4
CBS	37 1/8	37 1/8	37 1/8	— 1/4
Columbia Pic.	19 3/4	19 1/4	19 1/4	— 3/4
Crow.-Coll.	24 5/8	23 5/8	24	— 5/8
Decca	39	39	39	— 1/8
Disney	30	29 5/8	29 5/8	— 3/4
East. Kodak	101	98 3/4	99 5/8	— 1 1/2
Gen. Prec.	36	35 1/8	35 1/4	— 3/4
General Tel.	26 1/8	26	26	— 1/4
Hazeltine Corp	21	20 3/4	20 3/4	— 1/2
Magnavox	35 7/8	35 1/4	35 5/8	— 1/8
MCA	31 3/4	31 1/4	31 1/4	— 1/4
M-G-M	34	32 1/2	32 3/8	— 2 1/8
Minn. M&M.	53 1/2	52	52 3/4	— 3/4
Nat. General.	6 3/4	6 5/8	6 5/8	— 1/8
Paramount	37 3/4	37 3/8	37 1/2	— 1/8
Plough	30 3/4	30 3/8	30 3/8	— 3/8
RCA	48 1/8	46 1/4	46 1/2	— 1 3/8
Storer	29 7/8	29 1/8	29 1/2	— 3/8
Taft	18	17 1/4	17 1/4	— 1 1/8
20th-Fox	22 3/8	22	22	— 1/8
United Artists	29	28 3/4	29	— 1/4
Warner Bros.	13 1/4	13 1/8	13 1/4	— 1/8
Westinghouse	27 5/8	27 1/4	27 1/2	— 1/4
Zenith Radio	54 1/2	52 7/8	53 3/8	— 3/8

AMERICAN STOCK EXCHANGE

Allied Artists	3 5/8	3 3/8	3 5/8	— 1/8
Capital Cities	14 3/4	14 3/4	14 3/4	+ 1/8
Esquire, Inc.	7 5/8	7 5/8	7 5/8	+ 1/8
Movielab	9 3/8	9 1/4	9 3/8	— 1/8
MPO	7	7	7	— 1/8
NTA	1 1/8	1 1/8	1 1/8	— 1/8
Reeves Sound	3 7/8	3 3/4	3 3/4	— 1/8
Screen Gems	19	19	19	— 1/8
Technicolor	12 5/8	12 3/8	12 5/8	+ 1/4
TelePromPTer	8 1/2	8 1/4	8 1/4	— 1/4
Trans-Lux	13 1/4	13 1/8	13 1/8	+ 1/8

* OVER THE COUNTER

	Bid	Asked
Jerrold	5 3/4	6 1/2
Meredith	22	24 5/8
Sterling	1 5/8	2 1/4
Transcontinent	10 3/8	11 1/8
Wometco	25 3/4	28

* Courtesy of National Association of Security Dealers.

'Bullwinkle' in B&W For New NBC Slot

"The Bullwinkle Show" will begin its second season on NBC-TV in a new time period Sept. 23, presented in black and white only rather than color as previously announced. The animated cartoon series offers sophisticated humor and satire for adults, and action and adventure in comedy situations for the younger set.

"The Bullwinkle Show," created by Jay Ward and Bill Scott, is produced by Producers Associates of Television Inc., with Peter M. Piech as executive producer.

Decca Spins a Dividend

Directors of Decca Records yesterday declared a regular quarterly dividend of 30 cents per share on capital stock, payable Sept. 28 to holders of record Sept. 17.

WNBC Re-Runs

Seven Arts' "Films of the 50's"

AND SCORES

81% of First Run Ratings

94% of First Run Shares-of-Audience

The re-run strength of Seven Arts' "Films of the 50's" becomes readily apparent when the Ratings and Shares of first runs and re-runs are examined. It is interesting to note that the average time gap before re-run was only five and one-half months. The special Arbitron study, charted below, covered 8 different Warner Bros. features.

ARBITRON STUDY OF RE-RUN RATINGS & SHARES OF 8 SEVEN ARTS' POST-50'S TELECAST ON WNBC-TV'S SATURDAY NIGHT "MOVIE FOUR" (APRIL-JUNE, 1962)						
FEATURE	FIRST RUN			RE-RUN		
	TELECAST DATE	AVERAGE RATING	¼-HOUR SHARE	TELECAST DATE	AVERAGE RATING	¼-HOUR SHARE
I'll See You In My Dreams	10/21/61	11.9	24%	4/21/62	16.7	38%
Thunder Over the Plains	12/30/61	8.8	21%	4/28/62	4.0	9%
Mara-Maru	11/25/61	15.9	40%	5/5/62	11.0	29%
Pretty Baby	12/23/61	11.4	23%	5/12/62	8.9	21%
Captain Horatio Hornblower	10/14/61	14.3	30%	5/26/62	9.7	28%
Force of Arms	11/18/61	16.8	35%	6/9/62	17.5	44%
Phantom of the Rue Morgue	10/28/61	11.3	28%	6/16/62	6.9	20%
Operation Pacific	12/9/61	15.9	34%	6/23/62	11.3	26%
TOTAL AVERAGE		13.3	29%		10.7	27%

Strong re-run ratings are just part of "Films of the 50's" success story. Sponsors S.R.O. and increased sets-in-use are some other good reasons why Seven Arts' "Films of the 50's" are "Money Makers of the 60's."

Seven Arts' "Films of the 50's"...
Money makers of the 60's



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
 NEW YORK: 270 Park Avenue YUkon 6-1717
 CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
 DALLAS: 5641 Charlestown Drive ADams 9-2855
 LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks GRanite 6-1564 - STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

'BEHIND EVERY GOOD MAN...'

Wives in TV 'Non-Debate'
To Get Hubby Mich. Votes

Detroit — The first TV confrontation of candidates' wives in Michigan history will take place on WXYZ-TV here around the first of October, according to the station's president John F. Pival, who announced that Mrs. George Romney and Mrs. John B. Swainson had accepted his offer of prime evening time to present their reasons why their husbands should be elected.

The form of the program has not been established but Pival said that it would not be a "debate." "Naturally, we will adhere strictly to the wishes of the ladies themselves in the way they present their views," Pival said.

WXYZ-TV will also present three half-hour debates by the candidates themselves during October.

Wolper Signs Fonda As 'Hollywood' Host

Henry Fonda has been signed to host and narrate both "Hollywood, the Talkies," and "Hollywood, the Great Stars," hour shows for ABC-TV which David Wolper is preparing as the second and third programs in his series.

Fonda will film his introductions and narrations in Hollywood immediately upon his return from New York, where he is conferring with Warner Bros. home office execs.

"Hollywood, the Talkies" will be aired Jan. 23, and "The Great Stars" on Mar. 13. Jack Haley is producing and directing both shows with Wolper as executive producer.

Glenn Luther Supervises KDKA Engineering Staff

Pittsburgh — Glenn Luther has been named studio engineering supervisor at KDKA Radio, thus returning to a position he held from 1945-1958, when he transferred to KPIX, Westinghouse TV station in San Francisco. Luther succeeds E. B. Landon, who retired last month after 41 years at KDKA.

STORK NEWS

Houston — It's a girl for KPRC-TV stage manager Rob Middleton and his wife Veta. They named her Kathy.

Dallas — It's a boy for Chuck Dunaway and a girl for Russ Knight. Both are KLIF deejays.



By TED GREEN

• • • Murray Schlamm, who was the all-around man on the Bert Parks "Stop the Music," now manager of the Blair House . . . Don't miss Chase and Reed, new comics at the Copa. Just great! . . . Columbia Records has announced the re-servicing of radio stations with a two-sided rendition of Tony Bennett's hit single, "I Left My Heart in San Francisco." One side features the original studio recording and the coupling is the showstopping live performance from Bennett's sensational one-man show at Carnegie Hall . . . Also out is a new LP by Marty Robbins titled "Devil Woman." This is Columbia's top-selling single.

★ ★ ★

• • • Barbra Streisand credits her appearance on Jack Paar's show for getting a choice role in David Merrick's musical, "I Can Get It for you Wholesale" . . . With the FCC hollering about too much blood in cowboy programs, says Show Magazine, "Gunsmoke" is now keeping its violence down to an absolute Minow-mum . . . Jason Robards, Jr., must favor the word "night." He stars in the film "Tender is the Night" and has finished shooting "Long Day's Journey Into Night" . . . James Garner will use the money he'll make for filming "The Great Escape" to start a TV producing company. He'll only produce and not star in his show . . . George Chakiris, whose Oscar-win in "West Side Story" zoomed him to a juicy role in "Flight from Ashiya," filming in Japan, has a five-figure offer from Ed Sullivan to sing on his TV show next season.

★ ★ ★

• • • Meet: William (Bill) Schwarz, young, dynamic WNBC Radio program manager, credited with the station's "new sound," predicated on radio's role in providing companionship, information and entertainment. Before WNBC, Bill was manager, correlated programs, Westinghouse Broadcasting; manager, program services, Peters, Griffin, Woodward; program manager, Pittsburgh's KDKA; program manager, Minneapolis' WCCO; ass't program manager, Cleveland's KYW. Starting as a page boy at WCBS, he soon became director and producer of the "Arthur Godfrey Show," "This is New York" and many other programs. Thirty-eight years old, Bill lives with wife and two sons, 8 and 2, in Scarsdale. Too busy for hobbies, he does take some time out to indulge in an occasional game of tennis.



SCHWARZ

★ ★ ★

• • • Amstel Brewing Co., thru Donahue & Coe has just bought the '62 World Series pre-game "warm-up" programs with sportscaster Lou Boda, on WNBC Radio, beginning Oct. 3 . . . Vet Bandleader Russ Morgan is recuperating from auto injuries in a West Coast hospital . . . Overheard at Sasso's Restaurant on Second Ave.: "Don't count your checks before they're cashed" . . . Of the current top 10, best-selling disks in the land, seven are hits by the male singers. (Still looks like a man's world, in the recording field anyway) . . . CBS-TV's treating Irene Ryan more like Daisy Mae than her starring grandma role in "The Beverly Hillbillies." Irene is making more exhausting week-end junkets to the Midwest for the series than any other co-star . . . NBC News sound man George Jordan, dean of all sound men in New York, is listening to nothing but sea gulls and living it up (as only George can do) on his one-month annual vacation at Cape Cod . . . Speaking of news, that newsee guy Gabe Pressman, whom George works with daily, will do the primary election returns with Red Mueller on WNBC-TV.

★ ★ ★

• • • Rick Housely, KGW, Portland, Ore., is the latest addition to its DJ roster. Rick is just 27 years old but already a veteran in radio . . . Charles Aknin, owner-host of the Charles V Restaurant on W. 53rd St., will portray an intern on an upcoming episode of the new CBS-TV series, "The Nurses." Aknin had bit roles in motion pictures and TV prior to opening his restaurant in 1959 . . . Errol Garner and Columbia Records settled their differences out of court. Under the contract terms all suits by each party against the other were dropped! . . . Dr. J. P. Arnaboldi, the minister-veterinarian-songwriter, had his "Could It Be?" recorded by Leslie Uggams, Tina Robin and Ben E. King!

HI FI TO INSPIRE ARTISTS IN SHOW

Painters to Create on Canvas
With Ears Glued to Sound

A "High Fidelity Music on Canvas" demonstration and contest—in which painters will be inspired to create solely by hi-fi music—will take place at the seventh annual N. Y. High Fidelity Music Show, Oct. 2-6, at the N. Y. Trade Show Building. Sponsoring the show is the Institute of High Fidelity Manufacturers, Inc.

The artists will paint while listening through headphones of identical hi-fi music played continuously, working in a specially constructed "distraction-free" room. Competition will be open to both professional artists and student painters. Following the exhibition, the paintings will constitute a special touring "High Fidelity Music on Canvas" exhibition to be offered to art galleries throughout the country.

CBS-TV Names Mayo To Top Post Abroad

Robert C. Mayo, a CBS-TV account executive for the last eight years, has been named managing director of CBS Europe and CBS, Ltd., effective Sept. 15. He replaces Michael Burke, who was recently promoted to the post of VP-development for CBS, Inc.

CBS Europe, headquartered in Zurich, Switzerland, and with offices and representatives in Rome, Dusseldorf, Paris, Stockholm and Salisbury, Southern Rhodesia, and CBS Ltd., located in London, represent CBS-TV and CBS Films in the sale of TV properties abroad. Mayo's home office will be in London.

OBITUARIES

John M. Carrigan

Philadelphia — A requiem mass for John M. Carrigan, special assistant in Sun Oil Company's advertising department, was sung yesterday at the Church of Our Lady of Calvary. Interment was in Resurrection Cemetery. He died Saturday at his home, in Torresdale. He had been employed by Sun Oil Co. in various capacities since 1929.

Mary S. S. Wagner

Mrs. Mary S. S. Wagner, mother of Harold M. Wagner, director of sales administration for Mutual Broadcasting System, died at her home in Camp Hill, PA. In addition to Mr. Wagner, survivors are her husband and son, Ralph E., of White Plains, N. Y.

Academy Newsletter Assigned to Chicago; Jim Hanlon Editor

By JACK RUSSELL

Effective with the September issue, responsibility for editing the monthly Newsletter of the National Academy of TV Arts and Sciences will be assumed by the Chicago chapter at the request of the national Officers and Trustees.



HANLON

The Chicago board of governors assigned this project to James G. Hanlon, who will serve as senior editor and chairman of the board of editors. Serving with him are: James W. Beach, Foote, Cone & Belding; Virginia Butts, Time & Life magazines; Robert Cunningham, Chicago Association of Commerce and Industry; and Virgil Mitchell, WBBM-TV, CBS.

Staff editors will be Peter Cott, National Academy exec director, handling national news; Thomas Freebairn-Smith, Hollywood, and Kenneth Leedom and Kenneth Wilson, New York. William Perry, Chicago exec director, will serve as editorial production director and Chicago chapter editor.

Senior Editor Jim Hanlon is manager of promotion and research for WGN, Inc. He was a founding member of the Chicago chapter and is a national trustee. Among industry organizations which he has served actively are the Broadcast Pioneers, Broadcast Advertising Club of Chicago, Broadcasters' Promotion Association, Chicago Unlimited, and the Chicago Association of Commerce and Industry. He is first vice president and program chairman of the Chicago Federated Advertising Club.

Alan Freed at WQAM

Miami — Alan Freed, formerly of WINS, N. Y., has joined WQAM. He is doing a nightly deejay show and will promote and present personal appearances with outstanding recording artists, as he has done in the past.

Faulk to Brave Girls' Quiz

Swinging into gear for fall TV appearances after his five-year layoff, John Henry Faulk will be the male guest Monday on the premiere performance of WNBC-TV's "Leave it to the Girls."

Faulk will face a panel of female inquisitors including Sue Oakland, Pat Bright and Rita

TELSTAR PIERCES CURTAIN IN FORTIETH OF A SECOND

A special 13-minute program was transmitted by Radio Free Europe over Telstar yesterday to the people in the communist-dominated nations of Czechoslovakia, Hungary, Poland, Bulgaria and Romania. It featured an 11-minute message by Sen. Hubert H. Humphrey, with complete translations. He told the people of East Europe:

SEARS ROEBUCK TRIES VIDEO TEST

Jacksonville TV Spots Up Drapery Dept. Awareness

Jacksonville — WJXT recently helped Sears Roebuck increase consumer awareness in one of the store's departments by way of nine one-minute commercials.

According to a special survey conducted in the Jacksonville area by William Wahl Associates, homemakers in 35 per cent of the TV homes surveyed after the campaign recalled viewing the Sears commercials. In addition, the survey showed homemakers' awareness of Sears' custom-made drapery department, the subject of the commercials, increased from 74 per cent to 84 per cent after the campaign.

4 Ink Tab For 'Jetsons'

It's a good 21st century morning when George Jetson sits down to the breakfast his wife punched out of their broken-down "foodarackacycle" in "Rosey the Robot," premiere episode of "The Jetsons," new animated cartoon series bowing Sept. 23 on ABC-TV. "The Jetsons" will be televised in color over the net's five o & o's.

Sponsors for the show are: Colgate-Palmolive, through Ted Bates; The Dow Chemical Co., through McManus, John & Adams; 3Ms, through McManus, John & Adams and Whitehall Laboratories, through Ted Bates advertising agency.

Victory, Baruch VPs

(Continued from Page 1)

Victory, who has held the post of general sales manager since June, '61, will head domestic sales. Baruch, who has served as director of international sales since April, '59, will continue in charge of that phase.

Hayes. Maggi McNellis, as hostess and "referee" will keep the peace. Other male prey skedded for the show's first week are: Phil Foster, Don DeFore and Hal March.

"The success of Telstar is proof that the world is on the threshold of a new era of people-to-people communications. We are all neighbors. Given the instruments and the facilities at our command, there is less reason now than ever before for differences among nations or artificial barriers among peoples."

Telstar beamed the signal to a ground station in Brittany, France, from where it was relayed (via Frankfurt) to RFE headquarters in Munich. From Munich, the program was sent to RFE transmitter sites in West Germany and Portugal, then beamed to east Europe. Total time of the entire transmission from the U. S. was about one-fortieth of a second.

Sen. Humphrey described the determined efforts of the U. S. to conclude a treaty with the Soviet Union to ban nuclear test explosions based on "the principle of on-site inspection."

Keglers Show for Co-Op

(Continued from Page 1)

the syndicated property.

He said the series, which is entering its ninth year of syndication, was chosen by Zenith and Firestone because of its "consistently high ratings and low cost-per-thousand."

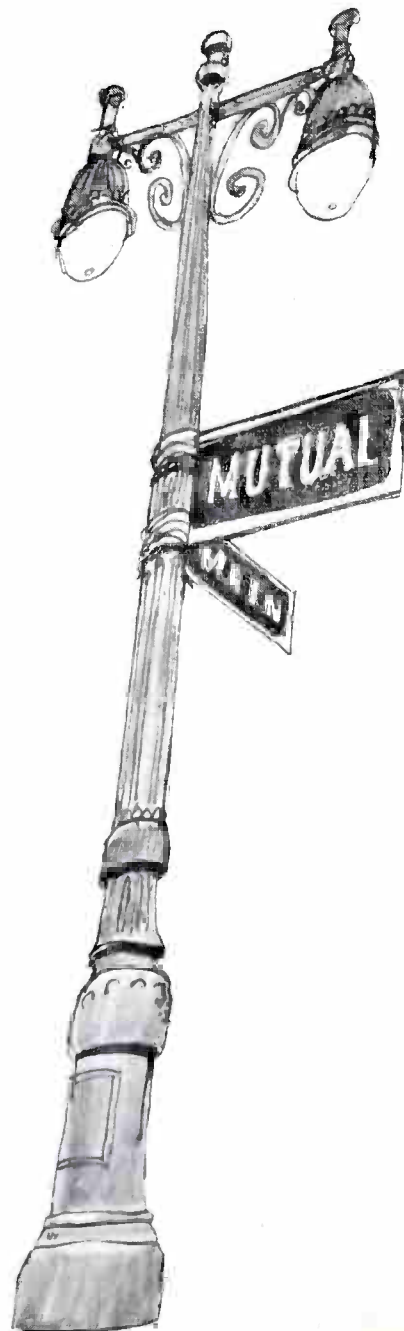
This is the first time for both companies in earmarking co-op funds for a specific TV series, said Schwimmer, who noted that the property was sold in over 150 stations coast-to-coast in 1961-'62 and current sales indicate that figure will be topped this season. Among the major buys is that of General Ins. Co. of America (Safeco) for 45 markets.

Schwimmer added that "stations such as WXYZ-TV, Detroit; KTVI, St. Louis; WOR-TV, New York; KHJ-TV, Los Angeles; KT-VU, San Francisco; WEWS, Cleveland; WTAE, Pittsburgh; KCMO-TV, Kansas City; WTCN-TV, Minneapolis, and KOMO-TV, Seattle — to name only a few — schedule 'Championship Bowling' year after year in a Saturday or Sunday afternoon slot and reap a harvest in spot business. The time is fast approaching when this series will be a standard in every market . . . on Saturday or Sunday afternoon, giving bowling a prestige and stature somewhat comparable to football and baseball."

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual. Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M

A Service to Independent Stations



Psychologist Ass'n Meet Gets Closed-Circuit TV

St. Louis—An innovation in the use of closed-circuit TV was tried recently when delegates to the American Psychological Ass'n Convention heard a major address over a special inter-hotel TV hook-up. Arrangements for the "Convention in Close-Up" were made by Harold Kopljar, president of the Chase-Park Plaza hotel and owner of KPLR-TV.

'Ripcord' Chutes Into 110 Markets for UA-TV

United Artists Television's "Ripcord" series has climbed to a total of 110 markets for the second year of production, including new sales and renewals by 70 per cent of the previous purchasers to date, according to executive sales VP M. J. (Bud) Rifkin.

International Latex, via Reach, McClinton, made an initial "Ripcord" buy for WRCV-TV, Philadelphia, while California Oil (Western Div.), via White & Shuford, firmed up prime-time periods at KOSA-TV, Midland-Odessa, and KRBC-TV, Abilene, as part of its eight-market renewal. The others previously reported are Amarillo, Albuquerque, El Paso, Roswell, Wichita Falls and Lubbock.

Other recent renewals were by WATE, Knoxville; KSL-TV, Salt Lake City; KXLY-TV, Spokane, and WHIS-TV, Bluefield. Among those buying the series for the first time were WKTV, Utica; WCAX-TV, Burlington; WKBT, LaCrosse, and KNTV, San Jose, Calif.

Riverhead, L. I., FMer Begins Program Tests

WAPC-FM, Riverhead, L. I., one of the first full-time radio facilities on Eastern Long Island, has begun commercial program testing. The station is o-o by Patchogue Broadcasting Co. and will serve five townships. Personnel include: Stan Allan, station manager; Mike Botula, program director Bill Buz, and Roland Van Nostrand.

'Repertoire Workshop' Bows with Wilder Drama

Philadelphia—A short play by Thornton Wilder will be the premiere production Sunday in WCAU-TV's "Repertoire Workshop" series. The play, "Pullman Car Hiawatha," is presented by Theatre Workshop, a local dramatic group. Dr. Tristram Coffin of the University of Pennsylvania is program host.



By PETER C. DAVALLE

• • • ATV's Fall line-up includes quite a bit to interest the U.S. Bowing soon is "The Saint," 26 hour segments starring Roger Moore of "Ivanhoe," "The Alaskans" and "Maverick," with American TV shows writer Harry W. Junkin as script editor. As in the case of all other ATV film series, ITC will be handling sales drives in the U.S. An interesting fact about "The Saint" is that not one of the selected stories has been seen in drama form before.

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• • • Second of ATV's big new series, soon to be seen over here, stars American actor Craig Stevens, playing a freelance photographer and journalist in "Man of the World." Again, it's 26 hour episodes, with Leslie T. Harris, ITC's international productions director, as executive producer. Locations include Spain, the Riviera, Italy, Greece, India, Africa, London, Havana, Paris. Hollywood composer Henry Mancini did the theme.

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• • • Also due is the second batch of "Ghost Squad," with Anthony Marlowe taking over from Donald Wolfitt as the new "Chief." Michael Quinn still plays the Nick Craig role . . . Last but not least, is "Broadway Goes Latin," 39 half-hour programs starring Edmundo Ros and his Orchestra and featuring prominent Latin American guest stars. Milton H. Lehr, of International Video Productions, San Juan, Puerto Rico, produces. Accent is on speed and color.

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• • • U.S.-made programs which ATV will screen include "87th Precinct," which made a terrific impression when screened by TWW not long ago. ATV says it'll also screen weekly 15-minute episodes from the cartoon version of "The Wizard of Oz" . . . The 2½-hour Canadian Broadcasting Corp. program, "Scarlett Hill," will be broken up here into hour and half-hour episodes. This format's unique in British TV history.

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• • • Slated for his first TV appearance in Britain, on ATV's "Bernard Delfont Sunday Show," is Bruce ("The Outlaws") Yarnell who's currently on a holiday cum working trip over here . . . Young Texan folk singer Carolyn Hester appears in BBC-TV's "Plain Song and All That Jazz," to be transmitted from the current Edinburgh International Festival . . . American deaf mime artist Bernard Bragg, seen here in July in a BBC-TV program for children, acts the story of "Noah and the Ark" from his series "The Quiet Man" on KQED, San Francisco, on BBC-TV screens today.

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• • • Technicians at Southern Television, working in their spare time, have produced a 25-minute film of Poe's "The Pit and the Pendulum." It's being shown during the Edinburgh Festival. Production cost under \$2,000 and shooting was spread over two years. There's no dialogue.

Trip Next Door Spans Ocean

Novel production techniques are involved in TV's first hour family comedy series, "Fair Exchange," which debuts Sept. 21 on CBS-TV. Created by Cy Howard, the storyline concerns two families, one in London and one in New York, each of which "adopts" the other's teenage daughter for a year.

In the show, the families never meet. In reality, the two casts

work on adjoining stages at the Desilu Studios in Hollywood. While one cast is rehearsing, the other films its portion of the script. The two portions are then intercut to dovetail the action and reaction.

Blimp-Bound Broadcasters To Beam Blighty Battle

Reporters flying overhead in the Goodyear blimp will broadcast five-minute reports of the America's Cup int'l yacht races three times a day on ABC Radio during the best-of-seven competition off Newport, R.I., starting Sept. 15. Sponsor, via Ted Gotthelf Assoc., is Bonadettes motion sickness tablets, manufactured by Labaron Pharmacal Div. of Chas. Pfizer Co.

Actors Change Roles On Shari Lewis Show

Several Broadway actors will become TV producers this season via "The Shari Lewis Show," which starts its third year on NBC-TV Saturday.

Joshua Shelley, recently of "Do Re-Mi," will produce the first segment. Other guest producers, on dates to be announced, will be actor Larry Blyden, who will direct "Harold" on Broadway this Fall; Douglas Cambell, recently of "Gideon;" Ronnie Graham, and Ezra Stone.

Broadway directors John Gerstad and Jed Horner also will guest-produce half-hours for Shari.

Guests chosen so far for the show include Jerry Orbach of "Carnival," David Burns of "A Funny Thing Happened . . ." Mort Marshall of the upcoming "Little Me;" Dom DeLuise of "Little Mary Sunshine," and Pierre Olaf, formerly of "La Plume de Ma Tante." Margaret Hamilton, noted as the Wicked Witch in "The Wizard of Oz," will make a return appearance on the season's program.

Ass'n Films Offering Two J. C. Penney Pix

Association Films is releasing two new 16mm sound motion pictures — "Portrait of a Man" and "Follow It All the Way" — both sponsored by the J. C. Penney Co. and available on a free-loan basis to schools, community groups and TV stations.

"Portrait" (28 mins.), produced by John Sutherland, tells the life story of James Cash Penney, while "Follow" (22 mins., color), produced by Wilding Inc., examines the whys and wherefores of the the Penney image.

2 Series Set for Pilots

(Continued from Page 1)

will finance and participate in both series.

Last season, the combo produced "Target: The Corruptors," which aired on ABC.

Youth As 'Task Force of Media Standards'

Support Good Shows, Denounce Bad Ones, Hyland Urges Them

St. Louis—"Today's young people can do much to improve radio, TV, and movies . . . by actively supporting the good and by speaking out against the bad," Robert Hyland, VP of CBS Radio and general manager of KMOX told the annual conference of the Missouri Regional Council of Catholic Youth, at Camp Mater Dei, Hillsboro, Mo. Hyland referred to youth as the "task force of media standards."



HYLAND

"Commercial broadcasters and movie makers must earn a living," he said. "And they will produce the product for which the demand is greatest."

Hyland admonished teenagers and young adults that when they fail to support good programming, worthwhile movies, and wholesome literature, they must then be considered responsible for rock 'n' roll radio, violence on TV, lurid paperback novels, and off-color movies.

"But young people can raise media standards," he continued. "by calling attention to the best programs and the best movies, and by urging friends and relatives to listen and view them. And you can patronize advertisers who make good programs possible, and let them know you support their efforts. Your standards will thus set the pattern for the mass media of the future."

A pioneer in radio talk-and-information programming, Hyland said he believes public tastes are improving. Emphasizing that radio is bigger than ever in its ability to reach and influence all segments of the population, Hyland said:

"Both radio and TV are big in impact, but it is within your power to change the kind of impact these media make. Turn a negative force into a positive one is primary."

"Both radio and TV are big in impact, but it is within your power to change the kind of impact these media make. Turn a negative force into a positive one is primary."

'Be Smart, Stay in School,' Chi Singer Uraes Teens

Chicago — WBBM singer Bob Vegas recently sent a letter to each member of his fan clubs urging that they return to school in the fall. The singer noted: "I hope you will not be one of those unfortunates who has decided that you are 'too smart' for school."

15 More Hour Sales Rung Up By Warners

Fifteen recent hour Warner Bros. TV series sales have been announced by Joseph Kotler, VP of Warner Bros. TV Division. In Portland, Ore., KATU has purchased "Maverick," "Surfside 6," "Sugarfoot," and "Bronco," and KPTV has bought "Bourbon Street Beat."

With the sale of "Surfside 6," "The Roaring 20's," "Bronco," "Sugarfoot," and "Bourbon Street Beat" to WSPA-TV, Spartanburg, all six Warner hour series have now been sold in the Asheville-Greenville-Spartanburg market. (It was previously announced that WLOS-TV, Asheville, had purchased "Maverick.")

Other new sales include: "Surfside 6" to WDAU-TV, Scranton, Pa., "Sugarfoot" to KTHV, Little Rock, Ark., and "Surfside 6," "The Roaring 20's" and "Sugarfoot" to WTAF-TV, Marion, Ind.

TA-Paramount Appoints Perlis As Media Advisor

Jack Perlis, PR specialist, has been named consultant on informational media to Talent Associates-Paramount, Ltd., TV and motion picture production firm.

Perlis has handled PR for the Ford Foundation's TV-Radio Workshop, "Leonard Bernstein and the New York Philharmonic," "Omnibus," "Meet the Press," and Robert Saudek Associates. He is also the PR director of the "Festival of Performing Arts" video series produced by David Susskind in association with James Fleming.

WDAU-TV Acc't Exec

Scranton — Donald J. Mauro has been appointed an account exec for WDAU-TV.

South Bend's City Gov't Makes Local TV Debut

South Bend — WNDU-TV recently presented the first live TV coverage of a South Bend Common Council meeting, with the two-hour telecast of 1963 budget session preempting network prime time programming. Narrated by WNDU Radio-TV news director Bob Young, the program evoked high praise and letters of commendation from City Council members and the mayor of South Bend.

Wis. Gov. Candidates On TV 'Voters' Guide'

Milwaukee — The four candidates for the Wisconsin governorship will participate in a special "Voters' Guide" program Sunday on WTMJ-TV, Milwaukee Journal station, another in a series presented in cooperation with the Leagues of Women Voters in the Milwaukee Metropolitan area before major elections.

Appearing will be the three Republican gubernatorial candidates—Philip G. Kuehn, Wilbur Renk and Robert LaFollett Sucher—and attorney general John Reynolds, only Democratic candidate. They will be asked identical questions relative to a variety of state issues, with each given a limited time in which to give their replies.

New KRAK Feature Tells Resources Agency Story

Sacramento — KRAK has launched a daily feature, "The Resources Agency Story," an outgrowth of a previous series developed in conjunction with the Department of Water Resources entitled, "You Ought to Know about H₂O."

'Project 20' to Trace Saga of U. S. Indians

An hour "Project 20" program on "The American Indian" is to be produced for NBC-TV, using still - pictures - in - action plus new film footage to cover approximately the years 1849 to the turn of the century, it was announced by "Project 20" producer-director Donald B. Hyatt. Narration will be "as much as possible" in the Indians own words, he said.

Associated with Hyatt in making "The American Indian" will be the same team that was with him for "The Real West." Phil Reisman, Jr., will write the script, and Robert Russell Bennett will compose the orchestral score. Robert Garthwaite will be associate producer, and Daniel W. Jones will be chief of research. The play-date is to be announced.

Crosley, WIBC Near OK In Atlanta-Indiana Deal

(Continued from Page 1)
counsel that he could legally vote.

This resulted in a second contest for the channel, with Crosley operating WLWI all this time. The second contest resulted in an award to WIBC, Inc. Crosley and WIBC, Inc., thereupon came to the agreement which the FCC has now tentatively approved.

Commissioner John S. Cross sat in on the meeting, as he intends to continue doing until successor E. William Henry is confirmed by the Senate and is sworn into office.

CCA Kick-Off in Yuma

Yuma — KBLU this month begins its first 13-week Community Club Awards program. More than \$1,500 in cash awards will be shared by women's organizations in the Greater Yuma area.

Oscar Katz Upholds Daytime Serial Values

(Continued from Page 1)

to "soap operas" is a thoroughly outmoded slur, citing current sponsors for the six remaining CBS video serials. They include Sterling Drugs, Nabisco, Pillsbury, Carnation Milk, Best Foods, Clairol, Alberto-Culver, Gold Seal, Frigidaire, S. C. Johnson and many others in a variety of consumer goods other than soap products.

The actual reason "Brighter Day" is being replaced, Katz stated, results from a re-evaluating of the net's morning schedule which was restructured when it was found that serials have rough

going in the AM are most successful in the afternoons when they are mixed with other types to create "solid programming blocks."

Staunchly upholding the daytime serial, Katz, who is a veteran broadcaster and former sales research authority, declared:

"They have developed enormously since the pioneering phase on radio. Today's serial is more mature, much more relevant to current events, has infinitely better plot structure and character delineation. Ratings will prove

conclusively that they outdistance all other kinds of TV programs in the afternoons — all the way from games and audience participations to film reruns and personalities. Once a serial catches on, there's no shaking the durability of its fans."

To cap his argument, Katz picked up the latest Nielsen, the report for August. Flipping pages at random to "As the World Turns," he pointed to its two-week average of 10.6, comparing this with the highest-rated daytime game show that scored an 8.9.

Author 'Meets' Led By Katherine Porter

Miss Katherine Anne Porter, author of "Ship of Fools," is the first guest for "Meet the Author," new half-hour literary program in which writers will exchange opinions on their current works. Premiere is slated for Oct. 7, on WOR-TV.

With Miss Porter will be Glenway Wescott, author of "Images of Truth," word portraits of famous people including his interview subject. Others include Miss Frances Stelloff, proprietor of Gotham Book Mart, and Tom Sullivan, show producer who doubles as permanent panelist. Moderator is Walter Kiernan.

'Bonanza' Stars Saddled For a Wild West Show

Houston, Tex. — Lorne Greene and Dan Blocker, who play "Ben Cartwright" and his son "Hoss" on NBC-TV's "Bonanza," have been signed to appear at the Arabia Temple Shrine Circus and Wild West Show in the Sam Houston Coliseum, Nov. 10 and 11.

Plug-Ugly Gravy Train Flagged Down by FCC

(Continued from Page 1)

though all three network continuity acceptance departments are reviewing scripts with a heavy blue pencil.

The chief offenders are those shows which do not use a prepared script and thus are able to casually to throw in a line as the opportunities present themselves.

One of the most flagrant examples of the unpaid for commercial plug that gets sifted into the shows are those that include "gowns by, shoes by, coats by, etc." But the sponsors of the shows have been taking a beating long enough and have, in some instances, inserted clauses in various web and personal contracts that provide for immediate dismissal or non-payment if the offense is believed to be intentional, flagrant or if committed too often.

It used to be the writers of the shows were to blame; but once continuity acceptance blue-pencilled extraneous advertising out, the emcees and stars found it relatively easy to pick up the threads.

Now, however, the FCC and sponsors have dynamite-loaded methods of dealing with the offenders—and they're about to use them this Fall if the free plug springs up again.

Phelps Rides 'Route'

Norfolk — Robert C. Phelps has joined the WTAR announcing staff as host and emcee of "Route 79."

AGENCY NEWSCAST

By RALPH TYLER

The network TV debut for new Decongestant Bromo Quinine Cold Tablets is set for October. R. W. Testament, Ass't VP-advertising of Grove Laboratories, in St. Louis said the cold

remedy will sponsor portions of three daytime NBC network programs — the new Merv Griffin show, the audience participation program "Say When," and the interview show, "Here's Hollywood." Gardner Advertising is the agency.

The network schedule, together with a heavy supplementary national spot TV effort, will be concentrated in the October through March big cold season.

For the first time in more than two years, the League of Advertising Agencies is receiving applications for a limited number of memberships from qualified smaller and medium size agencies in greater New York. Further information may be obtained by writing the new League Headquarters, 246 Fifth Ave., New York 1, N. Y.

Omar Bittar has been appointed assistant general manager of Kenyon & Eckhardt do Brasil. Bittar was previously with JWT and BBD&O in New York, and most recently handled advertising and sales promotion programs for International General Electric do Brasil.

"Commercial Television: The New Dimension in British Advertising" has been published by ABC TV of Britain as a guide for overseas advertisers. The folder describes the British commercial TV system, provides current data on advertising expenditures, agency TV billings, a profile of the consumer-durable market, and lists products and advertisers employing British TV. Enquiries about the pamphlet should be addressed to Leo Long, head of ABC TV's Overseas Advertisement Sales Division, 1 Hanover Square, London W. 1.

George R. Lyon, VP and group manager for Fuller & Smith & Ross-New York, has been named manager of operations. William E.

'Inside Politics' Analyzes Mass. Senate Seat Feud

"Battle of the Dynasties" — the primary fights for the Senate seat in Massachusetts — will be spotlighted on ABC News' "Inside Politics" Sept. 16, on ABC-TV. Political editor William H. Lawrence and New England correspondent Erwin D. Canham will analyze the possible outcome and interview the five candidates, all scions of families prominent in American and Massachusetts politics.

Thought for Today

"We owe him (Arthur Godfrey) a great deal for the freedom we broadcasters enjoy today—freedom in our relations with the networks and with the sponsors. He was the first star to stand up one day and insist: Don't ask me to say this foolish stuff because I am not going to say it, and he became the best salesman radio has ever had."

—Garry Moore
In birthday tribute to
Godfrey

Holden, senior VP and manager of the agency's New York office, said the new position was created due to the increasingly heavy work load resulting from recent growth. During the last year, FSR-NY has been appointed to serve Lestoil products, Renault cars, Lehn & Fink Products, GENESCO, the National Cotton Council, Pakistan International Airlines and The Torrington Co.

Race Harmony Plan Viewed in Chi Area

"A Plan for Unity," a half-hour film about the Organization for the Southwest Community (OSC) in Chicago, will be seen on CBS-TV's "Look Up and Live" Sept. 16. The film is third in a four-part series on Catholic social action, produced by CBS in cooperation with the National Council of Catholic Men.

The OSC was formed three years ago to help meet the problems caused by the changing racial characteristics of the Southwest side of Chicago. Local Catholic and Protestant clergymen were among its founders, as well as businessmen and other citizens.

Four-Seg 'Doc' Studies Pittsburgh School Issue

Pittsburgh — A hot local issue, that of school consolidation, will be examined on "Education by the Numbers," a four-part documentary to be presented on KDKA Monday thru Thursday. Ronnie Hartman is narrator and KDKA public service director John Kulamer is writer-producer of the educational show sponsored by First Federal Savings and Loan Ass'n.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS



Indiana University Library
Bloomington Ind

VIDEO ACCESS BANDWAGON ROLLS

Radio Boosters: Agencies, Reps

N. Y. Casters on Scent For More Ad Dollars

Saratoga Springs, N. Y. — In a hard-hitting speech yesterday at the executive conference of the New York State Broadcasters Association, Arthur H. McCoy, executive VP of John Blair & Co., declared:

"Radio will get more national advertising dollars if the agencies will stop hounding us for more research and take the time to understand the mountains of facts and figures already available.

Commenting that "the climate was never better for radio," McCoy advised broadcasters to:

Stop the in-fighting; join the out-fighting.

Advertise in the trade press; don't waste space selling research — sell "what your station has done in your community because that's what ad agencies are interested in."

Contact the advertiser's local
(Continued on Page 8)

Safety, Special Services Reorganized by FCC

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has reorganized its safety and special radio services bureau in line with recommendations made by the controversial Booz, Allen & Hamilton management survey.

The Commission also named Dr. Lawrence T. Frymire of Michigan State U. to head its new educational broadcasting branch.

Confiscation of News-film At Auto Race Protested

NBC News cameraman Jerry Sims was "roughed up" and his film confiscated while covering a fatal accident at an auto race in Santa Barbara, Calif., Sept. 2. An off-duty policeman employed by the track, asked Sims for the film he had exposed. When Sims refused, his camera was taken by force. NBC News has protested to the track about this action.

Pulse Names George Storer "Man of the Year"

George B. Storer, Storer Broadcasting Co-chairman, will receive Pulse's 1962 "Man of the Year" award on Oct. 17 at the research firm's 21st anniversary luncheon in New York. Dr. Sidney Roslow, Pulse president, said Storer was chosen because of his "great sense of responsibility" and his organization's service in public causes.

'HIDDEN' SPONSOR NETS QUARTET OF \$500 FINES

Washington Bureau of RADIO-TV DAILY

Washington — One radio and four TV stations were hit with fines by the FCC as the commissioners demonstrated at their first meeting since the August recess they hadn't been mellowed by the long vacation.

ETVer-AFTRA Dispute Slated for Labor Hearing

Representatives of AFTRA and the new ETV Channel 13, WNBT, have been invited to meet in the office of acting Labor Commissioner James J. McFadden Monday in a hearing to settle their labor dispute. The discord arose recently when the federation ordered its member announcers and performers to cease work at the station to premiere Sept. 16.

Jones Off to Zurich For CBS Sales Meet

Problems facing American exporters of TV programs as Europe undergoes accelerated expansion of its video facilities will be thrashed out Sunday and Monday at a two-day sales meeting of CBS Europe and CBS Limited staffs at their headquarters in Zurich, Switzerland.

Bound for the conference are Ralph M. Baruch, International
(Continued on Page 5)

Sligh Answers Meaney

Charles R. Sligh, Jr., NAM Executive VP, will speak tonight over CBS Radio at 7:45 EDT. His remarks are prompted by the Labor Day address by George Meaney, AFL-CIO president, broadcast by CBS.

Quinn Joins ABC as Exec For News, Special Events

Robert J. Quinn has joined the ABC news department as exec producer for news and special events. For the past ten years, Quinn has been with CBS in the production and network coverage of major news events including the four astronaut launchings.

(Continued on Page 4)

Salant Urges Start In U. S. Supreme Ct. As Public Education

Washington Bureau of RADIO-TV DAILY

Washington — The hot-potato issue of TV's right to cover government legislative proceedings yesterday was subjected to comprehensive examination by five experts who faced more than 2,000 members of the Federal Bar Association at their national convention here.



SALANT

In substance, the "weight of evidence and opinion" was support for admission of video cameras to public lawmaking proceedings, with some reservations on the propriety of the electronic eye's at judicial hearings.

Panelists were CBS News president Richard S. Salant, Sen. Estes Kefauver, Clark R. Mollenhoff, Washington correspondent for Cowles Publications; Harry M. Plotkin, Washington attorney who was formerly the FCC's as-
(Continued on Page 7)

KGMT in Fairbury, Neb., Purchased for \$55,000

Fairbury, Neb. — With commissioner Bartley dissenting, the FCC approved sale of KGMT by Great Plains Broadcasting, to W. C. and Harold Nuckolls, Clyde More, Early Elgert, C. A. Nispel and B. E. Ackerman for \$55,000 and an agreement not to compete for five years in coverage area.

Tempest in British T(v)ecap

Special to RADIO-TV DAILY

London—A new row looms over ITV's big-money quiz programs and party games, returning this Fall despite a condemnation by the Pilkington Committee in its recent report.

The Viewers' and Listeners Ass'n has indicated it may take action to fight against such programs appearing on British screens, with VALA chairman Peter Laslett stating: "The attitude of the companies putting out the programs is politically suspect

and very unwise."

However, Lew Grade, deputy managing director of ATV, which puts out "Beat the Clock" in the Sunday night Palladium show, asserted: "We can't see anything harmful in 'Beat the Clock.' We think Pilkington was wrong in this matter.



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fcio Espana, Grupo 4, Planta 14.

Radio-TV Set Sales Up for Canada Firms

Special to RADIO-TV DAILY

Montreal—Canadian producers' domestic sales of radio and TV sets recorded substantial gains in June and first six months this year, compared with corresponding periods last year. Domestic sales of radios in June amounted to 49,839 units, compared to 41,265 a year ago. Sales of TV sets totaled 32,370 units compared to 19,783 year before.

In the January-June period sales of radios amounted to 287,487 units, compared to 268,184 in corresponding period last year, and sales of TV sets totaled 172,879 units, against 137,565 a year ago.

Vets Practice Mike Therapy

St. Louis — Closed-circuit radio station KHJB is serving as a tool in rehabilitation therapy at the Jefferson Barracks Veterans Administration Hospital in a program to let patients creatively participate in their own cure.

Hospital patients select what field of broadcasting interests them and are assigned to the

COMING AND GOING

HUGH FERGUSON, WCAU farm director in town from Philadelphia, to speak at the National Association of TV and Radio Farm Directors luncheon.

ARTHUR LUBO, Empire Production Corp. president and Empire Broadcasting Corp. VP, back in N. Y. after a 30-day cruise of the Eastern seaboard.

BARBARA BECKER, WITI-TV, Milwaukee, weather gal, off on a 3-week tour of Europe.

MARK EVANS, Metromedia VP, has returned to Washington following business conferences in N. Y.

ELLIOTT AMES of ABC-TV, to Normandie and Paris to shoot film for "D-Day Revisited" and "The Liberation of Paris."

ROBERT ELLIS MILLER, director, in N. Y. for business conferences with CBS-TV.

JOCKO MAXWELL, WNJR sports director, off on a Caribbean cruise.

ARB in Data Exchange For Canadian Reports

The American Research Bureau will include Canadian Audience Data in its 1962-'63 reports, thru a co-op agreement with McDonald Research, which plans to conduct a viewing sweep of all of Canada this year. Under the pact, ARB and McDonald will swap their U. S. and Canadian data, with each firm having sale rights of the other's figures in their respective countries.

ARB said its prime concern is Canadian viewing of U. S. stations, and McDonald has agreed to tabulate all necessary figures next Spring. This will allow ARB to determine which U. S. markets have Canadian audiences and, therefore, must have Canadian data included in the ARB Local Market Reports.

Peter Duchin TV Debut Set for 'Sullivan Show'

Peter Duchin, son of the late Eddy Duchin, has been set by producer Bob Precht to make his TV debut Oct. 7, on CBS-TV's "The Ed Sullivan Show." The young bandleader makes his New York debut Sept. 27, when he opens with his new orchestra at the St. Regis Hotel.

KTCR Names Rep, Joins Country Music Network

Charles Bernard, president of Country Music Sales, has signed KTCR, Minneapolis-St. Paul, for both individual representation and as an affiliate of the Country Music Network. On the air since April, KTCR has an exclusive country music format.

20th-Fox Plans Lensing Of 2 Wasserman Series

20th Century-Fox has bought from writer Dale Wasserman the "Cress Delhanty" series, to be lensed immediately and released in early 1963. At the same time, the company also signed Wasserman to script a new series, "The Commuters."

Como Teeing Golf Greats

Perry Como has signed golfing greats Arnold Palmer, Gary Player and Jack Nicklaus to guest Oct. 3 on his opening NBC-TV colorcast of the season. With Como, they will present a "clinic" for golfers — augmented by golf tricks and comic asides.

Palmer, Player and Nicklaus will also be featured on NBC-TV Saturday and Sunday in colorcasts of the "World Series of Golf" from Firestone Country Club in Akron.

Gerald Goldberg Named As WINS' P. R. Director

Gerald Goldberg has been named to the newly-created post of public relations director of WINS. For the past two years, Goldberg has operated as head of The Publicity Organization. From 1956-60, he was VP of Brand public relations and promotion.

1st ABC-TV Telstar Films To Congressional Library

A kinescope recording of the historic Telstar TV transmission July 10 as telecast over ABC-TV has been presented to the Library of Congress, in response to a request from librarian L. Quincy Mumford.

Sunday 'Spectrum' in Asia

Boston — On Sunday, WHDH-TV will telecast another "Spectrum" program dealing with Asian leaders of today. Frank Avruch and Virginia K. Bartlett of the WHDH-TV staff will appear in filmed interviews with the Asian people.

FINANCIAL

(September 6)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg
Admiral Corp.	14	13 ³ / ₄	13 ⁷ / ₈	— ¹ / ₈
AB-PT	31 ⁷ / ₈	31 ¹ / ₈	31 ¹ / ₈	+ ¹ / ₄
A. T. & T.	111 ⁷ / ₈	110 ⁷ / ₈	111 ⁷ / ₈	+ 1
AVCO	23 ¹ / ₂	22 ⁵ / ₈	23 ¹ / ₄	+ ¹ / ₂
CBS	37 ³ / ₈	37	37 ⁵ / ₈	+ ³ / ₈
Columbia Pic.	19 ³ / ₈	18 ³ / ₄	19 ³ / ₈	+ ¹ / ₈
Crow.-Coll.	24 ¹ / ₄	23 ⁷ / ₈	24 ¹ / ₄	+ ¹ / ₄
Decca	39 ¹ / ₄	39	38	—
Disney	29 ³ / ₄	29 ⁵ / ₈	30	+ ³ / ₈
Ecst. Kodak	100 ¹ / ₂	98 ¹ / ₈	99 ³ / ₄	+ ¹ / ₈
Gen. Prec.	36 ¹ / ₂	35	36 ¹ / ₈	+ ⁷ / ₈
General Tel.	26 ¹ / ₄	26 ¹ / ₄	26 ¹ / ₄	+ ¹ / ₄
Hazeltine Corp	20 ⁷ / ₈	20 ⁵ / ₈	20 ⁷ / ₈	+ ⁷ / ₈
Magnavox	36	34 ¹ / ₂	36	+ ³ / ₈
MCA	31 ¹ / ₂	31 ¹ / ₄	31 ¹ / ₄	—
M-G-M	33 ³ / ₄	32 ⁵ / ₈	33 ³ / ₄	+ 1 ⁵ / ₈
Minn. M&M.	52 ¹ / ₄	51	52 ¹ / ₈	— ⁵ / ₈
Nat. General	6 ³ / ₄	6 ⁵ / ₈	6 ³ / ₄	+ ¹ / ₈
Paramount	37 ¹ / ₂	37	37 ³ / ₈	— ¹ / ₈
Plough	30	29 ⁵ / ₈	29 ⁵ / ₈	— ³ / ₈
RCA	47 ³ / ₈	46 ¹ / ₈	47 ¹ / ₈	+ ⁵ / ₈
Taft	17 ³ / ₄	17 ³ / ₄	17 ³ / ₄	1/2 1/2
20th-Fox	22 ⁷ / ₈	22	22 ¹ / ₈	+ ¹ / ₈
United Artists	29	28 ⁷ / ₈	29	—
Warner Bros.	13 ¹ / ₄	13 ¹ / ₄	13 ¹ / ₄	—
Westinghouse	27 ³ / ₄	27	27 ⁵ / ₈	+ ¹ / ₈
Zenith Radio	54 ⁵ / ₈	52 ¹ / ₄	54 ¹ / ₂	+ 11 ¹ / ₈

AMERICAN STOCK EXCHANGE

	High	Low	Close	Net Chg
Capital Cities	14 ³ / ₄	14 ³ / ₄	14 ³ / ₄	—
Desliu	8 ¹ / ₄	8 ¹ / ₄	8 ¹ / ₄	— ¹ / ₈
Esquire, Inc.	7 ¹ / ₂	7 ¹ / ₂	7 ¹ / ₂	— ¹ / ₈
MPO	7	7	7	—
Reeves Sound	3 ⁷ / ₈	3 ⁷ / ₈	3 ⁷ / ₈	+ ¹ / ₈
Technicolor	12 ⁵ / ₈	12 ¹ / ₈	12 ¹ / ₂	+ ¹ / ₈
TelePromTer	8 ¹ / ₄	7 ⁷ / ₈	8 ¹ / ₄	—
Trans-Lux	13 ¹ / ₈	13	13 ¹ / ₈	—
TV Industries	1 ³ / ₈	1 ³ / ₈	1 ³ / ₈	—

* OVER THE COUNTER

	Bid	Asked
Jerrold	5 ⁵ / ₈	6 ⁵ / ₈
Meredith	22	24 ⁵ / ₈
Seven Arts	8 ¹ / ₄	9 ¹ / ₈
Sterling	1 ⁵ / ₈	2 ¹ / ₈
Transcontinental	10 ³ / ₈	11 ¹ / ₄
Wometco	25 ³ / ₄	28

* Courtesy of National Association of Security Dealers.

In-Depth TV Probe Of Week's Top News

"Newsmakers," an interview series probing top metropolitan area news story of the week with the newsmaker as the guest, will premiere Sunday on WCBS-TV. Each week a prominent figure in the news will be "quizzed" by two reporters from metropolitan dailies or the New York bureaus of the wire services. CBS News correspondent Dallas Townsend will be anchor man.

The program will be introduced each week with brief film clips of highlights of the story or the "Newsmakers" of the week. "Newsmakers" is produced by Norman Kramer for the WCBS-TV Public Affairs Dept. Neal Finn is the director.

Eichor KMA Announcer

Shenandoah, Ia. — Dale Eichor has begun duties as evening staff announcer with KMA. Eichor was formerly with KDSN, Denison, as an announcer and engineer.

**You won't want to miss
this special section in Sunday's
New York Times and Herald Tribune!**

PREVIEW
CBS



**SECTION 11 in Sunday's New York Times and
Herald Tribune brings you all the exciting news
about the fall lineup on the
CBS Television Network. Good reading.
Good viewing. Good to hang on to
for the next few weeks as
the great new season opens!**

Canada TvB Exec Hits Gov't Control of Video

Halifax, N. S. — To have government control over program scheduling on individual TV stations would be like allocating one news story per day to each newspaper in a city and forbidding the others to mention it, William R. Seth, Jr. executive director of TVB of Canada, told the Atlantic Association of Broadcasters here.

Detroit Prime-Timers Eye City, Civic Units

Detroit — WWJ-TV on Sept. 26 will premiere the first in a new "Profile" series of hour prime-time programs documenting the work of various city and civic activities. Previous "Profiles" reviewed outstanding Detroit-area personalities.

The kick-off program, "Profile—Detroit Police Dep't," will have Police Commissioner George Edwards as guide and newsman Dwayne Riley as host. Riley, with TV director Victor Hurwitz and a camera crew, accompanied a police patrol car on its nightly rounds during the weekend. In addition, films were taken of all activities of the various divisions at police headquarters for the program.

Telesynd Programatic Repor's 3 More Sales

Telesynd reports sales of its Programatic service to KPGE, Page, Ariz.; WKOX, Framingham, Mass. and KSEL, Lubbock. Programatic sales were recently taken over by Telesynd though Muzak continues to produce the programs and the equipment. Both companies are divisions of the Wrather Corp. Programatic enables stations to broadcast music and other features automatically.

Fines Imposed on Outlets For 'Hidden' Sponsors

(Continued from Page 1)

not accompanied at time of broadcast by sponsorship identification.

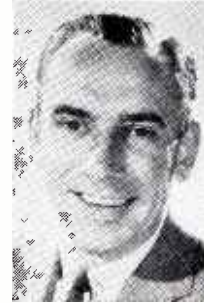
KISN, Vancouver, Wash., was told that it faces a \$2,000 fine for failing to give proper station identification.

The FCC letter to the station said the station's announcers identified "current climatological readings from KISN, Vancouver Radar Weather Control . . ." with no pause between "Vancouver" and "Radar". The letter said despite notification to the station and promise of compliance, the station had been later observed still in violation.



By TED GREEN

• • • Rex Marshall, spokesman for Reynolds Metals, who appears on All Star Golf, will get his first taste of championship golf this month when he plays the Pro-Amateur at Seattle. He will also be toastmaster at the banquet following the tournament. Rex is teamed with Claude Harmon . . . Fame has finally caught up with young Miss Rheingold, Kathy Kersh. She's just bought a blonde wig . . . Dort Clark, of the "Young Dr. Malone" series, now in Hollywood for movie chores . . . Radio and TV appearance from coast-to-coast are being arranged for 18-year-old singer Mike Clifford to help promote his latest United Artists record release, "Close To Cathy." Appearances are already set in New York, Boston, Baltimore, Miami, Chicago and Los Angeles . . . If you require any type of a bicycle—for TV, advertising publicity, displays, stunts or commercials, contact James Hayes at the Bicycle Institute of America on E. 42nd. Street.



MARSHALL

• • • Pert, auburn-tressed singer Judy Scott, a discovery of Jerry Lewis, scored so well following Julius La Rosa into the new luxurious Stratford Manor Inn that she was promptly signed for the entire season. Look to see her back on TV soon with her former mentor, Jerry Lewis . . . WFMJ-TV, Youngstown, has named Blair Television Associates its exclusive national sales rep . . . An item in the current issue of True Magazine won't set well with Casey-Kildare fans. It says that medical students are more naive about the birds and the bees than an average Joe . . . Tracy Butler, waiting the results of two recent screen tests on the coast (20th and U.I.), is back in New York for TV assignments.

• • • Meet: Tony Bennett, whose rendition of "I Left My Heart In San Francisco" just entered the coveted "top ten" circle. The singer got his career under way when he placed second to Rosemary Clooney on Arthur Godfrey's "Talent Scouts." Going on Jan Murray's "Songs for Sale" TV show and appearing in a Greenwich Village nitery, he was spotted by Bob Hope, who launched Tony on a nation-wide tour. A few million-selling Columbia disks later and appearances on all major video programs, including the Perry Como and Ed Sullivan shows, Tony was firmly established as one of the most popular singers of the decade. Now, after 10 years as a top recording artist and nightclub personality, he's been going strong on the concert circuits, with sellout appearances at Carnegie Hall, the Hollywood Bowl and the Forest Hills Stadium. Due to return to Carnegie on Nov. 23, Tony's "In Person at Carnegie Hall" album was just released by Columbia to herald the return engagement.



BENNETT

• • • Goings on at Mercury Records: Dickey Lee, currently soaring on the charts with "Patches" on Smash Records, is currently on a promo tour of major cities in the East. His itinerary calls for visits to Buffalo, Baltimore, Harrisburg, Pa., Pittsburgh and Cincinnati . . . Ray Smith signed with Mercury to record on its Smash label . . . Claude Gray's new single for Mercury, "Daddy Stopped In," was written by Joe Dowell, who has "Little Red Rented Rowboat" going for him. Dowell records on Smash . . . Mercury has signed 23-year-old baritone Michael Allen to record on that label.

• • • Bethel Leslie, Frank Overton, Ray Teal and Mickey Scholdar have been signed to guest in "The Tall Shadow" episode in the Chrysler Corp.-backed hour NBC-TV color series, "Empire" . . . Society maestro Lester Lanin just completed his 17th album, "Dancing Theatre Party," which features the best of the current Broadway show tunes . . . Kokono Jr., the "almost human" TV chimpanzee, just returned from filming a series on Canadian TV. His trainer, Nick Carrado, will dress the clever little fellow in a hula skirt when they jet to Hawaii in early September to make a string of personal appearances at Shopping centers.

TV Spec So Proudly Hails Anthem Inspiring Battle

Baltimore — "The Fort and the Era," a special program commemorating the Battle of Baltimore, which inspired "The Star Spangled Banner" will be aired by WJZ-TV, Thursday. The half-hour presentation features folk singer Bill Bonnyun.

New Ohio U. Center Picks 4 WGN TVers

Chicago — The Ohio U. Radio and TV Repository and Research Center has selected four programs produced and aired by WGN-TV for permanent storage as examples of outstanding programming. They are "A Walk Through the Valley," "A Smile is to Keep," "Passover — A Festival of Freedom" and "The Cardinal's Hat."

"Walk" dealt with the work of the Church Federation of Greater Chicago; "Smile" stressed dental hygiene; "Passover" explained the Passover feast, and "Hat" covered the elevation of Archbishop Meyer to the College of Cardinals.

'Young Man with Horn' Hits 22.8 N. Y. Arbitron

"Young Man with a Horn," a Warner Bros. release starring Kirk Douglas and Lauren Bacall and presented by WCBS-TV, New York, on its "Schaefer Award Theatre," late Sunday, scored an Arbitron rating of 22.8, according to Seven Arts VP-general sales manager, Robert Rich.

This rating was more than double that of all competition combined and gave WCBS-TV a 68 per cent share-of-audience, said Rich. "Young Man with a Horn" is one of 41 Warner Bros. features acquired by WCBS-TV in Seven Arts Vol. 3 of "Films of the '50s" and was the first to be telecast by the station.

Historic Canadian Raid Sets as CBC-TV Opener

Special to RADIO-TV DAILY

Toronto—"Close-Up" returns to CBC-TV Sunday, following a five-week hiatus, with an hour program about the battle Canadians fought at Dieppe. Written and produced by George Ronald, the Dieppe special will feature interviews with some of the men on the Aug. 19, 1942, raid.

Nielsen National Shows Welk Among Top Ten

Latest Nielsen national gives Lawrence Welk, on ABC-TV since 1955, tenth rank in the Total Audience second August report, for a total of over 11 million homes.

ABC's Cameras Film Study of Soviet Pupil For Hour 'Close-Up!'

The 1962 "Bell & Howell 'Close-Up!'" series will premiere on ABC-TV Sept. 28 with an hour documentary study of the Russian primary, secondary and trade schools, and look at such extra-curricular programs as cultural activities, physical fitness and political indoctrination. Agency for Bell & Howell is Eric Cann-Erickson.

Titled "Meet Comrade Student," it was filmed in Moscow schools and homes over a three-week period by an ABC News Special Projects team with the cooperation of the Soviet Radio-TV Committee. Although the Russians chose the places visited, the ABC team moved about the city freely, asked the questions it chose and was not censored.

The program was produced and filmed by William Hartigan, with Robert Lewis Shayon the writer; directed by Nicholas Webster and Mike Campus (who speaks Russian) the researcher, and Dudley Sumner the soundman. John H. Secandari is executive producer of the Special Projects Division of the network.

Prestige Reps Garner Atlantic City Station

WFPG, Atlantic City, has appointed Prestige Representation Organization as national sales reps, according to an announcement by John G. Struckell, GM of WFPG, and Sam Brownstein, GM at PRO. WFPG is New Jersey's sole CBS outlet.

Burchard Goes to Frisco As NBC News Manager

Albert S. Burchard, national assignment editor for NBC News, has been named manager, NBC News, San Francisco. William R. Andrew, NBC News exec VP, said the appointment is part of a series of moves to strengthen the network's news coverage in San Francisco.

Philly Wants Ad-\$s to Stay

Philadelphia — Area companies since 1955 have been switching their advertising from Philadelphia agencies to those located in other cities to the tune of some \$55 million in annual billings, with \$100 million a year in sea funds now being spent thru out-of-town agencies, according to Wermen & Schorr, one of Philadelphia's largest ad firms.

President David Wermen and executive VP J. Leonard Schorr led a forum for media reps at

NAB'S CONFEREES LAUNCH '62 SESSIONS IN ATLANTA

NAB's traveling Fall conferences will get under way Oct. 15 at Atlanta's Dinkler-Plaza Hotel, with separate sessions scheduled for radio and TV, as well as joint meetings, and an open house the evening before each day-and-a-half confab. Seven subsequent Fall conferences will be held around the country, with NAB president LeRoy Collins to be the luncheon speaker at each.

3,000 BBC-TV Prints Sold Overseas in '61-2

London — BBC-TV Enterprises sold 3,000 prints of BBC programs to overseas countries in 1961-'62, more than 130 per cent over the number of prints distributed the previous year. Total footage dispatched was nearly 4 million feet of 16 mm film for TV or non-theatrical showing in 87 countries, including 191 programs bought in the U. S. Other top users were: Rhodesia, 519; New Zealand, 477; Australia, 378; Nigeria, 188, and Canada, 167.

Pasmezoglu Repping R-TV Daily on Coast

Perry E. Pasmezoglu, veteran sales and exec in the Los Angeles area, has been appointed West Coast advertising director of RADIO-TELEVISION DAILY, publisher Charles A. Alicoate, announced yesterday. Headquartered at RADIO-TV DAILY's Hollywood offices, Pasmezoglu succeeds Lawrence B. Krasner, who has resigned.



PASMEZOGLU

Pasmezoglu, has served as an exec on the coast with Donahue & Coe; Cole, Fisher & Rogow; The Goodman Organization, and Irwin Advertising. Most recently, he was national sales manager and advertising director for the Bevelite Manufacturing Co. in Los Angeles.

Langley Controls KBBA

Benton, Ark. — The FCC has approved sale of 50 per cent of KBBA by Sam Bridges to present 50-per-cent-owner C. L. Langley for \$33,631.

During the conferences, broadcasters will hear and participate in discussions on vital topics, including research, public relations, government relations, codes, political broadcasts and editorializing.

On Oct. 18-19, the NAB will hold a Fall session in New York City's Biltmore Hotel, moving to Chicago's Edgewater Beach Hotel for an Oct. 22-23 date, and thence to the Statler-Hilton in Washington, D.C., on Oct. 25-26.

In November, conferences will be held on the 8th and 9th at the Sheraton Dallas; 12-13 at Kansas City's Muehlbach Hotel; 15-16 in the Brown Palace at Denver. The NAB speakers will wind up on the 19th and 20th at the Sheraton-Portland in Oregon.

WCAU Promotes Green To Engineering Director

Philadelphia — Ralph E. Green, Jr., has been promoted to director of engineering for WCAU, CBS 30-0 here. Green has been with WCAU since 1950 and has worked in both radio and TV.

Jones Off to Zurich

(Continued from Page 1)

Sales VP, CBS Films and Merle S. Jones, president of the net's TV stations and films division. Also attending are:

Robert C. Mayo, newly-appointed managing director of CBS Europe and CBS Limited; Michael Burke, retiring from those posts to become VP, Development, for CBS, Inc.; Howard Kany, director of international business relations, CBS TV Stations; and John M. Cooper, manager of CBS News-film Syndication.

Texas Gal Commentator Stars in 'Thurber Carnival'

Fort Worth, Tex. — Bobbie Wygant, TV personality and commentator for WBAP-TV, will be featured in the comic Thurber skit, "The Pet Department," in the Community Theatre's opening production "A Thurber Carnival" scheduled at the Community Playhouse Sept. 19 thru Sept. 29. Mrs. Wygant will portray a TV commentator who answers questions regarding strange pets.



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: MEEKER

Sponsors Get Bonus If Giants Win Title

If the New York Giants win the NFL Eastern Division crown this season, WNEW will provide a bonus to the five sponsors taking part in the radio station's coverage of the 14-game, regular season schedule, John Van Buren Sullivan, VP-general manager of the Metropolitan Broadcasting outlet said yesterday. The season runs from Sept. 16 thru Dec. 16.

Sullivan said the national championship game between the Eastern and Western division winners is to be played this year in the East, and if the Giants are involved WNEW will not charge the advertisers for sponsoring coverage of the tilt.

Sponsors of the games are P. Ballantine, via William Esty Co.; L & M Cigarettes, J. Walter Thompson; Howard Clothes, Mogul, Williams & Saylor (all sponsors last year), and the A&P food chain, Gardner Advertising. In addition, pre-game, half-time and post-game shows, featuring WNEW sports director and Giants' offense coach Kyle Rote and WNEW football color specialist Al DeRogatis, will be sponsored by Emerson Radio, via Robert Whithill, Inc.

Gardella to Eastman Co. As Sales Promo Chief

Raymond A. Gardella has been named sales promotion manager at Robert E. Eastman & Co. For the past five years he has been advertising space salesman with the Hearst Advertising Service, representing the 12 Hearst newspapers and specializing in major food and general ad categories.

Earlier, Gardella had served as merchandising manager of the New York Journal-American.

Game Show Guests

Lee Marvin and Beverly Garland have been set to guest star on Desilu's "By the Numbers," game show hosted by Jay Stewart. The program, which airs over KTLA, Los Angeles, is moving from a Summer Saturday spot to a Fall Sunday location.

Santa Visits Plattsburgh With Safety Note in Sack

Plattsburgh, N. Y. — Local youngsters got a chance to put in their Christmas orders early when Santa Claus paid a pre-season visit here in a drive to promote driving safety over the Labor Day weekend. WEAV handled publicity for the occasion with remotes from each of the locations St. Nick visited.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Nick Adams not only stars in new "Saint and Sinners" hour-long series over NBC-TV commencing Sept. 17, but also owns (thru Hondo Productions) 50 per cent of the package. Nick claims the show is going to be a springboard to stardom for many actors because: "With our series we're going for quality and this doesn't always mean big names. Everyone keeps talking about names. I think that the public wants stars it makes; not ones made by their parents or grandparents years ago."

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• • • Success of KTTV's "Chiller" series, science fiction-horror films programmed Saturday evening at 8:30 has prompted four other TV stations to start similar shows. WPIX in New York, WTCN in Minneapolis, WPRO in Providence and KMBC in Kansas City all have been given the green light to use the title and format by KTTV's VP in charge of programs, Dick Woollen.

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• • • Adeline Hanson, partner in Hanson and Schwam p.r. outfit, has been set to helm her own weekly one hour jazz show, "Ad Lib With Addie" on KNOB . . . Program will be taped and feature recordings and interviews with top musicians Sunday afternoons from 4 to 5.

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• • • One of the most important multi-million dollar negotiations between a network and an individual actor has been concluded between CBS-TV and Dennis Weaver. New contract provides that the two become equal partners either in a mutually agreed upon hour-series to be produced for next season, or a weekly hour-long variety show . . . Contract also calls for the actor's continued appearance this season in 15 "Gunsmoke" segments.

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• • • Jeffrey Hunter's solution for the "out-of-sight, out-of-mind" predicament posed to Hollywood personalities who undertake lengthy foreign locations, was to appear as guest star on four TV shows which will be aired while he is in Rome . . . Dorothy Kilgallen, over the Labor Day holidays, taped first segment for her "On the Spot" TV series for Television City Arizona, interviewing Sherri Finkbine at the Mountain Shadows Hotel, Phoenix . . . During the next two weeks, she will visit Hollywood, Washington, D. C., Chicago and Detroit to tape interviews with celebrities in those cities for the show, which Ben Pivar and Mitch Leiser are co-producing for TCA.

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• • • Barbara Case has been promoted to national sales administration at KTTV . . . Prior to joining KTTV eight months ago, Miss Case was sales service manager for WABC-TV in New York . . . Phil Norman, Southland KNX radio personality and merchandising consultant for KNX, has signed a new long-term contract with KNX . . . Robert Sinn, affiliated with KNX Radio from 1949 to 1961, assumes his duties immediately as director of the Transcription-Record Library. Sinn has just been released from the Military Air Transport Service in Tulsa.

Red's Knock, Telstar's Boost

The Soviet organ Pravda has attacked Radio Liberty and Telstar "for attempting to transmit an anti-Soviet broadcast" and has charged that the American communications satellite is "already an active weapon in the cold war."

Radio Liberty, which made the broadcast, pointed out that the Kremlin denounced the program without even hearing it. Pravda itself admitted, Radio Liberty

said, that the broadcast "failed due to the malfunction of ground installations."

Radio Liberty successfully rebroadcasted the same program Wednesday in seven Soviet Union languages via Telstar without any malfunctioning.

AA's Science-Fiction To Air on 23 Outlets

Two new features, "Brain from Planet Arous" and "Terror in the Haunted House," have been added to the Allied Artists TV Corp.'s Science Fiction package, bringing the total features available to 22, it was announced by Robert B. Morin, VP-general sales manager. Since its release three weeks ago, 23 stations have added the package to their Fall schedule.

They are KTTV, Los Angeles; WPRO-TV, Providence; WTCN-TV, Albany, N. Y.; KRIS-TV, Corpus Christi; WOKR-TV, Rochester, N. Y.; WOR-TV, New York City; KTAL-TV, Shreveport; WHCN-TV, Minneapolis; KENS-TV, San Antonio; KCPX-TV, Salt Lake City; WVEC-TV, Norfolk; WHTN-TV, Huntington, W. Va.

Also, WLOS-TV, Asheville; WFLA-TV, Tampa; WALA-TV, Mobile; KBTB-TV, Denver; KSHO-TV, Las Vegas; KBNS-TV, Columbus, O.; KTVK-TV, Phoenix; WTVM-TV, Columbus, Ga.; KATC-TV, Lafayette, La.; WISN-TV, Milwaukee, and WBAP-TV, Ft. Worth.

Association Films Lends New Look at Boys Town

A new color film on Father Flanagan's Boys' Town is now available for free-loan to TV stations, clubs and organizations from Association Films, Inc.

The 22-minute, 16mm sound motion picture, entitled "A Place Called Home, Boys Town, Nebraska," shows many of the new buildings at Boys Town, and academic, sports and recreation activities. The film is narrated by John Nesbitt and was produced by Carl Dudley.

Chi Farm Editor Mason Sets DeKalb Fair Shots

Chicago — WBBM farm editor Bill Mason is making a series of appearances at the annual DeKalb County Fair in Sandwich, Ill., thru Sunday. As a part of his visit, Mason will help select the DeKalb County Fair Queen.

Telstar in Dress Up Date As Fashion Show Beams

Philadelphia—For the first time, portions of a fashion show staged in the U. S. will be beamed abroad through the experimental services of Telstar, with arrangements made by Max Hess, Allentown, Pa., retailer. Original styles imported by Hess will be presented on WFIL-TV here tomorrow, with segments telecast direct to Europe via the satellite.

Disk Spinning

By CARL MOS

"Benny Goodman in Moscow," a two-disk album of his recent concert tour of the Soviet Union, will be released by RCA Victor in mid-September. Except for Goodman's theme songs and three previously used arrangements, the music was specially created for the Russian tour, and includes 10 new arrangements and seven original compositions.

ABC-Paramount Records president Sam Clark anticipates net sales in excess of \$6 million for January through August, largest since the label's formation seven years ago. Major contributing factor has been the popularity of Ray Charles, whose "Modern Sounds in Country & Western Music" racked up the first gold record LP for the label. Other hot names adding to the top year are Tommy Roe, Brian Hyland, Claudine Clark, The Impressions and Frankie Avalon.

Columbia Records has arranged with the CBC Symphony Orchestra and the Festival Singers of Toronto to record six works of Stravinsky and three works of Schoenberg. The Stravinsky works will be conducted by the conductor himself; Robert Craft will conduct the Schoenberg works, and Elmer Iseler will direct the Festival Singers.

Kefauver's Idea: TV at Legislative Q & A's

(Continued from Page 1)

sistant general counsel, and FCC general counsel Max D. Paglin.

Salant said he would like to see the House at least adopt the Senate rules allowing radio and TV coverage at the chairman's discretion. His reason: extensive use of these media will allow the public to be better informed and give citizens a sense of personal participation in government affairs. It is especially important for children to see their government in action, he said.

As for judicial proceedings, Salant said, they are primarily local in nature, rather than network, but an excellent place to introduce TV coverage there would be in the U. S. Supreme Court.

"Not only is this history in action — it would give the public greater understanding of the decisions rendered there," he stated.

Salant, however, advocated one caution for radio-TV coverage in all types of the proceedings; he

'Funny Thing Happened...'

For the 18th consecutive year, the Gagwriters-Comedy Workshop will hold an "Open House for Comedy" every Tuesday and Thursday evening, starting next week. George Q. Lewis is exec director.

The workshop, founded in 1945, serves as a clearing house for the various types of comedy. The meetings, open to the public, feature showcasing of both writers

and performers and include exchanges between audience and performers.

Lecturers at the workshop include Milton Berle, Jan Murray, Buddy Hackett, Goodman Ace and Nat Hiken.

Philly Station Salutes Its 1962 Pigskin Pros

Philadelphia — "Eagles '62," a salute to Philadelphia's pro football team, will be presented Wednesday on WCAU-TV, four days before the new schedule gets underway.

With WCAU-TV sports director Bill Campbell as host, the program will feature several of the Eagles themselves, including coach Nick Skorich, quarterback Sonny Jurgensen, Pete Retzlaff, Tommy McDonald and others. Scrimmages filmed at the Eagles training camp in Hershey will be shown.

"Eagles '62," is produced and directed by Jim Hirschfeld. Sponsors are P. Ballantine & Sons and Sun Oil Co., both through William Esty.

Farley 'Searchlight' Guest

James A. Farley will be quizzed Sunday on his views of the current election campaign by Gabe Pressman; Citizens Union chairman Milton M. Bergerman, and a reporter from the New York press on WNBC-TV's "Searchlight." Ben Grauer is moderator of the show.

HARMON JOINS WABC LINEUP

Football Great Presides On 'Newscope' Sports Seg

Tom Harmon, former All-American footballer at Michigan, has joined WABC's comprehensive nightly news line-up, "New York Newscope. Harmon presides over the "Tom Harmon Sports Show."

Throughout the news hour, "New York Newscope" anchorman Don Gardiner will continue to offer tips about the city.

Potts Is Station Mgr. At Montreal New FM

Special to RADIO-TV DAILY

Montreal—J. Lyman Potts, program manager of CJAD, has been appointed station manager of CJ-FM and will serve in both posts, it was announced by CJAD VP-general manager H. T. McCurdy. In radio for 30 years, Potts began as an announcer and has held his CJAD post since 1958. CJFM will begin broadcasting Oct. 1 from new studios and offices being constructed here.



By JACK RUSSELL

The battle for big names is on as Kup, Carter Davidson and Norman Ross vie for personalities to appear in their "conversation" shows on WBKB, WBBM and WBKB, respectively. Kup and Ross will hit the air at 12:15 A.M. on Saturday and Sunday, while Davidson's "At Random" (Sat.) starts after the feature preceding it on WBBM.

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WBKB is planning to experiment with Kup's show in the 10:15 time period soon and, should this prove successful, it will be slotted then.

Paul Frumkin, who moved to WBKB with Kup and will produce the show, has tentatively scheduled the following for the premier telecast Saturday, September 15th: Floyd Patterson, Sonny Liston, Walter Slezak, Shelly Berman, Homer Jack and Boris Davidoff.

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Jack Brickhouse, Chicago Academy president, has invited heads of the five stations to meet with officers and trustees of the local Chapter Sept. 10 at Executive House to discuss future Emmy Awards policies.

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"Happy Holidays" . . . in the Land of Lincoln and "Holiday for Bands" have won awards among hundreds of entries in the annual Columbus Film Festival at Columbus, O. American Oil Co. is sponsor and Parthenon Pictures producer of both films. The film will receive the award in the travel category, and the band picture will be honored in the special fields category. Prizes are to be presented at the tenth annual Columbus Film Festival banquet Sept. 28.

Marian Finney Fills Post Left by Hale's Hike-Up

Cincinnati — Marian Finney has been named national sales departments supervisor for WC-PO-AM-TV, replacing Jack Hale, who has been assigned to local radio and TV sales department as sales manager.

Dallas AMs Ready Roster

Dallas — Charlie Jones will do the play-by-play of the Dallas Texans pro football games on WRR, sponsored by the Carling Brewing Co. Dallas Cowboys games will be aired on KLIF, with Charlie Boland handling the play-by-play.

urged adoption of ground rules for uniformity after an intensive study so that TV isn't allowed in or rejected on the personal whim of someone in authority.

While backing coverage of legislative and executive hearings, Kefauver said he would place one limitation on all types of TV coverage: Devices must not unduly impair or interfere with the purposes or orderly proceedings of the hearing, nor interfere with the witness in any way by causing embarrassment, etc. (Salant had noted that new equipment and techniques make TV unobtrusive.)

Kefauver also felt Congressional hearings should be televised as an information service for both Congress and the public. He even suggested telecasting a monthly Congressional question-and-answer session — such as England has — with queries from the floor to members of government branches.

Mollenhoff said he was for TV

coverage of legislative and executive hearings because public interest is the overriding factor. He also backed TV cameras at judicial proceedings but said each circumstance should be judged on its merits as to what should be televised, because public information is not a prime factor in such affairs.

Plotkin agreed TV should be allowed in executive proceedings, unless national interest requires otherwise, and in legislative hearings because the purpose would be to inform the electorate. If any agency does allow TV coverage, however, he said it should publish its own rules.

Paglin said that because of the great personal impact of TV, whether or not it should be allowed at executive and legislative proceedings should depend on the test of whether the public actually has a need of being informed, to be determined "by the powers that be."

D'Arcy Sets 2 Execs For R-TV Expansion

D'Arcy Advertising, in an expansion of its radio/TV department, has appointed Allen Ducovny to the newly-created post of VP for TV programming, and named Eugene A. Petrillo to the new post of VP for commercial production.

Ducovny, who joined D'Arcy in 1954 as a producer, then served as its exec producer and director of the agency's radio/TV department, had been VP-director of that dept. He entered the TV field in its infancy and produced the first weekly variety program ever presented by CBS, as well as day and nighttime network shows and package productions for independent companies.

Petrillo formerly was a VP of the William Esty Co. and account exec on the R. J. Reynolds Tobacco and Chesebrough-Pond's accounts. Starting as a film producer, he joined Esty as TV exec producer, then became its exec administrator and director of its TV commercial department as his last post.

Chi Students' 'Mikado' Set for TV Spectacular

Chicago — WBBM-TV will present a 90-minute special of Gilbert and Sullivan's "The Mikado" as produced by the students and faculty of Evanston Township High School, Tuesday, with 71 students appearing in the cast. Hills Brothers Coffee, through N. W. Ayer will sponsor the production.

Back From 'Paradise Isle' They Take on TV Chores

William Gaxton and Honey Sanders, stars of the Jones Beach Hawaiian musical, "Paradise Island," will appear Sunday on "The American Musical Theatre," on WCBS-TV. With program host Earl Wrightson, they will discuss the musical and relate some of the highlights of their careers. On the musical side, Miss Sanders will sing selections from "South Pacific" and "Gypsy."

'Rifleman' Stars Headline Houston Champion Rodeo

Houston—Two stars of "The Rifleman" will be featured in Houston's 31st annual Grand Champion Livestock Show and Rodeo for 1963. Chuck Connors, who plays the title role, and Johnny Crawford, who plays his son, have been signed for the entire show, which runs Feb. 20 thru Mar. 3.

AGENCY NEWSCAST

By RALPH TYLER

Robert A. Leadley has joined BBD&O as VP and account supervisor on the United States Steel account. He had been a TV account head at Y&R for Procter & Gamble and handled video duties for The Drackett Co., Borden, American Home Foods, Goodyear, Royal McBee, Travelers Insurance and Piel Brothers. John Mason, James Shea and Julian Sloan are now in the headquarters staff of the American Association of Advertising Agencies.

Geyer, Morey, Ballard, has been appointed advertising agency for Broadcast canned meats, division of John Morrell & Co.

Agency will handle Broadcast Corned Beef Hash, Broadcast Beef Stew and other Broadcast canned meats. Broadcast Chili will remain with Arthur Meyerhoff Associates, Inc. Plans for Broadcast Corned Beef Hash and other Broadcast canned meats will be announced shortly.

William S. Hawkey, Jr. has joined the creative services Division of K&E as a copy supervisor. He was formerly a writer at Y&R. Jose Waldemar Lichtenfels has joined K&E do Brasil as media director. He was with the Brazilian telephone co. and Goodyear do Brasil.

ST. LOUIS SCENE: W. L. Jones Jr. & Associates has been named to handle advertising in the Missouri area for the Yoo Hoo Beverage Corp., which makes a chocolate milk drink in cans. Sometime

Thought for Today

"Radio needs more creative programming, followed by more creative selling of the effectiveness of sound without pictures. Many fine radio commercials have been produced, but does anyone make a determined effort to encourage agencies to set up listening sessions for copy people and Plans Boards?"

—Janet (Joane) Murphy
L. C. Gumbinner

in the future Jones will handle franchises in Kansas, Oklahoma, Iowa, Tennessee and Kentucky. The following account group will handle Yoo Hoo account: Ray Manning, supervisor; Mike Saius, public relations; Dave Kaempfer, creative and production; and Stanley Cohen art director . . . Batz-Hodson-Neuwoehner, St. Louis advertising and marketing agency, has opened a branch office in Kansas City . . . Gardner Advertising Co. has appointed Jere B. Chamberlain as TV producer and Michael J. Sheets as account executive for Grove Laboratories account . . . James A. Firth, VP and research director at the Kansas City, offices of Winius-Brandon Company, has been appointed to the board of directors of the Kansas City chapter of the American Marketing Association.

Sell Upbeat, R-Casters Told

(Continued from Page 1)

people ("Most national advertising is colder than Lake George in February.")

Cover the national buying markets in person.

He was one of four panelists in a "Radio Would Get More Dollars If . . ." discussion, which was chaired by Steve Labunski, VP and general manager of WMCA. The other participants, Sam B. Vitt, VP and media director, Doherty, Clifford, Steers & Shenfield; Janet (Jonne) Murphy, L. C. Gumbinner, and Ed Fleri, associate media director, BBD & O.

Vitt admonished broadcasters to learn more about the ad agency business. Broadcasters he said, suffer from an inferiority complex regarding radio. He urged a more realistic appraisal of radio's great value to huge audiences at home and in their cars.

"Radio's salesmen and spokesmen, when armed with deserved confidence, can develop the enthusiasm that will bring more sales," he said. "It seems to me

that if radio understands us and speaks to us with conviction as to how it can solve our problems, there is going to be much more responsiveness at all agency-advertiser levels in wanting to spend more dollars in radio."

Miss Murphy said:

"Radio should stop settling for the back row of the balcony, Radio's spokesmen should aggressively go after the primary dollar, not the one left over after TV, magazines and newspapers."

Her talk contained the suggestion that a determined effort be made to encourage agencies to set up listening sessions of radio commercials for copy people and plans boards of agencies.

BBD&O's Fleri said:

"It has been our experience that clients who have used radio continue to use it and in most instances tend to invest more heavily in radio."

He cited the Chevron gas campaign as an instance of radio's value in selling.

New Pubaffair TVer Premieres on WPIX

Bob Newhart, Kathryn Crosby and Eduardo Ciannelli appear on the premiere of the new weekly, half-hour dramatic public affair program, "Insight," bowing Sept. 16 on WPIX, it was announced by Leavitt J. Pope, the channel's operations VP. Produced by Joe Connelly, producer of the new TV series, "Going My Way," and "Leave It To Beaver," this new series features Father Ellwood Kieser, C. S. P., as host.

The initial program, "God and the Atheists," is written by Jim Moser, creator of "Medic" and "Ben Casey." The telecast examines the effects of atheism in the modern world as exemplified by Hitler's mentor, Frederick Nietzsche (played by Eduardo Ciannelli).

Other programs to be presented include "Beelzebub and the Bolsheviks," "Face of Tyranny," "Christ, Caesar and Conscience," "Ecce Homo" and "Fabric of Freedom." The series is distributed by The Paulist Fathers of Los Angeles.

Teen Career Program Enrolls for 5th Year

Boston — "Career Center for Teenagers" begins its fifth year of broadcasting on WEEI when it returns for the Fall Season Sunday. Subject of the first program is "Careers in X-Ray Technology" featuring students from Georgetown High School as guest panelists, along with guidance director William Shea.

Champ Chats with Cosell On ABC 'Editor's Choice'

World heavyweight champ Floyd Patterson will be seen in an exclusive interview with Howard Cosell on ABC News' "Editor's Choice," Sunday on ABC-TV. On "A Visit with the Champ," filmed at his training camp, Patterson, who defends his title against Sonny Liston Sept. 25 in Chicago, will discuss his personal and professional life during the program.

Forever on Sunday, Now Never for Benny

"The Jack Benny Program" returns to TV on Tuesday evening in its 13th season premiere Sept. 25 on CBS, the first season in 28 years that he won't be on TV or radio, on Sundays. Sponsors are State Farm Mutual Auto Insurance Co. (Needham, Louis & Brorby) and Jell-O (Young & Rubicam).



Indiana University Library
Bloomington Ind

AIR EDITORIALS TO THE RESCUE!

RAB Confab Polishes 120 Different Facets Of Sales Programs

West Coast Bureau of RADIO-TV DAILY

Burlingame, Calif. — More than 120 facets of promotion, programming and selling are on today's agenda here for the first of a series of two-day management conferences sponsored by the Radio Advertising Bureau.



BUNKER

RAB president Kevin B. Sweeney said topics from "the worst problem facing station management" to "the biggest opportunity ahead for radio." He will act as moderator. Reports on overall operations of 12 stations is an-

(Continued on Page 43)

GOP Eyes Web Cut-Ins On Local Prime-Time

Republican campaign leaders have asked the three TV networks to permit affiliates to cut out of web programs five minutes early in prime time during the upcoming campaign, for locally sold political programs. Identical requests were wired by national

(Continued on Page 43)

4 Star Puts 5 Net Shows On Syndie Launching Pad

While some industryites are sounding the doom of syndication, Len Firestone, VP and general manager of Four Star



FIRESTONE

Distribution Corp., new wholly-owned subsidiary of the Dick Powell - Tom McDermott Four Star Co., continues bullish about the future.

Back in New York this week after coast sessions with McDer-



Ninety-eight percent of WPIX-11 advertisers are national. A big factor in this kind of acceptance is our "no mail" policy. No mail order advertisers! Where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT



Adv.

A \$25-Mil. 1/2-Year Gusher

Gasoline and lubricant TV advertising rose 26.5 per cent in the first half of 1962, with national gross time billings by petroleum companies totaling \$25,012,104 in the first half of 1962, compared with \$19,722,042 in the like period of 1961, TvB reported.

New Syracuse Outlet Premieres in Color

Syracuse, N. Y. — The nation's newest TV station went on the air last night as WYNS-TV, Channel 9, with a special hour live and

(Continued on Page 39)

Web billings in the 1962 January-June period were \$9,402,104, compared with \$8,798,042 last year, an increase of 6.9 per cent (Source: TvB/LNA-BAR). Spot TV totaled \$15,610,00 against \$10,924,000 last year, an increase of 42.9 per cent. The networks reaped \$7.6 million for news and sports broadcasts, and \$1.8 million for entertainment.

Largest individual petroleum (Continued on Page 2)

American, British ABCs In Anglo-U.S. Relations

ABC here and Associated British Cinemas have combined to provide a TV reunion today for six GI brides now living in this country, and their parents in England. After luncheon, the girls will go to ABC's New York studios for closed-circuit viewing of their parents' taped messages. The British ABC, in turn, will present the girls' taped messages to their parents.

Fill Opinion Vacuum Of Vanishing Press, N. Y. S. Casters Urged

Saratoga Springs, N. Y. — This industry, thruout the nation, will reverberate for months to come with this dominant message from the New York State Broadcasters Association first executive conference which came to a close over the weekend:

Radio and TV editorials are vitally important to fill a constantly increasing vacuum of public opinion as the number of daily newspapers diminish via mergers and shutdowns.

From an admittedly industry point of view, on-the-air editorials are essential, the conferences were told, because they "imply an assumption of responsibility that is sorely needed if we are to grow and prosper."

The quote is from the keynoting (Continued on Page 40)

Kenneth Bilby Elected Executive Veep of RCA

RCA public affairs VP Kenneth W. Bilby has been elected an executive VP,



BILBY

Network.

board chairman David Sarnoff announced over the weekend. With RCA since January, 1960, Bilby for five years before that was in charge of PR and national advertising for the entire NBC

Chock Full in Record Buy Of WCBS-TV Pubaffairs

The Chock Full O'Nuts Corp., via Peerless Advertising, has purchased a record interrelated package of WCBS-TV public affairs programming covering 52 weeks, starting Thursday with a half-hour, prime-time special, "The Silent Cry." Buy includes monthly specials and quarterly hour docs in prime time, weekly pubaffairs. "Eye on New York," and the local election coverage Nov. 6.



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

Kamlyama - Cho, Shibuya - Ku, Tokyo; Telephone

46-4324. MADRID OFFICE: Bobby Deglane, Edifilio Espana, Grupo 4, Planta 14.

MGM's Telestudios Adds Four Staffers To Meet Fall Boom

In line with an expanded Fall production schedule, MGM Telestudios has added four new staffers: Peter Ryan, who will produce video tape commercials; Angela Saulino, who becomes a production assistant, and William Y. Delaney and Ralph Poyntz, tape engineers.

Ryan comes to MGM Telestudios from WTOP-TV, Washington, where he has served as an account exec for the last two years. Earlier, he was a producer and assistant director with the same station.

Miss Saulino has had varied credits as a casting director, assistant to the producer and production assistant on such network programs as "U. S. Steel Hour," "The Home Show," "Studio One" and "House on High Street."

Delaney was previously associated with International TV in Paris, and before that he was on the technical staff of NBC in New York for 10 years. Poyntz has been with Metropolitan Broadcasting, CBS and DuMont over the last 13 years in tape and other technical operations.

Brewer Backs Reporting of 'Battle of Dynasties'

Boston—WNAC-TV will give full coverage to "the battle of the dynasties" primary elections Sept. 18, when Ted Kennedy meets Ed McCormack and H. Stuart Hughes, the grandson of Charles Evans Hughes, and George Lodge meets Laurence Curtis at the election polls.

Sponsor is Narragansett Brewing Co., Cranston, R. I. Starting at 7:30 PM, the station will cover the returns two or three times a half hour with the superimposition of election information over both net and local programming. Lief Jensen and Victor Best will give reports three times during the evening.

Aussie's TV Corp. Ltd. Buys RKO Feature Pack

Following up the recent acquisition of the entire 20th Century-Fox backlog of 600 features purchased for Australian TV, RKO has now sold its "Million-Dollar Movie" package of features to the same Aussie group.

Negotiations took place in New York between Harry Gittleson of RKO Radio Pictures and Charles Michelson, acting on behalf of Television Corp. Ltd., and its associated stations thruout Australia.

COSMETICS ON SPOT TV 'SCENTED WITH SUCCESS'

Spot TV is the fastest growing medium in the cosmetic toiletries industry with a 74 per cent advertising gain in the last five years, the TV division of Edward Petry & Co. reports.

In a study, titled "Scented with Success," the company said that expenditures of cosmetic manufacturers in spot TV averaged 15 per cent gain annually since 1956. At the same time, cosmetic sales increased by a record \$6 million, a 50 per cent advance.

Webs Up, Papers Down

Comparing the industry investments in four leading media, Petry said \$51.8 million was spent in spot TV in 1961, an increase of 74 per cent over the '56 total. For the same period network TV gained 44 per cent, magazines were up 30 per cent and newspapers declined 13 per cent.

The study analyzed the total expenditures for 1956 and 1961 by five broad product classifications: cosmetics, hair products, deodorants, perfumes-bath preparations, and shaving product men's toiletries.

Deodorants in Lead

Spot TV scored its largest percentage gain in deodorants, the study found. Deodorant spot expenditures in 1961 more than doubled the 1956 figures. In comparison with the other three media, the spot TV share of deodorant brand budgets rose from 19 per cent in 1956 to 39 per cent in 1961.

The largest spot TV dollar volume increase was registered in hair products, whose spot TV expenditures in 1961 were \$9.1 million above the 1956 level, an 80 per cent boost.

Petroleum TV Ads Rise

(Continued from Page 1)

advertiser in TV again was Texaco, with gross time billings of \$4,987,591 in the first half of 1962. Greatest increase was reported for the Shell Oil Co. with 1962 billings of \$3,577,324, compared with \$236,427 last year.

Buttolph Back with Webb

Producer Mike Meshekooff has signed David Buttolph as music director of Jack Webb's "General Electric True" series, which debuts on CBS-TV Sept. 30. It is Buttolph's fourth association with Webb's feature picture and TV projects.

COMING AND GOING

MITCHELL LEISER, Intertel VP, to Europe and South America on business.

JOHN McINTIRE, star of the "Wagon Train" series, back in Hollywood after a month's vacation on his Montana ranch.

ED FOUHY, of WBZ, Boston, to Washington, D. C. for Westinghouse Broadcasting Radio News Director Conference.

GENE KELLY in N. Y. to promote his new ABC-TV series, "Going My Way."

HANK ALEXANDER, of Video Tape Unltd., has returned from Darlington, S. C. videotaping session.

PAUL TALBOT, of Fremantle International, to Australia and Far East.

PETE THEG, MBS account executive, to Detroit on business.

Revue's 'Best Years' Unfolding Tomorrow

West Coast Bureau of RADIO-TV DAILY

Hollywood—Production on Revue's new TV series, "The Best Years," will get under way tomorrow when producer Stanley Rubin rolls the cameras on the hour series starring Henry Jones and Jason Evers with guest Suzanne Pleshette.

The new skein, tentatively scheduled for a January debut on ABC-TV, will be laid against the backdrop of a small Midwestern college town with Jones and Evers part of the faculty.

Don Weiss will direct the series' opener, "Catch It on the Wing," scripted by Richard Fielder.

RCA Declares Dividends On Common & Preferred

RCA has declared a quarterly dividend of 25 cents per common share, payable Oct. 29 to holders of record Sept. 21, and a dividend of 87½ cents per share on cumulative first preferred stock for the Oct. 1-Dec. 31 period, payable Jan. 2 to holders of Dec. 17.

Du Mont Wins Approval To Amex Governor Board

Dr. Allen B. Du Mont, TV and electronics pioneer who holds over 30 patents on electronic systems and products, has been unanimously approved as the third public governor of the American Stock Exchange. He is currently senior technical advisor to the Du Mont Divisions of Fairchild Camera and Instrument Corp.

Teenagers, Experts Talk Over Smoking

The viewpoints of smoking and non-smoking teenagers across the country, plus the conflicting opinions of experts on tobacco and its relation to health, will be examined Sept. 19 when "CBS Reports" resumes on TV for the fourth year.

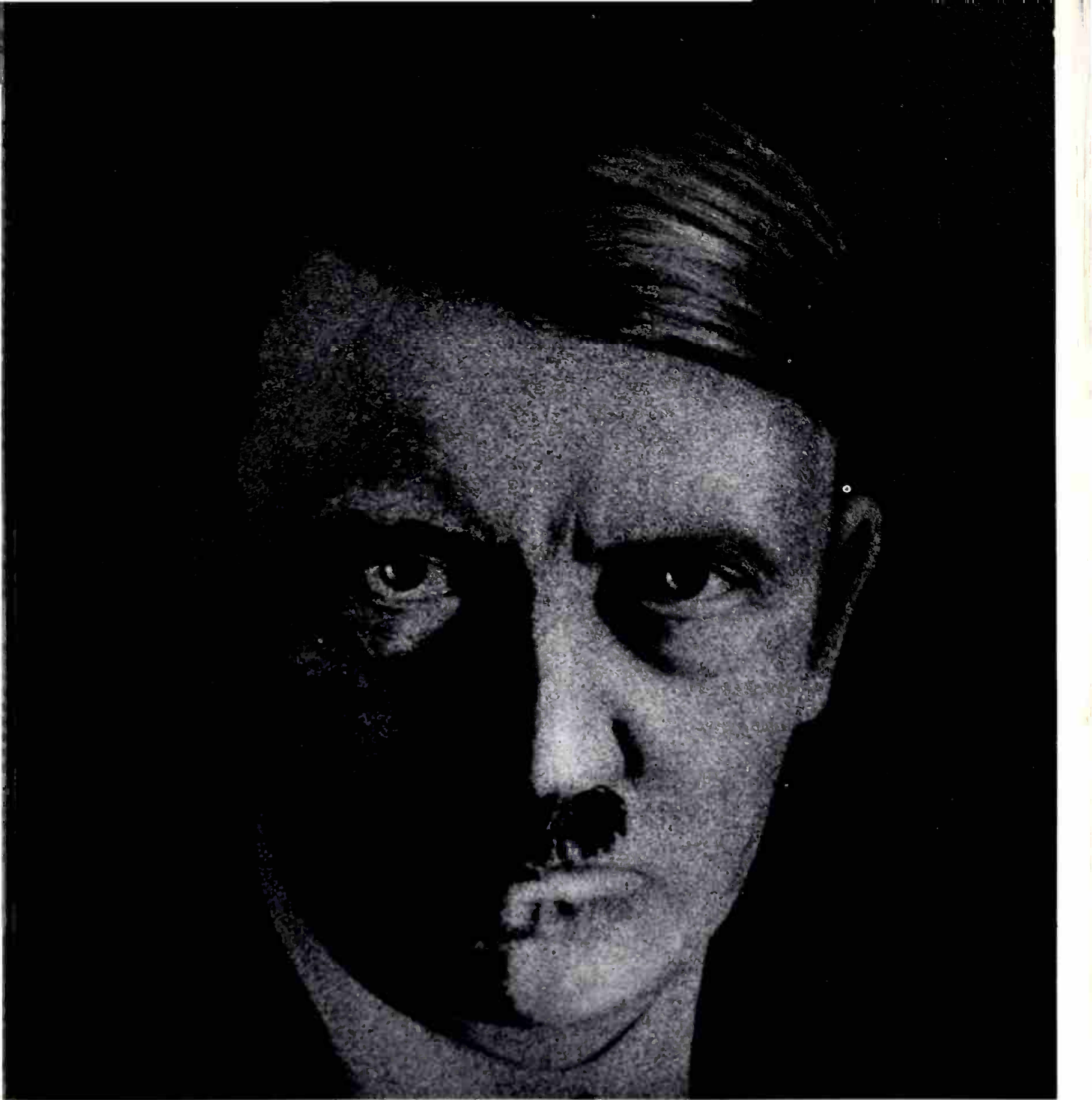
The program, "The Teenage Smoker," will attempt to dissect the emotionalism of the subject to provide a clear-cut definition of opposing views. The report is being produced with the cooperation of the American Cancer Society, the Tobacco Industry Research Committee and the U. S. Public Health Service.

A 'Wise' Move

Dallas—Wes Wise, former WF-AA-TV sportscaster, has switched stations and is being heard nightly on KRLD-TV's "Sportsreel."

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

Judson 6-7070
ABBEY MAILING SERVICE
Complete Mail Campaigns
Mimeographing • Multigraphing • Offset
Addressing • Mailing
3-Hour Service
121 West 46th Street, New York 36, N. Y.



NOBODY COULD MAKE HIM UP

Who would believe an Adolph Hitler possible — if he hadn't been real? Who could invent a Douglas MacArthur, a Babe Ruth, a W. C. Fields, or a Josef Stalin? These are just a few of the fascinating real-life lives featured in **Biography**. Sold in over 100 markets including New York, Chicago, and Los Angeles. **Biography** has won top ratings in every market that it has appeared, will provide 39 unique, spell-binding half-hours for your station and your sponsors each week. Check the ratings and

reviews—then call or write us. No fiction on television can compete* with the impact of fact — on **Biography**.
A David Wolper Production Produced and Directed by Jack Haley, Jr.

*FIRST IN MARKET

City	Station	Time	Rating
New York	WNBC	7-7:30 P.M.	16.3
San Francisco	KRON	7-7:30 P.M.	19.0



OFFICIAL FILMS, INC.
724 FIFTH AVENUE - NEW YORK 10, N.Y.
PLAZA 1-0100 © 1963, OFFICIAL FILMS, INC.

20th-Fox on Road With Off-Web Pix

At a series of weekend sales meetings in the St. Regis Hotel, 20th Century-Fox Television released to its salesman the "Century One" package of feature films for sale to local stations. With its presentation last season on NBC-TV's "Saturday Night at the Movies," "Century One" was one of the first complete film packs purchased by network TV.

Attending the meeting were George Shupert, sales VP, Howard Anderson, syndicated sales manager, and salesman William Clark, John Rohrs Chrenshaw Bonner and Alan Silverbach.

20th also presented its force with a sales information package including pertinent sales data such as sponsor information, theatrical grosses, ratings and bookings.

Fulton Nash Launches Radio-TV Jobs Center

Houston, Tex. — The Radio and Television Employment Center has opened offices here, according to Fulton A. Nash, owner and manager. It will handle listings for personnel in all phases of the radio and TV industry, and will primarily serve the Southern tier of the United States.

GIRAUD CHESTER'S 'V.P.' COMES THROUGH AT NBC

Giraud Chester has been elected VP, Program Administration, NBC-TV, Robert W. Sarnoff, NBC board chairman, announced this morning.

ABC O-O's CITED ON AIDING 'HOPE'

An award citing ABC-owned radio stations for their "coverage of 'Highways to Hope 1962' in the finest tradition of public service programming" has been presented by The National Multiple Sclerosis Society at a ceremony in the office of Stephen C. Riddleberger, president of ABC o-os.



RIDDLEBERGER

The stations contributed an estimated \$500,000 in free air time publicizing the visit of a Highways to Hope Greyhound bus in their cities, and produced special celebrity spot announcements for the project. Station personalities and local celebrities manned the bus.

Chester is second in command to Mort Werner, web's Programs VP. Before his return to NBC last month. Chester was Daytime Programming VP and a Plans Board member at ABC-TV.



CHESTER

Ford Foundation Scholar

He first joined NBC in 1953 as a Ford Foundation scholar to study TV development, and remained with the net thru 1957 as a general programming executive. After a brief period with the Ted Bates agency, he joined ABC to establish its daytime program schedule.

Before entering TV Chester taught at various colleges and universities, including Cornell, the Universities of Michigan and Wisconsin and Queens College. He taught courses in radio and television at the schools.

Jack Williams Joins KDKA as Prog. Mgr.

Pittsburgh — Jack L. Williams has been named program manager of KDKA, Westinghouse Broadcasting station here, succeeding Dominic Quinn, who last month was named to the same post at WINS, New York station recently acquired by WBC.

Williams was publicity director of KDKA from June, 1955, thru October, 1957, when he became ad-sales promo manager of WBZ, Boston outlet for WBC. For the past year and a half he has been assistant program manager of WBZ, specializing in documentaries and public service programming. He has directed a staff of 12 in producing an average of two documentaries a month for the outlet.

Coleman to Guffanti Lab As New Sales Manager

The appointment of Ken Coleman as sales manager of Guffanti Laboratories has been announced by company president Paul Guffanti. Coleman joins the organization after six years as sales manager of Pathe Laboratories, and before that had served in the same post at Consolidated Film Industries, Fort Lee.

a message from the Rahall stations:

NO SUBSTITUTE for PUBLIC SERVICE!

Ever alert and in tune with public affairs of the communities in which they are privileged to serve . . . the Rahall Radio Stations listed below have during the first quarter of 1962 (January thru March) . . . given **FREE** a total of

40,576

Public Service Minutes of program time in their respective communities. The total cost of these **FREE** public service announcements would approximate \$147,066.75 in station time.

SUBSCRIBERS TO THE NAB RADIO CODE OF GOOD PRACTICES AND STATE ASSOCIATIONS

WKAP

Radio/132
Allentown-
Bethlehem-
Easton, Pa.

WLCY

Radio/138
St. Petersburg-Tampa
Florida

WNAR

Radio/111
Philadelphia Area

WWNR

Radio/62
Beckley, W. Virginia

WQTY

Radio/122
Jacksonville, Florida

Represented Nationally by H-R New York — WQTY represented by the Bolling Co.

N. Joe Rahall, President — Rahall Public Service Stations



TELEVISION DAILY

INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Presents

the

**EIGHTH
ANNIVERSARY**

of

COLOR

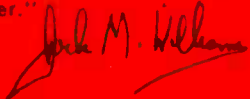
Television



**PROGRAM BUYER'S GUIDE
SHOWS OF TOMORROW**

YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation ... with their Color TV engineering skills, wonderful Color programming, and Color selling power."



Jack M. Williams, Vice Pres.
Advertising and Sales Promotion
RCA Sales Corporation


I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group ... covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

COLOR TV



Call your WLW Representative ... you'll be glad you did!
The dynamic Crosley Stations

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation

Three Hours of Color on NBC Each Night

Indie Stations Add To Prestige Locally

Independent stations around the country have enhanced their station images through a vigorous policy of colorcast leadership.

Among these local color leaders, WFIL-TV, the first station in Philadelphia to broadcast color, has continually expanded its programming. Station management prefers color to black-and-white TV not only because of sponsor and viewer enthusiasm, but also because "Color permits WFIL-TV to demonstrate its telecasting abilities to best advantage."

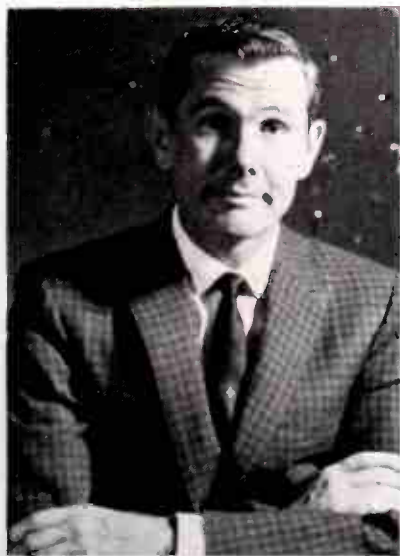
Boston's WHDH-TV, has so impressed its clients and their advertising agencies with color, that only a lack of more color programming prevents the station from switching over completely to color casting. The station is now fully equipped for live and film color obligations.

Color Clinics a Feature

"Color clinics" are a regular feature of KOMO-TV in Seattle, Washington, one of a number of stations which uses closed-circuit color equipment. These clinics for advertisers begin with breakfast, and then move to a studio for two-hour demonstrations. Response has been so favorable, many attendees return several times, often with business associates.

Since its first telecast in 1957, WFGA-TV, Jacksonville, Fla., has steadily increased its color pro-

(Continued on Page 76)



Johnny Carson leads the new "Tonight Show, starring Johnny Carson," one of the '62-'63 season highlights to be seen on the NBC-TV network.



RCA's well-traveled Color Mobile Unit — 70,000 miles in nine years — was recently rebuilt and modernized with the latest-developed color equipment.

RCA Chronology Of A Great Advance In Colorcasting

July, 1930

General Sarnoff predicts color TV for home use, and RCA scientists begin examining the problems of transmitting and receiving acceptable color.

February 6, 1940

First demonstration of electronic and optical color TV receivers before the FCC.

1941

First successful colorcast with experimental transmissions from the Empire State Building.

1945

Demonstration of field sequential color TV and 3-D color TV to the industry. Start of post-war evaluation of color TV.

October 30, 1946

Public demonstration of an all-electronic projection type color TV receiver with a 15x20" screen.

April 30, 1947

Color TV reception on 10-foot theatre screen is demonstrated.

July 16, 1947

All-electronic color TV camera demonstrated.

1950

Tests with color TV transmissions over experimental UHF stations in Washington, D. C. and Bridgeport, Conn. are begun. RCA informs FCC that it has developed a color TV system operating on a 6 megacycle channel completely compatible with the existing black and white system.

April 6, 1950

Three-gun direct view color TV picture tube and a compatible color TV system is shown to the FCC.

May, 1950

General Sarnoff requests FCC to approve color TV standards based on RCA's all-electronic compatible system, but later this year FCC approves incompatible standards.

June, 1951

RCA invites competing tube and set

(Continued on Page 81)

Roger Clipp Attests To Value of Color

Philadelphia — WFIL-TV currently airs some 17 hours of local color each week, with cartoons, color films and local news, weather and sports programs. This color schedule will expand even more this fall as ABC-TV begins colorcasting.



CLIPP

Roger W. Clipp, vice president of the Triangle Stations, and general manager of WFIL-TV, looks on color as the most important TV development of the past decade.

The initial impact of monochrome TV on the American public has set the basis for even more impressive performance using color TV as an entertainment and advertising plus.

Reaction to the station's colorcasts parallels that obtained in surveys conducted throughout the nation: color programs draw more viewers per set, and families with color reception select color programs over those in black-and-white by a wide margin.

Taking advantage of this interest in color, WFIL-TV has promoted its colorcasts using billboards, car cards, newspaper advertising, and heavy on-the-air campaigns.

The Triangle station was first with colorcasts here, in 1954. A

(Continued on Page 76)

It's Diversity, Depth, Quality on Schedule Of Network in Fall

In the upcoming broadcast season, NBC will be airing more than two-thirds of its nighttime schedule in color. Out of a total of 32¾ hours of network programming, 22¼ or 68% of the regular weekly schedule will be in color, an average of more than three hours of color every night.

The 1962-63 color schedule offers not only considerably more color but in addition, greater diversity, depth and quality; both in the areas of color film and live color programming.

Particularly significant in the new schedule is the tremendous amount of filmed shows which will be in color. Film has become an increasingly important tool in network television, offering tremendous scope and flexibility to the kind of programming that can be done. In keeping with the increasing demand for color by stations, advertisers and consumers, a considerably enlarged color film lineup has been planned.

Over the past three seasons, the number of color film shows on the network has increased dramatically. Last season, only one regularly scheduled color film show was carried; this season NBC carried four. In 1962-63, seven regular color film series will be seen on NBC: "Bonanza," "Disney," "Laramie," "Empire," "The Virginian," "Hazel," "Joey Bishop," plus the majority of the films on "Saturday Night at the Movies" and "Brinkley's Journal" which utilizes only color news

(Continued on Page 78)



Sunday evenings, Donald Duck entertains on NBC-TV's "Walt Disney's Wonderful World of Color."

'Hue Chip' Sponsors

Show Color TV's New Ad Dimension

By Don Durgin

Vice President, NBC Television Network Sales

PERHAPS the clearest example of the impact of color TV is the impressive roster of "hue chip" advertisers sponsoring color programs. It includes Bell Telephone, Douglas Fir Plywood Association, Kraft, Kodak, Hallmark, Chevrolet, Ford, Liggett & Myers, GM, General Foods, Nabisco, Chrysler, RCA, American Tobacco and P. Lorillard. Virtually all of the automobile and tobacco industries, — advertising's biggest spenders, are enthusiastic supporters of color. They are represented by the keenest media judges in America; their advertising philosophy regarding color is almost unanimous.



Albert Stevens, advertising manager of American Tobacco, which first used color commercials in "Your Hit Parade," and which will sponsor in color our new western, "Empire," says: "We feel on the basis of studies, that the impact of color commercials is much greater. It emphasizes our packages and helps to register them with the viewer."

John Bowers, car advertising manager of Ford, says: "If you're selling a product which has style appeal or appetite appeal, color is a natural. We know for a fact that styling is an important motivation for buying a new car and color is a very valuable thing for us here. Anything we can do within reason to encourage it, we will."

For many advertisers, color commercials have become an indispensable part of their selling message. Hallmark, Eastman Kodak, Bell Telephone and Kraft Foods are examples. Greeting cards, color film, color telephone instruments and food products are infinitely more appealing when presented in color.

Perhaps the most important element in the surge of color sponsorship has been our high quality of color productions. In 1962-63 more than two-thirds of our total nighttime schedule will be in color, and four bright new color shows have been added. Also, two former black-and-white programs will be presented in color regularly for the first time next season.

In the areas of entertainment and actuality specials there have been a sharp increase in color production.

"Mr. Magoo's Christmas Carol," sponsored by Timex, and "Peter Pan," starring Mary Martin, are a few of the distinguished color entertainment specials to be offered next season.

Three news specials — already sold — will be among the many actuality specials to be telecast in color during the 1962-63 season: "The 44th National Automobile Show," "Shakespeare" and an hour program about California.

In sports, the post-football season classics, championship football games, and, the World Series, all-star baseball games and many golf tournaments are broadcast in color. Two new sport series — "Shell's Wonderful World of Golf" and "Bud Palmer's Sport Specials"—will be televised in color, as well as "All-Star Golf," sponsored by Reynolds Metals, which returns for its second season.

Daytime programming will again be replete with color. Added to the lineup is the new, "Merv Griffin Show."

Children's programs will again provide a spectrum of color for young viewers with shows including "The Shari Lewis Show," "King Leonardo" and "Ruff and Reddy."

Color programming appeals to audiences, with its excitement and beauty. It appeals to sponsors since it enhances the presentation of products. Color has added a new dimension to TV advertising.

Sales Barometer Up

More Investing In Color Equipment

By C. H. Colledge

V. P. & General Mgr., RCA Broadcast & Communications Div.

ANY nagging doubts that the roster of color broadcasters is on the rise can be quickly dispelled by a look at the brisk market for color TV equipment. The record for the first half of this year shows bookings for RCA color equipment up by nearly three times compared with the same period in 1961.

While all of the major items of color equipment share in this strong upward trend, color film camera chains are showing the most impressive gains. Bookings during the first six months were more than three times those received during all of last year. This reflects the current pattern of broadcasters entering color via filmed programming.



Reading this equipment barometer, it comes abundantly clear that broadcasters are not just talking color; more of them are investing in color. And since the step is not one to be taken lightly, you can be certain that station management has explored color's prospects from every conceivable angle before committing itself.

In view of the current high demand for color receivers and the portents of future growth, the strong market for color broadcast equipment comes as no surprise. Market studies indicate a close correlation between the two. Moreover, ABC's plans to offer color programming this fall have, of course, served to stimulate the equipment market.

Looking beyond these factors, the broadcaster considering whether to "go color" has the assurance that color equipment today has more built-in dependability than ever before. Nowhere is this more apparent than in live and film cameras which have been constantly improved and refined as color TV pushed forward.

One example is RCA's TK-41C, a studio camera which has proved itself during years of field service. Now in its third generation, the current version of the camera is known for its high reliability and stability and is generally regarded as "the workhorse of the industry."

On the film camera side, the RCA TK-26 recently has been improved with the addition of stabilizing circuits so that fewer camera adjustments are required during operation. Electrical changes also have contributed to the camera's improved performance.

What will the color cameras of the future be like? RCA has put its own design ideas on view in the form of a long-range developmental camera using a fourth pickup tube for a separate monochrome channel. When the experimental color camera was displayed for the first time at the recent NAB convention, the reaction among broadcasters was immediate and enthusiastic. The interest shown, questions asked and compliments received were well beyond our expectations.

In a questionnaire circulated at the NAB meeting, we asked the broadcasters themselves for their suggestions for this camera of the future. These suggestions are being considered by our engineering staff and, when the commercial version of the camera is ready for introduction, it will contain those features most wanted by the industry.

This kind of pulse-taking was implicit in the development of our first commercial TV tape recorder, introduced in 1959, which was built for color from the ground up. The industry's response to this forethought has been highly gratifying and, as sales figures indicate, the designed-for-color concept was the correct one.

N. Y., Burbank Facilities Augmented for Colorcasts

13 Studios Ready For Big Push in Fall

The continued expansion of NBC-TV's color programming has been marked by more than just a parallel increase in the development of color facilities at production centers in New York and Burbank.

To meet the color demands of the public, advertisers and programmers, growth of NBC-TV's color facilities are rapidly approaching a color TV milestone—all-color facilities for all-color programming.

At the start of the 1962-63 season in September, 83 per cent of NBC-TV's studios in New York and Burbank will be equipped for broadcasting color programs. The four major studios in the network's Burbank, Calif., production center are equipped for color and seven of its nine studios in New York will be capable of presenting color shows in the Fall.

8-H Set To Go

The expansion of color facilities this year has been highlighted by the rebuilding of Peacock Theatre (formerly 8-H). When completed in September, it will be equipped with the latest-developed color facilities, plush seating and ultra-modern decor. Work began May 2 in the 10,000 square foot studio which is the largest in the RCA Building.

The theatre will have facilities for the color broadcasting of such programs as the "Bell Telephone Hour," "Du Pont Show of the Week" and other dramatic and

variety productions either live or taped.

Another studio in the same building, Studio 6-A, which was originally a radio studio and then renovated as a black-and-white TV facility last year, is also being equipped with color broadcast facilities. Colorization will be completed by the end of July.

Other NBC-TV color studios in New York are the Colonial Theater, Brooklyn 1, and Brooklyn 2, and studios 6-B and 3-K in the RCA Building.

Another production "studio" which has no permanent home but is maintained with all the latest-developed color facilities, is the Color Mobile Unit. The studio on wheels was recently rebuilt and modernized and operated with its new equipment for the first time at the baseball All-Star game in Washington, D. C., July 10. In the nine-year history of the mobile unit, it has traveled 70,000 miles while covering nation-wide events.

New Image Orthicon Tube

One of the most important recent technical advances in color TV broadcasting is the development of a new image orthicon camera tube which operates at a low light level which increases the sensitivity of the color camera and provides greater depth of focus. Prior to this new tube, the production of color programs required five times the amount of light as black-and-white productions needed.

The new tube, however, picks up the highest quality color picture with only slightly more light than that needed for black-and-

(Continued on Page 72)



Terry Moore, Richard Egan and Ryan O'Neal lead the "Empire" cast. The new color series debuts this fall on NBC-TV on Tuesday nights.

GE Chief Charts Growth

There are definite indications that color television is assuming a more important role in the overall domestic television market, reported William E. Davidson, general manager of GE's television receiver department, in an exclusive statement to RADIO-TELEVISION DAILY. The fact that ABC has announced plans to supplement existing color programming with a schedule of its own, with NBC planning a substantial increase in its color programming and with more and more manufacturers planning active color TV promotions for the Fall, sales of color TV sets should be stimulated.

Some of the color TV impetus is derived from the public becoming more and more color conscious in everyday life. This color consciousness, in turn, is softening consumer resistance to the premium that quality, high performance color TV demands.

NBC's television receiver department will market, this Fall, a line of eight console, console and Lo-Boy color TV receivers. Its marketing effort will be supported by a factory-sponsored national advertising schedule. The Company's TV distributors are expected to do extensive local advertising and promotion planned jointly with the factory. Special merchandising and point of sale material is being made available for retail use.

Tentatively, the TV receiver department is scheduling color TV advertising in two mass circulation magazines—TV Digest and Look. In addition, schedules in Holiday and The New Yorker are being planned. Also available as a national advertising media is a new network TV program, "General Electric True" with Jack Webb. "True" will premier in September and will be telecast Sunday night on CBS.

Key Role for Color: Military to Medicine

Color continues to play a key role beyond the home in such areas as our Armed Forces Defense System, medicine and education.

At SAC's Offutt Air Force Base headquarters outside Omaha, Neb. five color cameras and a complete color system use six program channels to send information to various receiving locations. The system is used by SAC to brief its staff on deployment of aircraft, weather conditions, and other information required for prompt command decisions. Eventually, a closed-circuit system will permit immediate TV contact with all SAC bases around the world.

At Walter Reed Army Medical Center, color plays an integral part in medical instruction and demonstration. The Reed system includes the first medical TV camera designed for ceiling installation in operating and autopsy rooms. Several color TV projectors have also been installed to show detailed pictures to large audiences.

Smith, Kline, and French laboratories employ a color studio on wheels to bring live surgical and clinical demonstrations before audiences of doctors attending meetings of the AMA.

An increasing number of educational programs carried by commercial TV stations and networks now make use of color television. "Continental Classroom," one of the best known of these programs, is a regular morning feature over NBC.



New on NBC-TV this fall is "The Virginian," a color film series based on Owen Wister's classic western novel. Featured in the cast (l. to r.) are Doug McClure, Gary Clarke and James Drury.

Set Sales Still Accelerating Admiral's Lantz Reports

Color television sales have been exhibiting steady growth for the past two years and will increase at an even faster pace in the months ahead. This is the opinion of Carl E. Lantz, president, Admiral Sales Corp., in a special statement to RADIO-TELEVISION DAILY. Color sets have been in short supply since the fourth quarter of 1961 and will continue in a back-ordered condition throughout the year.

Projected Sales

"We envision the sale of nearly 400,000 color sets this year," said Lantz, "compared with an estimated 150,000 in 1961. For 1963, color sales probably will rise to 750,000 units, equal in dollar volume to 2,000,000 black and white receivers."

The new color television line, which will be introduced early in September, will be the strongest Admiral has ever had. These sets will be promoted with four color insertions in consumer and trade

publications, and in newspapers.

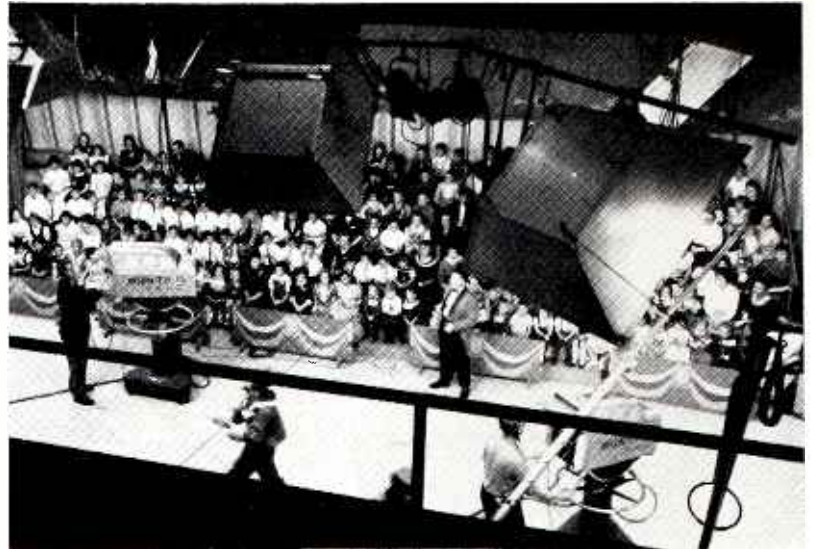
Color TV represents a sizeable volume. It is profitable business and Admiral is urging all its dealers to be ready for the big push in the second half of the year.

ARB's Omaha Survey Highlights Advantage

The tremendous advantage of color over black-and-white television was highlighted in a recent rating study conducted by the American Research Bureau in Omaha, Neb.

Evening color programs aired on KMTV, the only one of three stations in the market which uses color, received 82 per cent higher average ratings in color homes than the same programs viewed by black-and-white set owners.

The study also showed that color set owners overwhelmingly watch KMTV, even when black-



Chicago—Tots and moms view "Bozo Circus," one of the many shows colorcast by WGN-TV in the Windy City area.

and-white shows are scheduled on the station. When KMTV airs black-and-white programs, only six per cent more black-and-white set owners prefer to watch these programs than shows on the other two channels.

However, the situation is drastically different in color homes. The rating study noted that twice the number of color set owners prefer black and white shows on KMTV, than watch these shows on the colorcaster's rival stations.



WHDH-TV REAPING REWARDS OF FULL-COLOR SHOWMANSHIP

William B. McGrath, WHDH-TV General Manager: "Color TV enthusiasm in Boston has never been higher. Color set sales are excellent, which means a fast-growing audience for WHDH. We give everything the showmanship of full color, and our great experience in Color TV has substantially enhanced our reputation as New England's most modern TV facility." Color TV can pay off for you, too. Get the full-color picture today from B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

N. Y., Burbank Facilities Augmented for Colorcasts

(Continued from Page 71)

white broadcasts.

But studios and cameras are not the only facilities required to broadcast NBC-TV's color programs.

Centers Have 36 Tape Machines

Transmitting centers in New York and Burbank contain a total of 36 color tape machines. By using these machines, all time zones in the country receive quality color throughout the year via delayed transmissions. Additionally, tape machines have helped increase the range of creative possibility for color programs and made possible far more efficient scheduling of color studios, which in effect serve to increase the number of color studios available.

No Mitch if no Machines

Without color tape and color tape machines, programs like "Sing Along with Mitch," which must be taped to obtain a high quality production, could not be presented in color.

Just as the network has special color tape facilities, it also has special facilities to present color film. In the 1960-61 season NBC-TV broadcast one regular scheduled color film show. In the coming season, seven regular color film series will be presented, plus the majority of films on "Saturday Night at the Movies." In addition, "David Brinkley's Journal" will utilize only color news film.

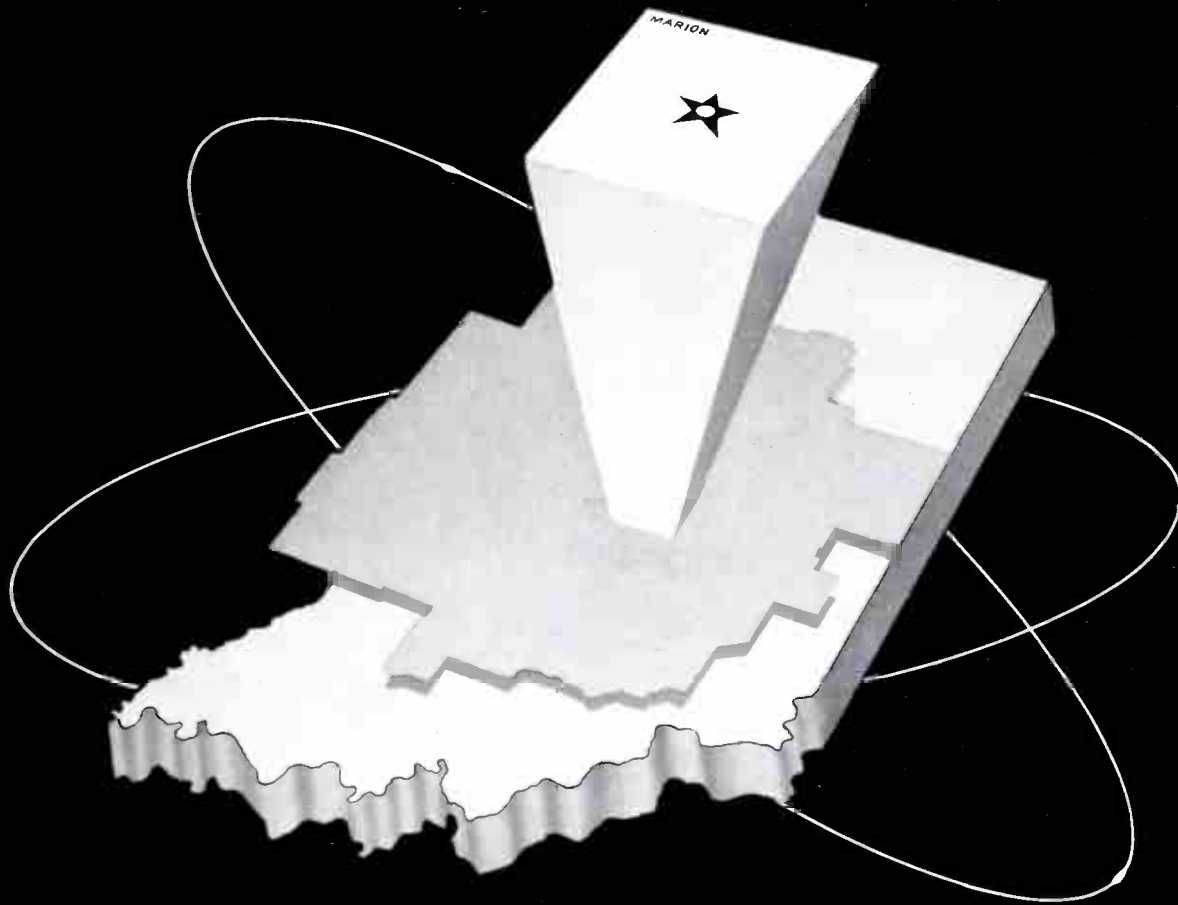
Color film cannot be broadcast via the same means as tape or black-and-white film. NBC has, therefore, increased its number of color film chains to 16 in New York and Burbank. Color film chains are projection equipment, plus all the necessary controls, needed to broadcast color film with the same high quality as live or taped color programs.

98% of Homes Covered

Color broadcasts—either live, tape or film—are transmitted via color facilities in New York and Burbank, and network affiliates equipped to pick up and transmit network color covers 98 per cent of all TV homes in the United States. Of 201 NBC affiliates, 181 are equipped for network color broadcasts, and the number equipped with color is increasing each year.

Telstar's Accomplishments

Since the successful launching of Telstar by AT&T, Trans-Atlantic color TV has become a reality. At the current rate of growth of NBC-TV's color facilities, live color television in Europe transmitted from the United States is a reality—and the color facilities to broadcast the historic event will be available.



Are Your Sales Keeping Up With Indianapolis?

Marion County — 43% faster growth rate, 1950-1960, than the nation . . . plus WFBM-TV's unmatched area coverage in mid-Indiana to double your sales potential!

This vital central market economically controls many specific areas that are retail trading centers in their own right. In fact, these satellite markets total 15% richer and 30% bigger than the 18-county Metropolitan trading area itself. Where else will you find such a rich, fast-growing and widespread marketing area covered from one central point . . . with no overlapping penetration in the area by basic affiliates of the same network?

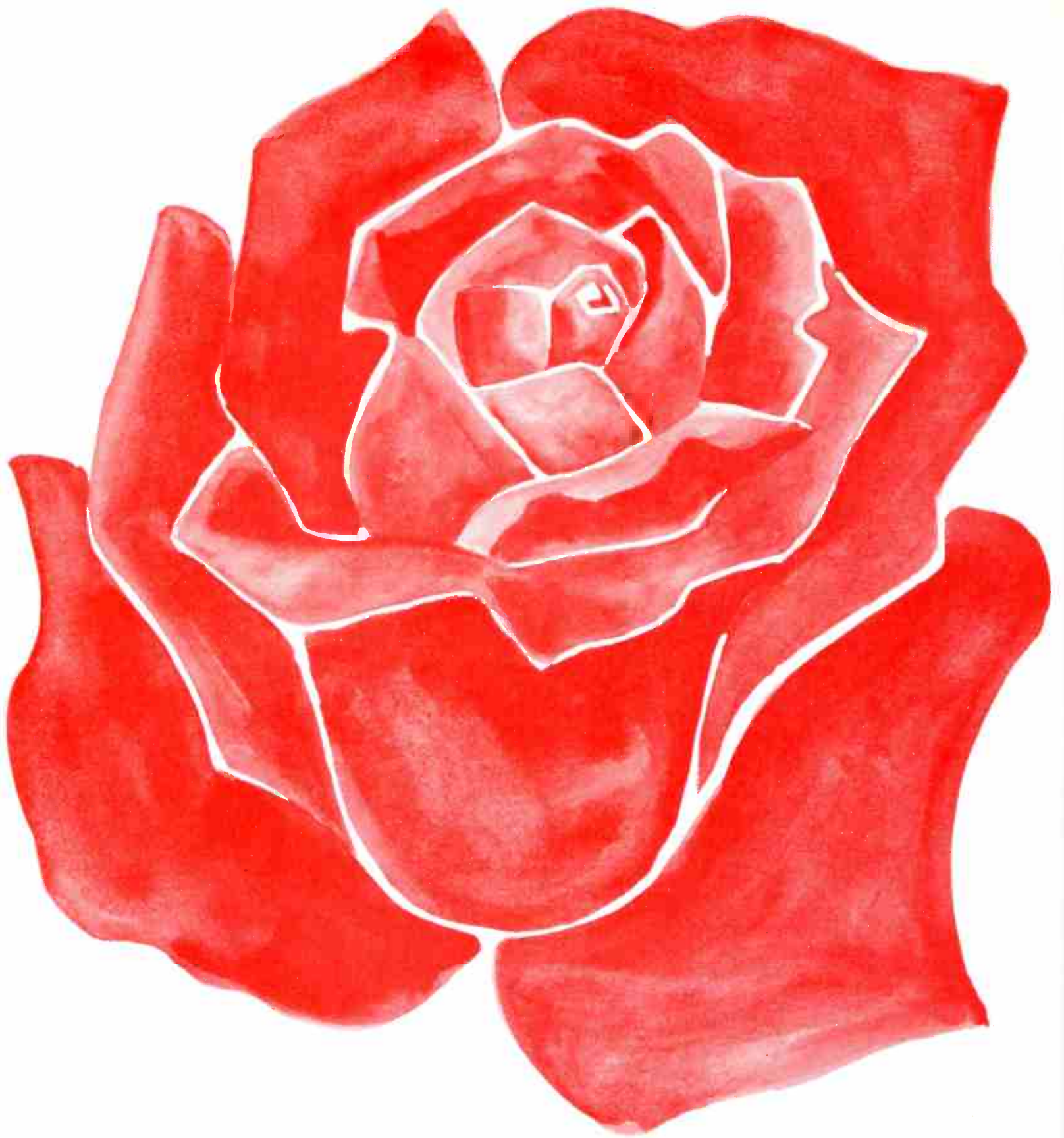
America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set owning families. ARB Nov., 1961. Nationwide Sweep.

Only on WFBM-TV, the only basic NBC coverage for 760,000 TV set owning families. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TIME-LIFE BROADCAST INC.



roses are red,

Roses are red, violets are blue, programs and products are every color of the rainbow as NBC gets ready for the big fall season—our most colorful season yet. More than two-thirds of our regular nighttime pro-



violets are blue,

grams are scheduled in color (a record 2,000 hours in all), and more and more advertisers are selling with color. Come to think of it, going color makes a lot of sense. You know what they say about rainbows.



Indie Stations Add Prestige Thru Local Colorcasting

(Continued from Page 69)

gramming. Viewer and sponsor reaction has been most favorable and encouraging.

WBAP-TV promotes color with color advertising in Fort Worth newspapers, color ads in trade publications and color-direct mail. The Texas station began to "color everything that moves" in September, 1960, when it turned off all its black-and-white cameras. Station Manager Roy Bacus points out that only color capitalizes on the fine packaging that is now so important to modern merchandising.

In Cincinnati, Ohio, WLW is now programming 41 per cent of its regular schedule in color, including 20 hours of local colorcasts each week. All local sports and special events, station breaks and station promotional spots are in color. Sales have increased 34 per cent since 1954, and a recent survey showed that five per cent of the local TV homes have color sets.

Over 1,700 hours of color are

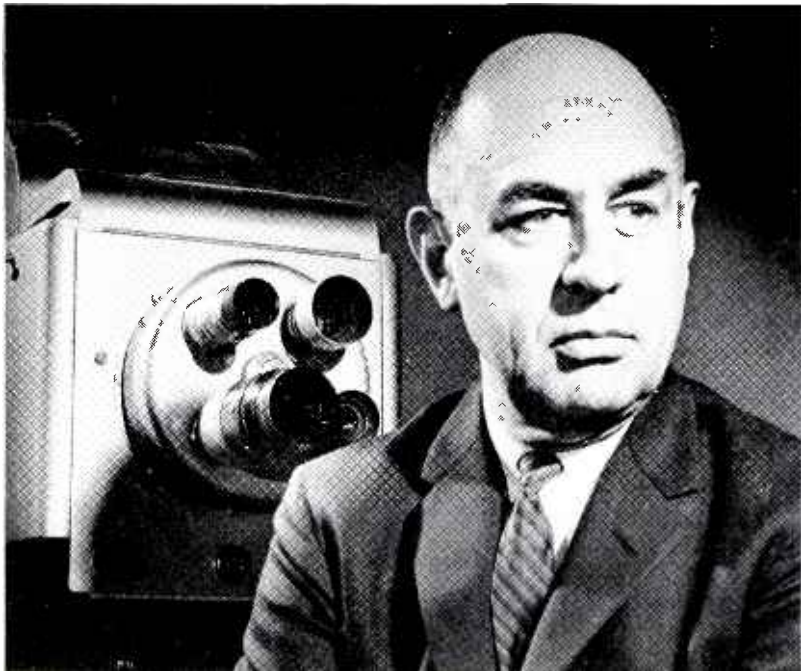
scheduled for 1962 at WGN-TV in Chicago. This is an increase of 300 more hours of colorcasting over 1961's total. The station's new Mid-America Broadcast Center will eventually become an all-color outlet.

Roger Clipp Attests To Value of Color

(Continued from Page 69)

most important "first" in July, 1956, was the area's initial color show, "Bandstand," with Dick Clark. While the number of color sets at that time was slightly less than 50 thousand, the response was vocal and enthusiastic.

The current color schedule is, Monday through Friday, "RCA Color Television Newsreel," the "Bell Telephone Hour," "WFIL-TV Sports," "True Adventure" (Wednesdays), and "Clutch Cargo."



WTMJ-TV FAMOUS AS THE PIONEER THAT MADE MILWAUKEE COLOR-FULL

George Comte, WTMJ-TV General Manager: "Color TV set saturation in Milwaukee is now becoming a real factor in terms of viewership. Starting with our first Colorcast in 1953, WTMJ-TV's progressive policies in Color TV have brought us a great deal of prestige. Our reputation for fine-color programming has also resulted in a considerable competitive advantage." Color TV is a snowballing success. Better get the facts today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Cincinnati Reports

Further Growth in 'Colortown U.S.A.'

By Robert E. Dunville

President, Crosley Broadcasting Corporation

A YEAR ago in these pages I had the privilege of expressing the opinion that the increased manufacture of color television receivers was bound to create more interest on the part of the public in color; and that with several set manufacturers entering the field and RCA announcing a price of under \$500 for a set installed, color programming would become a major factor.



I am happy, but not surprised, that these forecasts have proved out, and I am ready to make another concerning the future of color television: Eventually there will be 100% conversion of television to color. I believe this because I see the motivating force of color television paralleling that of the early days of monochrome in sales growth, in programming, and in that intangible excitement reflected in the attention to color given in the trade press and entertainment magazines, and, simply, in the growing interest of the public as it is exposed to color.

I believe that when color set homes reach a point of 15 or 20 per cent of the total number of television sets, it will be a matter of only a year, or possibly a little less, until the conversion is complete.

I should like to emphasize a number of points which induce this confident belief in the future of color television.

As the ABC Television Network goes into color this fall, and with the NBC Television Network's declared policy of presenting more color shows, the effect will be to stimulate an even greater interest in color by the public and advertisers. This growing competition in the color television field, both in manufacturing and programming, is most encouraging to us who have been color-orientated from the very beginning.

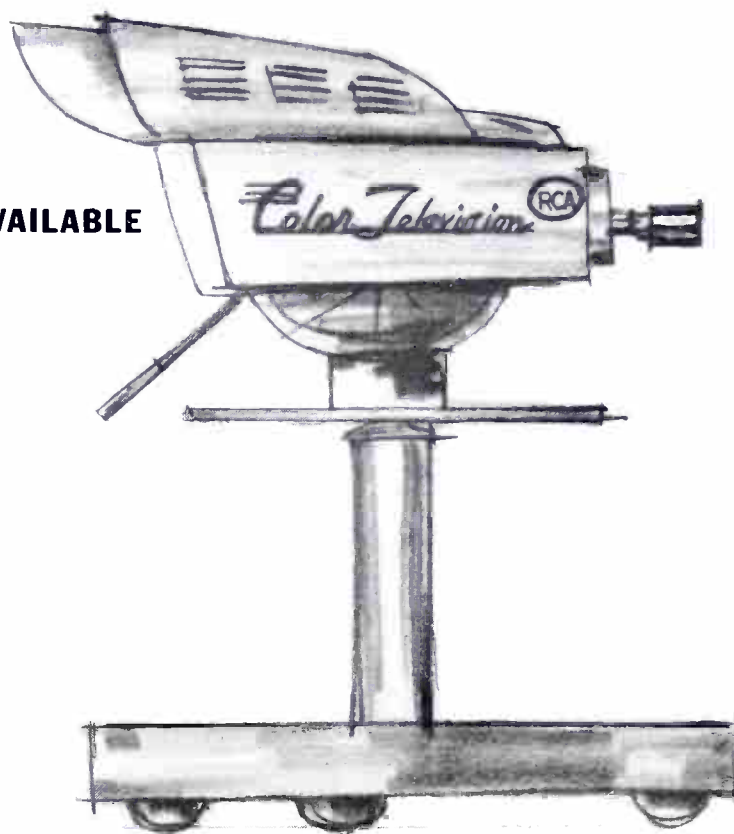
On the local color scene, as far as WLW Television is concerned, the immediate future holds two important color developments: Plans are under way now at Crosley Broadcasting to organize a subsidiary for processing color prints, both film and stills, in a matter of hours. This will permit infinitely greater flexibility in local programming, and as a beginning, shortly after the first of the year all of WLW-TV's local news shows will be done in color.

Secondly, our fall programming plans on the local basis call for an increase in local, live color by four or five half-hours per week. This is in addition to the present color schedule now carried which is more than 20 hours of local, live color programs (color movies, syndicated features and specials such as baseball bring our local color programs to more than 30 hours a week). Already all our weekend sustaining public service programs are in color, as well as all station breaks and ID's. Commercially, approximately 80% of the local commercials on our station are in color.

Color set sales in the Cincinnati area (while down in the summer months like all TV sales) indicate a healthy movement and greater interest than ever before, and we anticipate that in the fall and winter season of 1962-63 we will see an increase of some 50% more color sets in our area.

With these most recent developments in the color field, added to other advances previously noted (the low-light camera tube which Crosley Broadcasting was instrumental in developing, and color videotape, to mention just two), I don't think I am being rash in forecasting 100% conversion to color television in the foreseeable future.

SPORTS NETWORK FACILITIES ARE NOW AVAILABLE



IN COLOR

ON-THE-SPOT COLOR COVERAGE WHEREVER AND WHENEVER YOU NEED IT

Sports Network's mobile color unit and color trained personnel are available to add new flexibility and scope to your color planning.

- Complete or partial service available for remote coverage of sports and other events, or for use in your own studios.
- RCA color facilities; Ampex color tape.
- Write or call Charlie Voso for full details.

SPORTS



NETWORK, INC.

36 West 44th Street, New York 36, N. Y. • Murray Hill 2-0117

Three Hours of Colorcasts Set on NBC-TV Each Night

(Continued from Page 69)

film.

The expansion of color film programming on NBC has made it possible for additional advertisers to take advantage of color television. For the coming season, NBC has more big three auto business than the other two networks combined—and four of the five color programs purchased by automotive advertisers are film: A C Spark Plug, "Laramie," Chevrolet, "Bonanza," Ford, "Hazel," Chrysler, "Empire."

Many of the top production outfits on the Coast will be in color, some for the first time: Walt Disney Productions—"Disney's Wonderful World of Color;" Revue—"Laramie" and "The Virginian;" Screen Gems—"Empire" and "Hazel;" NBC—"Bonanza;" Lou Edelman—"The Joey Bishop Show;" plus the majority of movies from the "Saturday Night at the Movies" package of post-1950 20th Century-Fox films.

In addition, some films will be colorized on an occasional basis during special Color Nights and/or Color Weeks. Tentatively scheduled for extra Color Nights during the coming season are the following properties which will be done in color, on a one-time only basis, for the first time: Revue—"It's a Man's World" and "The Wide Country;" Four Star—"The Saints and Sinners;" MGM—"Dr. Kildare" and "Sam Benedict;" and Grandes-Scenes—"International Showtime."

"International Showtime" shot entirely in Europe, will be done for the first time in color for this one time only, using 16mm color film rather than black-and-white tape which they use on a regular basis.

In addition, NBC News has been making greater and greater use of color film in various news specials and on the regularly scheduled "Brinkley's Journal." Bill



The Sing Along Gang joins with Mitch Miller in another old favorite number, on "Sing Along with Mitch," colorcast Fridays, on NBC-TV.

McAndrew, executive vice president of NBC News, recently estimated that this year some 750,000 feet of news film was shot in color, contributing to shows like: "Van Gogh: A Self Portrait," "Japan, East Is West," "The Coming of Christ," "He Is Risen," "Man in Vienna," "The Land," "US Route #1." "Mrs. Kennedy's Trip to India." On April 9th, the special films of John Glenn's orbital flight in Friendship Seven was shown in color, only on NBC. NBC News plans even greater use of color film for the coming season.

Sports Colorcasts

Film was used for the first time to cover sporting events on a regular basis—"All Star Golf" which returns January, 1962 again on color film. In addition, "Shell's Wonderful World of Golf" will be shown in color starting in January on NBC. Also starting in January, "Sports Specials With Bud Palmer," which will be filmed all over the world, in color wherever facilities permit.

In addition to film colorcasts, NBC rounds out its schedule with a full lineup of live-TV programming. For the 1962-63 season, in addition to many programs brought back by popular demand, the network is expanding its live TV shows by adding four new shows.

Live TV Color

The daytime color schedule, with popular shows like "Play Your Hunch," "Price Is Right," and "Your First Impression," is augmented by a new series, "The Merv Griffin Show." This variety show will offer a wide range of entertainment—conversation, music and a measure of the unusual and the unexpected. Saturday mornings, the "Shari Lewis Show" and "King Leonardo" will continue to delight the small fry. This fall, "Ruff 'N Ruddy" will al-

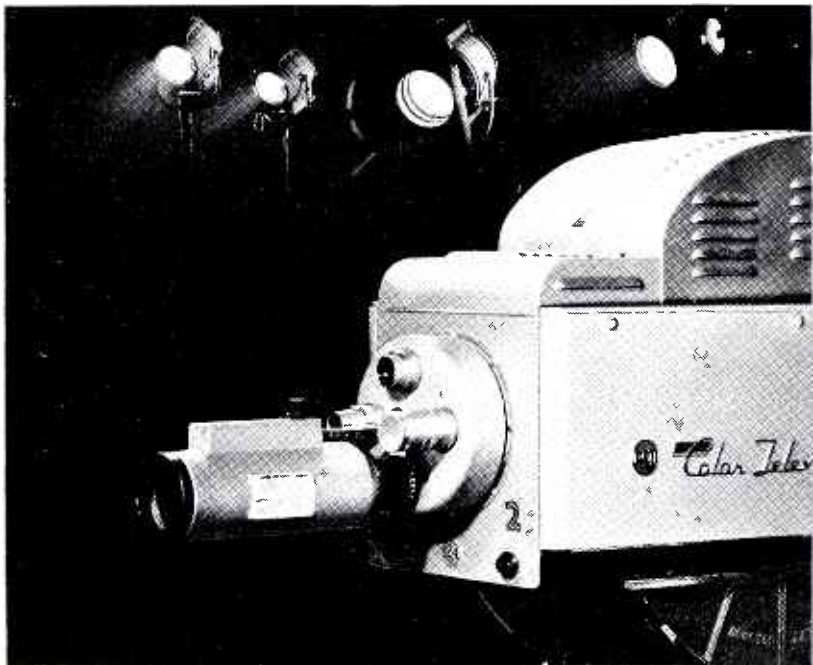
so return.

The nighttime live color programs scheduled for the new season add to the scope, diversity and quality of the color schedule. "The DuPont Show of the Week," on Sunday, will have a top-flight production team headed by recent Emmy winner, Franklin Shaffner. "The Dinah Shore Specials" will also be seen on Sundays on a once-a-month basis.

New Shows

In addition to "The Price Is Right" on Monday and "The Perry Como Show" on Wednesday, "The Andy Williams Show," an hour-long musical variety produced by the same team responsible for the award-winning Fred Astaire color specials, will be colorcast. "Sing Along With Mitch" and the new "Jack Paar Show," in a prime time slot, will appear on Fridays.

NBC's schedule of sports and specials in color is not yet complete, but color, in most cases, was the deciding factor for programs coming to or staying with the network.



Great majority of Nation's TV stations are already equipped to telecast color

Now, nearly 75% of the TV stations coast-to-coast are equipped to rebroadcast network color . . . giving color coverage to areas with 98% of the TV homes in the country! Almost 30% are equipped to originate color on a local basis, and are adding hundreds more hours weekly to total color programming. Color TV is growing every day, and it pays. Find out how it can pay off for you from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



Shirley Booth serves up her special brand of comedy as "Hazel." To be colorcast on NBC-TV each Thursday night.

COLOR TV

How soon will it be the No. 1 broadcasting medium?

Don't guess now—because it's coming sooner than you think—coming so fast that the trend to color TV is turning into a stampede! Look what's happened since you took a look!

- Color TV set sales are zooming—UP 139% for RCA Victor for the first six months of '62 compared to '61—and *still* going up!
- 11 other major TV set manufacturers have jumped on the Color TV bandwagon, and are *pushing* color with millions of dollars of their own advertising funds.
- Demand for RCA color picture tubes has forced two new plant additions since January.
- ABC announces plans to start color-casting, and NBC increases '62-'63 nighttime schedule to more than two-thirds color—colorful, top show entertainment is growing fast.
- Nearly 75% of the nation's TV stations are already equipped for network color. Almost 30% are equipped to originate local color—adding hundreds more hours weekly to total color programming.
- 140 major American Companies are already sponsoring Color TV—plus many other companies on a local basis.
- Color programs outscore black and white—as much as 82% higher rating and impact in color homes! (ARB, Omaha, March, 1962).
- More and more top advertising agencies are recommending and selling color to their clients.

Color TV pays. The broadcasters and advertisers who have moved aggressively in Color TV are already reaping the rewards. Color TV can pay off for you, *too*. And it will pay you to get the full-color television picture today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel.: CO 5-5900.



The Most Trusted Name
in Television

Tmk(s)®

Color's \$ Volume

Challenges B & W In Many Areas

By W. Walter Watts

Group Executive V. P., Radio Corp. of America

WITH an increasing frequency these days, we are asked "just how big is this color TV surge we keep reading about?"



After eight long hard years, color TV has now reached the spot where its dollar volume is challenging that of black-and-white in many areas of the country. Color TV receiver sales for us in the first half of this year were 139 per cent ahead of the same period in 1961. Color was a tremendous help in enabling RCA home instruments to achieve its best sales volume in history. What's more, the trade press reports that other manufacturers marketing color sets are also coming up with excellent sales results.

This booming demand for color receivers has been building up month after month since the start of the 1961-62 TV season last September. Dealer and distributor orders for our 1963 line of color receivers are nearly triple those of last year.

Until recently broadcasters, advertisers and TV writers were emphasizing the desirability and urgency of increasing the color television audience. Now that audience is mounting by leaps and bounds, there is hardly a section of the country that is not becoming "color conscious."

What has caused this exciting color TV take-off? Those of us close to the situation believe that the gathering momentum is due to the combination of vital elements that began converging late fall. Among these elements are the following:

There are millions of people in America who have enjoyed the pleasure of watching TV in color.

All major TV manufacturing companies with the exception of one now have announced plans to have color sets on the market this season. Until last fall, we did the pioneering spadework virtually alone.

Color sets require about the same amount of servicing as black-and-white and the cost of service has been reduced.

There have been steady improvements in picture quality on color sets, so that the picture is as much as 50 per cent brighter; tuning has been simplified and other refinements have made the sets much more attractive to the consumer.

Color programming has advanced in major proportions—both on the network and local levels.

In 1960, color TV became a \$100 million a year industry, counting sales of sets and transmitting equipment, broadcasting revenue and servicing. This was a major news event.

Only last fall, we estimated that the color TV industry would reach a \$200 million going rate before the end of 1962. That going rate already has been reached. Now, we are aiming higher.

We believe that color is destined to go on to far greater achievements. The road ahead appears to be marked by sign posts that eventually will lead to billions of dollars in returns and greater enjoyment for the public.

Now, what about the color receiver itself? Will new technological inventions or a scientific discovery soon lead to a drastic change in color TV sets? From where we sit, the answer is an emphatic "No!" We see no great technological breakthrough on the horizon at this time or for several years ahead. Anyone waiting for such a breakthrough before he either gets into color or buys a color set is making a serious mistake.

Dreams In Color

Coming True Through Colorcasting

By Ward L. Quaal

Executive Vice President and General Manager, WGN, Inc.

IT wasn't too long ago that Larry Wolters, radio-TV editor of the Chicago Tribune, wrote: "People used to talk about having dreams in technicolor. These dreams are coming true for millions by way of color television."

Since its introduction almost a decade ago, color television has taken great strides. Today, tint TV has entered the second and decisive phase of its development as a mass entertainment medium and a profitable business venture.

In Chicago, WGN television has played a major role in the introduction and successful marketings of color, the quality reception of which has been enormously enhanced through improvements in cameras, lighting techniques, tape recording, circuitry and receivers.

Chicagoland is in the forefront of the color television market, with an estimated 120,000 sets. We salute NBC's pioneering efforts in colorcasting and welcome with enthusiasm the entrance of ABC to the color field and hope that CBS will join the "fold" shortly.

It is almost incredible that our industry, which has thrived on the three matchless dimensions of television—sight, sound and motion—is so tardy in espousing the fourth greatest dimension—COLOR!

Failure to see color's potential

The failure to see the potential of color as an advertising medium is one of the shortcomings of broadcasters. At WGN-TV, we made our entry in colorcasting in November, 1957, with a modest 30 hours.

Since then, WGN-TV has telecast more than 400 hours of color in 1958; an impressive total of 1,070 hours in 1959; 1,200 in 1960; 1,400 hours in 1961 and, on a projected basis, 1,700 hours minimum in 1962.

As a broadcaster, I cannot stress too strongly my feelings on color — that it must "blossom" across the length and breadth of this land if television is to continue the amazing growth of its first 14 commercial years. No business connected with our field, or in any other field, ever has succeeded unless it has been "fed" the ingredients for constant improvement.

Color will stimulate new TV advertisers

In my opinion, color will create a greater tune-in, more interest in the medium and, above all, stimulate the entry of new advertisers to television. The list of those who would use television for their advertising, if enough of it were in color, is limitless.

Think of the thousands of firms in the home furnishings and ready-to-wear field alone who never have given much more than a passing thought to this exciting industry of ours. As color development continues and we hope it will be on a much more rapid basis in the near future, millions of dollars in "new money" will pour into the coffers of the television industry.





Perry Como chats with Kaye Ballard on "Perry Como's Kraft Music Hall," Wednesdays, on the NBC Television Network. Looking on with Kaye and Perry are (l. to r.) Sandy Stewart and Jack Duffy.

RCA Chronology of Color

(Continued from Page 69)

manufacturers to a demonstration and makes available to them without cost, samples of the tri-color tube and kits of circuit components. This action insures the ultimate introduction of color TV on the widest possible basis.

July 9, 1951

WNBT, an NBC station, starts all-electronic colorcasts with first pickup from Palisades Park, N. J.

1952

NBC conducts compatible color TV tests during regular broadcasting hours from the Colonial Theatre, in New York, which becomes America's first studio for large scale color programs.

Spring, 1953

Tri-color TV camera tube is demonstrated to FCC.

June 25, 1953

RCA and NBC petition the FCC to adopt the compatible technical signal specifications as standards for commercial color TV.

October 15, 1953

RCA and NBC join with other members of the industry in a final demonstration held by the NTSC (National Television Systems Committee) at the request of the FCC. The compatible system is now ready for the American people.

December 17, 1953

FCC adopts all-electronic compatible color TV standards.

January 1, 1954

NBC makes first national network colorcast; the Tournament Of Roses Parade in Pasadena, Calif.

March 17, 1954

RCA's Bloomington, Ind., plant starts a limited commercial production of a color TV receiver; NBC announces that 31 stations are equipped for colorcasting.

November 15, 1954

Announcement of #21ANP22 color picture tube.

December 6, 1954

RCA demonstrates 21-inch color picture tube.

December 31, 1954

NBC reports a total of 68 hours of colorcast for 1954 as against 46 hours for CBS and no colorcasts by ABC.

January, 1955

RCA introduces two color TV receivers using the new 21-inch round color picture tube.

March 27, 1955

NBC opens "Color City" at Burbank, Cal., a \$7-million project and the first studio built for color TV.

May, 1955

NBC transmits first color TV pro-

Today's Sales: 140 Per Cent Ahead

gram on tape.

December, 1955

RCA offers first complete line of color TV receivers. NBC reports a total of 215 hours of color for 1955.

December, 1956

NBC reports a total of 186 hours of colorcasts for 1956.

December, 1957

NBC reports a total of 647 hours of colorcasts for 1957.

1958

NBC reports a total of 668 hours of colorcasts for 1958; 324 of 515 TV stations are equipped for network color transmission.

December, 1959

NBC reports a total of 724 hours of colorcasts for 1959.

May 6, 1960

RCA introduces #1401 color camera tube which requires no greater lighting than a black and white camera. Later, WGN, Chicago, uses new tube to colorcast daytime baseball games, and WHDH, Boston, makes night baseball colorcasts.

December, 1960

Color TV industry reached annual volume of \$100,000,000 in 1960, reports RCA. A total of 1,031 hours of colorcasts for 1960 is reported by NBC.

December 15, 1960

RCA introduces all-sulfide color pic-

ture tube that produces color pictures up to 50 per cent brighter.

December, 1961

NBC reports 140 advertisers using network color TV during 1961 and a total of 1,650 hours of colorcasts for the year. Of 520 TV stations, 369 are now equipped for network color transmission.

February 7, 1962

Color TV industry has reached an annual going rate of \$200 million, RCA reports.

April 1, 1962

RCA demonstrates an experimental color TV camera which, for the first time, produces four signals, three in color and one in black and white.

April 15, 1962

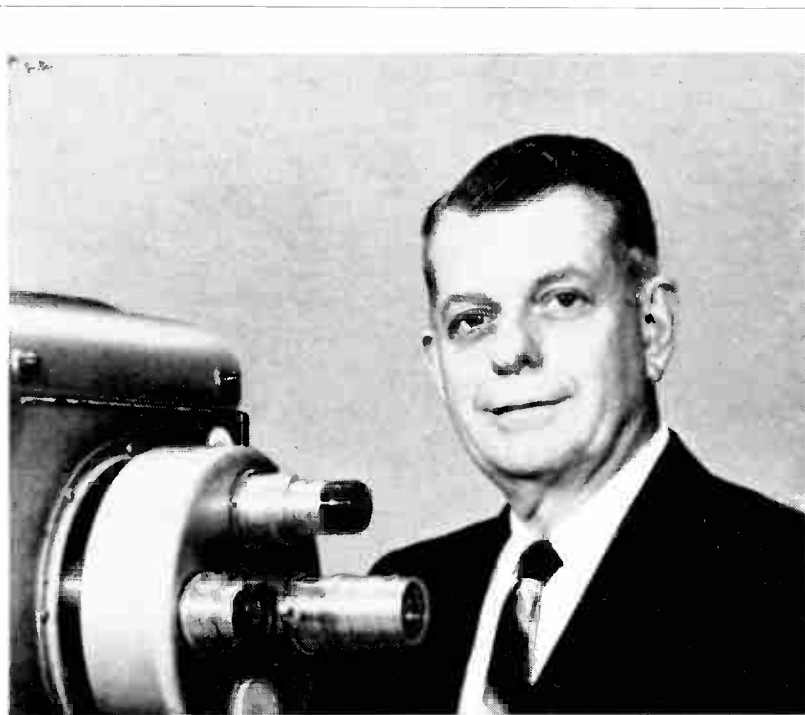
NBC reports 68 per cent of its nighttime schedule will be colorcast in 1962-63, with an average of three hours of color programming each night. ABC plans to start regularly-scheduled colorcasts in September, 1962.

May 1, 1962

NBC announces plans to colorize studio 8-H in Rockefeller Center, tripling its color studio space there.

June 13, 1962

RCA announces color TV sales for first five months of 1962 were 140 per cent ahead of the same period in 1961.



KMTV COLOR PIONEERING PAYS OFF IN PRESTIGE, PROMOTION, PROGRAMMING

Owen Saddler, KMTV General Manager: "Color TV is a cornerstone of our reputation for being first with the best in Omaha. Color is a consistently valuable promotion tool. Most important, Color translates into extra rating points. In short, Color is a valuable part of our present and the inevitable future of TV." Color TV can pay off for you, too. Find out how today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



"Broken Lance," one of many full-length feature films to be shown in color on NBC-TV's "Saturday Night At the Movies," will be aired September 29. Left to right are stars Spencer Tracy, Katy Jurado and Richard Widmark.



RCA MATCHED

...with Many

YOU SELECT A COMPLETE COLOR PACKAGE... DESIGNED TO FINEST SYSTEM SPECIFICATIONS

RCA COLOR STUDIO CAMERA—Fifth generation model of the first practical color camera—now featuring stabilized circuits for simplified operation . . . precision yokes for pinpoint registration . . . prism optics for sharp, clear pictures.

RCA TV SWITCHING SYSTEM—The brains of the color system . . . key to program flexibility . . . and protector of system specifications—there's an RCA switching system to ideally match every program need.

RCA COLOR MONITOR—The professional color monitor for quality control of color performance—with new circuitry and improved capacity for evaluating color pictures.

RCA COLOR TV TAPE RECORDER—Designed from the

beginning for color operation . . . new solid-state recorder is the ultimate choice for the finest color systems.

RCA 3-VIDICON COLOR FILM SYSTEM—The practical solution to color film programming—now featuring the same optical and stabilization features found in studio cameras.

RCA TRANSMITTER-ANTENNA COMBINATIONS—Built-in color capability . . . at all powers . . . at all frequencies—produce highly reliable, full-fidelity color transmissions—tailored to individual requirements.

RCA COLOR MOBILE UNITS—Custom designed to put the matched color system "on-the-road"—provide color studio performance on-location.



COLOR TV LINE

New Features

Your Only Source for a Matched System

RCA is the only manufacturer that builds a complete line of matched color TV equipment. Proved in color operations for the past nine years, RCA color equipment is matched—electrically, mechanically and operationally—to work as a smoothly functioning TV system with finest color performance. The equipment shown above includes new features and technical refinements. Many use transistors and other solid state devices to gain compactness, long term reliability, and low maintenance cost. All are designed with the RCA brand of operating ease, convenient access to components, and real ruggedness. Set an RCA matched system as your goal, and you will be assured of achieving the easiest, most flexible, most reliable color operation.

See your RCA Broadcast Representative for the complete story. Or write RCA, Broadcast and Television Equipment, Dept. KE-372, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

LIVE COLOR TV CHILDREN'S PROGRAMS

WJAC-TV Romper Room

Children's Kindergarten of the Air. For pre-school-age children. Mon.-Fri. Running Time: 60 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Continuing.

Produced by: WJAC-TV, Johnstown, Pa.

Distributed by: Bert Claster, Baltimore, Md.

The Shari Lewis Show

Featuring Shari Lewis as ventriloquist, puppeteer, storyteller, dancer and musician. Each program is complete with Miss Lewis' unusual puppet characters among the regular performers involved in various humorous situations. Shown on NBC-TV Network. Running Time: 30 minutes.

Produced by: Tarcher Productions, N. Y. C.

Junior Musicomedies

Original musical comedies, starring talented tots and teens. Costumed and in elaborate setting, these children dance and sing all the most popular songs, all worked into original story lines, with chorus-lines and kid comedians. 26 weeks on CBS-TV & ABC-TV. Kinescopes available.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: Basch Radio & TV Prods., N. Y. C.

Distributed by: Basch Radio & TV

King Leonardo and His Short Subjects

Color cartoon series about the adventures of "King Leonardo" com-

pleted in two weekly episodes. Actors provide voices for the cartoon characters. Shown on NBC-TV.

Running Time: 30 minutes.

Produced by: Leonardo Productions, N. Y. C.

Hi Fella

A children's participation show including film comic strips, games, and comedy. A popular entertainer carries the show. Appeals to ages from 6 to 16. Also there is a tie-in with schools.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Prods., N. Y. C.

Distributed by: V. S. Becker Prods., N. Y. C.

Lee Dexter Show

Lee Dexter and his puppets with a full hour children's fantasy, Sun. mornings, and a 20-minute Mon. through Fri. series of fun and games for the kiddies.

Running Time: 60 minutes and 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

The Ruff and Reddy Show

Each program features three or four Ruff and Reddy cartoons. Between showings, Captain Bob Cottle spins yarns, draws amusing and instructive sketches and entertains the youngsters with his puppets, Jasper and Gramps. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: Hanna-Barbera, Hollywood, Calif.

Color TV Maturity Creates Big Picture Tube Demand

By D. Y. Smith

V.P. & General Manager, RCA Electron Tube Div.

WITH distributor orders for color TV sets nearly triple that of last year, the demand for color picture tubes has sky-rocketed. A combination of many factors is responsible for this situation. Tremendous enthusiasm created a color TV boom that exceeded the most optimistic forecast of our market analysts. New sales records are set nearly every month. Broadcasters and advertisers are constantly enlarging the variety and number of color programs on the air.



Although two other manufacturers have announced plans to make color picture tubes, we are still the only mass-producer of this product. Our famous three-gun, shadow-mask-type tube has proven to be the most economical and technically sound

approach for color receivers.

The color sets marketed by over ten major electronic manufacturers now use color tubes made by RCA. As color TV has moved from the "growing pains" stage to maturity, the tube orders from manufacturers have continued upward.

Besides producing more tubes, our engineers are hard at work on various technical projects designed to further improve the present color tube.

Even before color TV was "off-and-running," preparations were being made for a vastly accelerated output of color tubes. In January of this year, we announced plans for a \$1.5 million expansion of our color tube plant at Lancaster. This step was taken to meet an anticipated 250 per cent increase in industry demand for color tubes this year. The additional facilities at Lancaster are now nearing the final stages of completion and will be in full swing during the months ahead.

Our second major addition to our color tube production facilities was revealed only three months ago. At that time, RCA disclosed plans to spend \$1.7 million to inaugurate color tube production at its plant in Marion, Indiana. Work on the installation of new color equipment here is progressing on schedule.

Last year we introduced a newer version of our color picture tube which provides up to 50 per cent brighter pictures with greater sharpness and contrast. This milestone has been regarded as a tremendous advance in the history of color TV. Foremost among its many advantages is the greatly improved brightness and contrast when viewed in brightly lighted rooms.

Now, what new developments are on the horizon for color tubes?

Modern trends in styling for black-and-white TV sets have been toward slimmer and more compact cabinets. For several years, our engineers have wrestled with the problem of how to reduce the size of color television sets. One obvious answer was a shorter picture tube. However, to design a shorter tube that would provide the same high picture quality and technical perfection of the current tube presented a challenge.

A 90-degree version of the three-gun shadow-mask tube has just emerged from our advanced engineering laboratories and passed its final testing with flying colors. This tube will be approximately six inches shorter than the 70-degree color tube now in use throughout the industry. The viewing end of the new tube will be round, as in the present tube. It will also provide the same high level of picture brightness and contrast.

Color sets using this new shorter tube will probably make their debut around the middle of next year. We believe this tube will remain the "heart" of color sets for many years.

W P T R No. 1

*in the
Albany
Troy
Schenectady
Market**

**6 A. M. to Midnight
MONDAY thru FRIDAY**

*Sources: Pulse April 1962, Hooper May-June 1962

W P T R 50,000 WATTS

ALBANY, TROY, SCHENECTADY

a division of Schine Enterprises

**JOIN THE GREATEST TEAM FOR
PERSONALITY-PRESTIGE PROGRAMMING
AT NO-CASH-COST**

- ★ **Celebrity Fives**
- ★ **Hollywood Profiles**
- ★ **Public Service Miniatures**
- ★ **Gifts For Listeners**
- ★ **Radio Grapevine**
- ★ **Star Station Idents**
- ★ **Custom Motion Picture Trailers**

AL PETKER/Personality Scope

Beverly Hills, California

World's Largest Radio Station Service Organization



LIVE COLOR TV CHILDREN'S PROGRAMS

Garfield Goose

Frazier Thomas, Garfield's human prime minister, talks to the puppet character of Gar Goose and entertains children while teaching them manners and showing them short educational films.

Running Time: 45 minutes.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Bozo Circus

Bozo the Clown presides over a big-top circus featuring a circus band, animal acts and cartoons for an hour daily.

Running Time: 60 minutes.
Cost Color: On request.
Number Available: 5 per week.
Produced by: WGN-TV, Chicago, Ill.

WGN-TV Dick Tracy

Interspersed with five-minute color episodes of the cartoon adventures of Dick Tracy, a live host tells stories of police work aimed at family interest.

Running Time: 30 minutes.
Number Available: 6 per week.
Produced by: WGN-TV, Chicago, Ill.

Treetop House

A young lady entertains the at-home child with a daily round of games, songs, stories and educational features designed to develop an awareness of the world in youngsters, stimulate a child's imagination and present a world of reality.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 5 per week.
Produced by: WGN-TV, Chicago, Ill.

LIVE TV VARIETY

The Andy Williams Show

Musical-variety starring Andy Williams with guest stars. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Tandem Enterprises and Barnaby Prods.

Frances Farmer Presents

Hostess Frances Farmer, who was associated with Hollywood for many years, makes this afternoon movie presentation a big drawing card. Miss Farmer supplies pertinent, enlightening background information on the feature films she presents. The top-rated feature film presentation in the Indianapolis area.

Running Time: 1 hr. 45 min.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: WFBM-TV, Indianapolis, Ind.

Du Pont Show of the Week

Panorama of diversified quality entertainment programs embracing musical variety, dramatic actualities and special projects. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: NBC-TV, N. Y. C.

All-Network Push

Color Industry Cries for United Action

By Mort Farr

Bd. Chairman, National Appliance & Radio-TV Dealers Assn.

PRESIDENT JOHN F. KENNEDY, Secretary of Commerce Hodges and Secretary of the Treasury Dillon have all been calling for an acceleration in the rate of expansion of our national economy. Regardless of our political affiliation, we all agree that this is a desirable objective.



In the music, appliance and television fields, which I represent, there are many product lines which lend themselves to accelerated growth. This stepped-up growth rate can be attained, if the combined resources of the manufacturers, wholesalers, retailers, service and other affected groups are put behind these product lines.

The product line in our field of activity which probably offers the opportunity for the most spectacular growth is color TV. During the past eight years color has proved its worth to the consumer, as demonstrated by solid, and in most cases, enthusiastic consumer satisfaction. In this, I am speaking not only from the personal experience of a retailer, but from the knowledge and experience of other retailers.

Recently I completed a coast-to-coast survey of color TV retailers who, on the average, have been selling color TV six-and-a-half years and for whom, again, on the average, color TV represents 32 per cent of their total TV dollar sales. Among the questions asked were:

"What has been your experience with respect to customer satisfaction with color TV?" Seventy per cent answered excellent, 30 per cent, good. None said fair or poor — even though these classifications were on the questionnaire. Similarly, when asked, "What has been your service experience on color TV?", 55 per cent answered excellent, 45 per cent good. Again none replied fair or poor.

These dealers reported an average growth in color TV sales of 49 per cent for the first five months in 1962, and anticipated an average increase of 55 per cent in sales for the balance of the year.

When these dealers were asked: "If all three TV networks programmed and promoted color as heavily as NBC, what percentage increase in color TV sales would you anticipate?" The composite answer was 90 per cent—or a whopping 64 per cent more than presently forecasted.

This estimated 90 per cent increase in sales should be truly significant to all industry leaders. Industry leaders should stop talking about the Utopia of substantially lower prices for color TV, single gun and rectangular color TV tubes, and, through united industry effort, tremendously accelerate color's growth.

Now that all TV manufacturers, except one, are in the color manufacturing business, there is only one missing ingredient. This ingredient, if put to work, would cause color sales to grow at a really spectacular rate. That vital element is placing the combined resources of all the networks and the principal TV stations behind color.

As a radio and television retailer with 40 years experience, it is impossible for me to understand how two television networks, owning valuable TV broadcasting licenses, have been able to sit by and do nothing to promote the great technological color revolution.

As New York Times TV columnist, Jack Gould wrote, reviewing the recent CBS presentation of "The Merchant of Venice": "And how the evening cried for color TV." I would like to paraphrase Jack Gould by saying, "And how the industry cries for united action on color TV!"

*It's still
our birthday*

**ONE YEAR OLD
AND SOME BABY !**

PRIME T.V. FILMS, INC. THANKS
T.V. STATIONS ALL OVER THE
WORLD FOR MAKING OUR FIRST
YEAR A HEALTHY ONE

*Michael Hyams
Alec Campbell Jr.
Lillian Hoffman*

120 WEST 57th STREET, NEW YORK 19, NEW YORK
Columbus 5-7480

OUR FAMILY

WEST COAST Ettlinger Associates 6000 Sunset Blvd. Hollywood, California	MID-WEST Ben Barry Associates 203 No. Wabash Ave. Chicago, Ill.	NEW ENGLAND Ted Swift Northeast Teleplex Associates 80 Boylston St. Boston, Mass.	CANADA Telefilm of Canada 130 Carlton St. Toronto, Ontario
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Sporting Events

A Natural Outlet for Colorcasting

By Richard E. Bailey

President, Sports Network, Inc.

THERE is nothing more spectacular than a sports color telecast. A horse race presented in color is a good example. The jockeys in their multi-colored silks, the lush green turf of the infield, even the shiny bay, black and brown "coats" of the horses, are transmitted beautifully by the medium of color.

The same applies to college and professional football games. Only color television can capture the charm and excitement of the colorful uniforms, the marching bands, the highstepping majorettes and the leggy, enthusiastic cheer-leaders.

We feel that the "breakthrough" in sports color television already has arrived. More and more major league baseball teams are televising their games in color. Football teams—both college and professional—are fast recognizing the advantages inherent in these color telecasts. And color telecasts of golf matches will become quite common.



Colorcasts of Racing Events

Recognizing the great potential in color television, especially in the field of sports, Sports Network, Inc. purchased a four-camera color television mobile unit earlier this year. We have already presented horse racing telecasts in color from New Jersey tracks and the response, both from track officials and viewers, was quite encouraging. Later this summer, we will be equipped with the latest video tape recorders, which will permit us to tape our color telecasts on-the-spot. This equipment will also be made available to agencies, stations and independent producers for the recording of programs and commercials. Looking ahead to next winter, our color television mobile unit will present remote pickups of horse racing, golf and football classics from Florida.

Baseball, football, and other sports that take from one or more hours to perform, have been a tower of strength in placing color television sets in the home. The average television color set organization's installation men in the past have had a difficult problem in tuning the color to the set. This problem has now been overcome, thanks to the regular telecasting of afternoon sports events, especially baseball games.

The changeover from black-and-white to color TV is progressing fast. The reason, of course, is obvious. Viewers, and especially sports fans, want to watch their favorites perform in their natural surroundings. And as I pointed out earlier, sports is the most natural outlet for color television presentations.

New in the Family

We have added to our family of engineers, Mr. E. T. Brown of Baton Rouge, Louisiana, who is recognized as one of the nation's foremost color specialists. He received his first formal color training under Dr. John Wentworth of Radio Corporation of America in 1952, and he toured the country with an RCA color demonstration team for 10 years before joining SNI.

The "breakthrough" in color telecasting, to repeat, is here, and the time is not too distant when perhaps two-thirds of all sports shows will be presented in color, enhancing the panoramic scope of sports colorcasting. We are proud to be a part of this progress.

LIVE TV VARIETY

The Tonight Show Starring Johnny Carson

With Johnny Carson acting as host, guest stars appear to chat, to perform as singers or dancers, but mostly to bat the breeze around. Johnny Carson becomes permanent host Oct. 8. Shown on NBC-TV Network.
Running Time: 105 minutes.
Produced by: NBC-TV, N. Y. C.

Dinah Shore Show

Musical-variety starring Dinah Shore with guests. Shown on NBC-TV Network.
Running Time: 60 minutes.
Produced by: Henry Jaffe Enterprises, N. Y. C.

On Stage

A musical variety show using the most talented new faces.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 13 plus.
Produced by: V. S. Becker Prods., N. Y. C.
Distributed by: V. S. Becker Prods., N. Y. C.

Walt Disney's Wonderful World of Color

Ranges over a wide field of subjects and treatments, from true-to-life

nature stories, to animated cartoons, tales of adventure to drama, musical extravaganzas to classical tales. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Walt Disney, Hollywood, Calif.

Perry Como's Kraft Music Hall

Musical-variety starring Perry Como with guest stars. Shown on NBC-TV Network.
Running Time: 60 minutes.
Produced by: Roncom, N. Y. C.

Versatile Varieties

Variety show, previously on networks, with name guests, variety acts and name MC. Kinescope available.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Basch Radio & Television Prods., N. Y. C.
Distributed by: Basch Radio & TV

The Jack Paar Show

Musical-variety starring Jack Paar with guest stars. Shown on NBC-TV Network.
Running Time: 60 minutes.
Produced by: Jack Paar Prods.



WBAP-TV RIDING HIGH AS COLOR ENTHUSIASM GROWS TEXAS-SIZED

Roy Bacus, WBAP-TV Station Manager (with Linda Loftis, Miss Texas): "Color TV is the ultimate in home entertainment, education and advertising, and the Dallas-Fort Worth market is enthusiastic. Our Color shows are scoring high ratings, and we plan increases to our 42-hour Color week. More and more advertisers are enjoying Color TV's advantages and prestige." Color TV can do Texas-sized things for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISC. LIVE TV COLOR

Your First Impression

Panelists attempt to identify show business celebrities and other notables through the initial reaction of the guests to single words and incomplete sentences submitted to them by the panelists. Shown on NBC-TV.

Running Time: 30 minutes.

Produced by: Stark-Hall Productions, Inc., Hollywood, Calif.

Play Your Hunch

Game show in which two pairs of panelists try to guess which of three persons or things is the authentic one. The first team to win three matches wins the game. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: Goodson - Todman, N. Y. C.

Hang It All

Fast-moving, with lots of visual appeal, "gimmicks" with build-up of interest and prizes, as contestant "stays and plays" until defeated by any number of opponents.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: Basch Radio & Television Productions, N. Y. C.

Distributed by: Basch Radio & TV

The Jan Murray Show

Game show in which two contestants "buy" a prize on their "charge account" and then play a word game in order to make money with which to pay for the merchandise. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: Jantone Productions, N. Y. C.

The Price Is Right

Game show in which four panelists try to guess the retail value of displayed merchandise. Closest bid, without going over actual retail price, wins. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: Goodson - Todman, N. Y. C.

Sportsman's Friend

Harold Ensley, 1960 World Champion Fresh Water Fisherman, and hunting and fishing authority, in a program of fishing and hunting news, information, and tips, with film clips, interviews, and live studio demonstration. Mon., 9:30-10:00 P.M.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: One per week.

Produced by: KCMO-TV, Kansas City, Mo.

Color Unlocks Door

To A More Profitable TV Industry

By Richard Feiner

President, The Teledynamics Corporation

"WHERE are we going to get the (color) advertisers to sponsor the (color) programs when there is not a (color) audience because there are no (color) sets?" This is, as we all know, the same question minus (color) that was asked after the war about black-and-white television.



Our American sense of progress and enterprise, inherent in our system of government and economics, provided the obvious answer. Sponsors invested, first at a loss and now at a profit, in the meteor that is television, because of the powerful, early-day programs, the "Milton Berle Show," the big fights, the World Series, the Kefauver hearings, the significant news events.

But now, television history is repeating itself; color is repeating this historic pattern. And it's no test pattern; it's the real thing. More color programming of stand-out quality is being offered by more U. S. stations, and outside America, too, the march has begun. More color sets are being sold than ever before. The audience, no longer "significant," is now "decisive." There is no longer any doubt that color is an aid to ratings, to the "sell" of commercials, to the sizzle of station and network promotions and to the impact of program publicity.

Happily, production in color no longer presents the same problems that the pioneers in the medium faced five or so years ago. There have been genuinely dramatic advances in the technical quality of color films. "True Adventure," for example, is filmed in Hong Kong, Viet Nam, Corregidor, Ceylon, Madagascar—on every continent of the world—without the control conditions existing in studios where lighting and other production requirements are strictly regulated. Color presents double program values, the advantage of being able to see such faraway places the way they actually look and the inherent news values existing in these areas where authentic drama and crisis are the order of the day.

The benefits that color programming provide are interwoven ones. Advertisers are enabled to capture larger audiences and viewers per set (surveys prove) and they are also able to add appreciable punch and variety to their sales messages. And the cost of this now pays its own way. The color station, with all the prestige attendant upon it in its home community, has a powerful promotion plus. The producer of color programming has a more valuable property and one with a greater longevity built into it. This assures him of his money back with reasonable celerity—money for additional, future production—and a steadier, more orderly profit over the years. Thus, color improved competition within the business and outside it.

ARB and Nielsen ratings across the country, from Los Angeles to New York, for "True Adventure" are particularly revealing. Essentially, they show that the Bill Burrud color series, which we distribute throughout most of the world, is actually going upsteam in the summer hiatus period. Most other shows, reflecting traditional summer viewing slumps, are barely holding their own or are going downstream. We are witnessing an extraordinary achievement, a summer audience build-up and we credit much of this success with "True Adventure" to color.

We believe that color is the key today to a healthier television industry, and the hope for tomorrow, too. We think color is good business for all who are in this business, that it is a bonanza for the viewer as well.



"COLOR IS KEY TO MARKET LEADERSHIP," SAYS WSAZ-TV

C. Thomas Garten, WSAZ-TV General Manager: "Color TV enthusiasm is growing fast in the Charleston-Huntington area. Color is greatly influencing program selectivity. It has proven promotional advantages. We're the leader in this market, and one sure way to stay in the lead is with more and more Color." Have you looked into Color TV? It pays. Find out how it can pay off for you from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

A Profitable Promise

Color TV Industry Glows Brightly

By L. C. Truesdell

President, Zenith Sales Corporation

COLOR adds an exciting, new dimension to home TV. As a sales item, however, color television should be regarded as a segment of our market that will grow alongside black-and-white TV — rather than a booming sky-rocket that will replace it.

Last year we introduced a complete line of color receivers, manufactured at our plant and engineered to give superior performance and dependability comparable to our black-and-white units. These new sets were the result of years of extensive research and development work in both color broadcasting and reception, and sales exceeded even our expectations. In May, we expanded our color line from nine to 15 basic models that include compact consoles and a complete "home theatre" fine-furniture piece.

To apply a powerful spotlight on this new family of sets, Zenith is co-sponsoring live, and in color, nationally over the NBC-TV network telecasts of the "World Series of Golf" on September 8 and 9 from the Firestone Country Club course, Akron, Ohio. The final six holes will be televised each of the two days.

This match brings together Arnold Palmer, 1962 Masters champion; Jack Nicklaus, 1962 National Open champion, and the winners of this year's British Open and PGA tournaments. First prize is \$50,000, richest single purse in professional golf. Second prize is \$15,000, with \$5,000 each going to the third and fourth place finishers.

We expect to reach 9½ to 10 million viewers during the 90 minutes this competition is on the air each day, and will divide advertising between our color TV sets and our phonographs with the Micro-Touch two gram tone arm.

During 1962, we estimate the industry will sell 350,000 to 400,000 color receivers, if the necessary components are available. We also estimate that we will account for some 100,000 of these sets. In 1963, the production limiting factor will be removed when our subsidiary, The Rauland Corp., begins making color picture tubes in its enlarged plant on Chicago's northwest side.

Currently, color TV's market penetration is following a normal growth pattern. The new 90" color tube, which will be ready for the 1964 lines, is a logical "state of the art" improvement that will allow greater flexibility and freedom in cabinetry design.

While continuing improvements in the performance of color sets will be made, and some costs will be taken out in time, we visualize no near-term breakthrough which would permit a color TV set to be sold at a reasonable profit for under two or three times the price of a black-and-white set.

There is a real market ahead for color and we look forward to the possibility of a million color sets a year being sold by 1967. If industry leaders exercise sound judgment in their approach to this burgeoning market and give more than lip service to quality, dependability and features rather than mass production of cheap goods for the lowest price, color TV may well become the business bonanza of the current decade.



MISC. LIVE TV COLOR

Speak Up

An unrehearsed pro-and-con discussion of current topics and controversies of national and local interest, moderated by Marcia Rose and featuring authorities from theatre, business, politics, government, welfare, diplomacy and education. Sundays.

Running Time: 30 minutes.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

Hobby Happy

Hobbies are submitted by viewing audience. Hobbies of famous people in the entertainment and business world will be shown. Audience participates.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 13 plus.

Produced by: V. S. Becker Prods., N. Y. C.

Distributed by: V. S. Becker Prods., N. Y. C.

Heirs to Fame

"Name" panel show, with guests whose ancestors were famous. Panel tries to identify famous predecessor, while guests build up their own present-day fortunes for each clue missed. Home participation too.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: Basch Radio & TV Prods., N. Y. C.

Distributed by: Basch Radio & TV Prods., N. Y. C.

Meet the Press

Interviews with people prominent in the news by a panel of news correspondents. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: NBC News, NBC-TV, N. Y. C.

Exercise with Gloria

Program of exercise and posture conducted by Gloria Roeder. 9:30-10:00 A.M., Mon. through Fri.

Running Time: 30 minutes.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

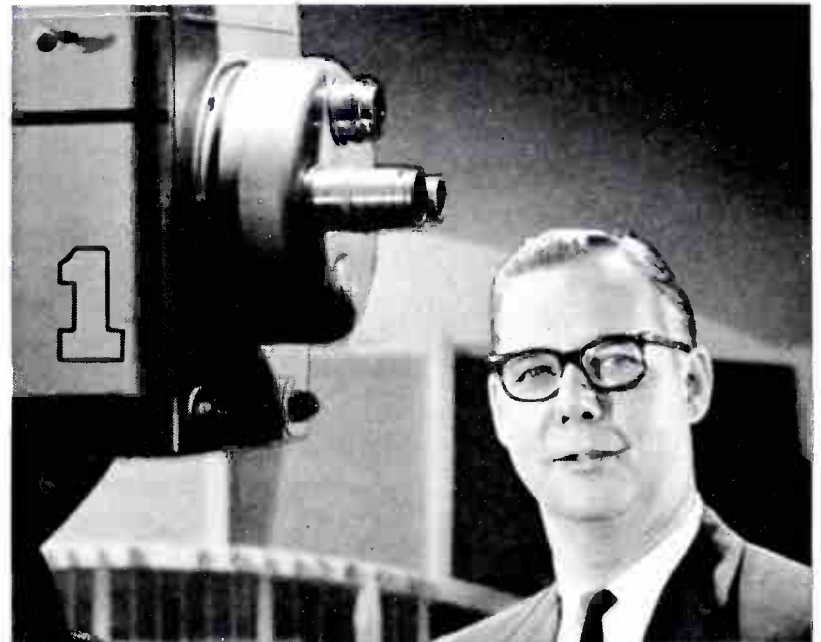
Kitchen Magic

Brings the latest in cooking know-how to viewers, and follows up with a printed recipe folder available on request. A rotating group of home economists from an area utility gives a continuing fresh approach.

Running Time: 25 minutes.

Number Available: No limit.

Produced by: WBRE-TV, Wilkes-Barre, Pa.



COLOR TV PICTURE IN FLORIDA BIG AND BRIGHT FOR WFGA-TV

Jesse Cripe, WFGA-TV General Manager: "Color TV is paying off with the rapid growth of Color sets and viewer interest in Jacksonville. Climbing circulation has brought more and more advertiser requests for Color, and our revenue is growing. Added prestige and audience loyalty are two more WFGA benefits from Color. Now, we're adding to our Color facilities and programming." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISC. LIVE TV COLOR PROGRAMS

Glamor Girl

Fashions, beauty, balanced diets and forecasts on coming trends of interest to women. Also what to wear to business, socials and vacations. Interviews with experts; suggestions on travel.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: V. S. Becker Prods., N. Y. C.
Distributed by: V. S. Becker Prods., N. Y. C.

Fashion Firsts

Julie Dane, MC, introduces latest in fashions with news-format similar to fashion magazine. Glamorous models, famous designers, international stars and performers offer a different theme each week.

Running Time: 30 minutes.
Cost Black & White: \$4,500.
Cost Color: \$5,000.
Number Available: Samples of previous 39 shows from Boston Market.
Produced by: Frith Corp., Boston, Mass.
Distributed by: Frith Corp., Boston, Mass.

Sunday Night News

Latest local, regional, national and world news report. Much local film coverage, and UPI facsimile service. Sports and weather information.

Running Time: 15 minutes.
Number Available: No limit.
Produced by: WBRE-TV, Walkers-Barre, Pa.

Midwestern Hayride

Dean Richards M.C.'s rollicking Country Western entertainment, featuring Bonnie Lou, the Hometowners, the Lucky Pennies and Nancy Dawn. 6:30-7:00 P.M. Saturdays. Program originates in studios of our sister station WLW-T, Cincinnati and is fed live to WLW-I, Indianapolis.

Running Time: 30 minutes.
Cost Color: Class "B" rate per spot.
Number Available: 5 spots per program.
Produced by: WLW-T, Cincinnati, O.

Sing Along with Mitch

A male chorus of 25 voices, conducted by Mitch Miller, sings a variety of American popular songs. Eight girl dancers are used in the production numbers, each of which centers about a theme — life in a small town, a county fair, or some such setting. Guest stars appear to do two or three solo numbers. Shown on NBC-TV.

Running Time: 60 minutes.
Produced by: All America Productions, N. Y. C.

Bell Telephone Hour

Music featuring stars of the music world. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Henry Jaffe Enterprises, N. Y. C.

Big Tiny Little

Big Tiny Little, recording and television star, emcee's, plays piano, along with 6-piece musical combo of musicians and singers. Regular name guest stars.

Running Time: 30 minutes.
Produced by: Premiere Artists & Production Agency, Hollywood, Cal.

Notes to You

Four members of audience act as participants. They select the notes on a piano and the host immediately improvises a melody. Members of audience also select a title and audience applause decides selection.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Commodore Productions, Los Angeles, Calif.

Down You Go

Bergen Evans is moderator as a panel of four try to guess a well-known phrase or expression by first guessing the letters that exist in the word.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Outdoorsman

Jim Thomas hosts a program featuring interviews and tips for the sportsman. Thomas and guests show color films illustrating many fishing and hunting adventures.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Holiday Firsts

Camera follows a family through visa procedures, changing of currencies, traveling and sightseeing to a different country each week. MC explains details of travel, pertinent tourist information, price ranges and supplies commentary.

Running Time: 30 minutes.
Cost Black & White: \$4,500.
Cost Color: \$6,500.
Number Available: Pilot.
Produced by: Frith Corp., Boston, Mass.
Distributed by: Frith Corp., Boston, Mass.

Crime Prevented!

Prof. Grell is the only character on the air who prevents crimes—instead of merely capturing offenders. Grell's psychological approach forestalls the completion of a crime.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Basch Radio & TV Prods. in co-op. with Ronald Dawson, N. Y. C.
Distributed by: Basch Radio & TV Prods., N. Y. C.

Saturday Night News

A complete report of all local, regional, national and world-wide news. Also includes complete, sports report and weather information.

Running Time: 15 minutes.
Number Available: No limit.
Produced by: WBRE-TV, Wilkes-Barre, Pa.

COLOR FILM PROGRAMS

FILM CARTOONS

Warner Bros. Cartoons

Fun-filled adventures involving Bugs Bunny, Porky Pig, Elmer Fudd, Daffy Duck and many other favorite cartoon characters, originally produced for theatrical showing.

Running Time: 7 to 10 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 337, 304 in color.
Produced by: Warner Bros., Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Popeye Cartoons

The spinach-eatin' sailor man and his actionful adventures with Olive Oyl, Bluto, Wimpy and assorted characters, originally shown in theatres.

Running Time: 7 to 10 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 234, 114 in color.
Produced by: Paramount Pictures, Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Popeye

The adventures of Popeye and all his friends.

Running Time: 5½ minutes.
Cost Black & White: According to market.
Cost Color: According to market.
Number Available: 220.
Produced by: King Features Syndicate, N. Y. C.
Distributed by: King Features Syndicate, N. Y. C.

The Shrimp

The world of children shown through the eyes of a ten year old boy as he is saddled with a younger brother, who follows him wherever he goes. Their adventures as the older brothers tries to get away to be with the gang.

Color Film Cartoons
Running Time: 30 minutes.
Cost Color: Open.
Number Available: Pilot only.
Produced by: Format Films, Inc., No. Hollywood, Calif.

Felix the Cat

Animated color cartoon series starring the world-famous Felix the Cat.

Running Time: 7½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Felix the Cat Prod., Inc.
Distributed by: Trans-Lux Television Corp., New York.

Out of the Inkwell

100 brand new animated, complete cartoons, created by Max Fleischer, produced by Hal Seeger. Main characters—Koko the clown, Kokette, Kikonut and Mean Moe. Featuring real photographic background. Available on library basis.

Running Time: 5 minutes.
Cost Black & White: On request.

Cost Color: On request.
Number Available: 100.
Produced by: Hal Seeger Productions, New York, N. Y.
Distributed by: Video House, Inc., New York, N. Y.

Mister Magoo

Starring "Oscar" winning Mister Magoo along with nephew Waldo, Mother Magoo, Uncle Tycoon and others.

Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Television Personalities, Burbank, Calif.
Distributed by: Television Personalities, New York City.

Casper the Friendly Ghost and Company

Casper and all his friends—Baby Huey, Little Audrey, Herman and Katnip, Buzzy the Crow, etc.—provide hi-jinks and merriment. Originally produced for theatrical distribution, features full animation and scoring, openings, closings and bridges.

Running Time: 6 to 8 mins. each.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 170.
Produced by: Harvey Cartoons, N. Y.
Distributed by: ABC Films, Inc., New York.

Clutch Cargo

A humorous adventure and suspense filled series featuring the new medium "Syncrovox," patented TV production technique. 52 adventure stories, 260 four minute episodes for a five minute program. Merchandising, toys, sponsor tie-in.

Running Time: 4½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 260 episodes.
Produced by: Cambria Studios, Los Angeles, Calif.
Distributed by: Geo. Bagnall & Assoc., Inc., Beverly Hills.

The Alvin Show

A musical variety show directed to children and starring David Seville and the three Chipmunks, Alvin, Simon and Theodore, of record fame.

Running Time: 30 minutes.
Number Available: 26.
Produced by: Format Films, Inc., No. Hollywood, Calif.
Distributed by: CBS-TV, New York.

Space Angel

TV comic strip. Cast: Scott McCloud, Taurus, Crystal, time is foreseeable future, place solar system. When orders flash in from the Chief of the FBI, Scott boards his super spaceship starduster, blasts off from his secret space station evening star, and in a matter of second is streaking

COLOR FILM CARTOONS

towards his objective, etc.
Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130 episodes.
Produced by: TV Comic Strips, Los Angeles, Calif.
Distributed by: Cartoon Dist. Corp., Beverly Hills, Calif.

Captain Sailor Bird

Series which presents delightful Captain Sailor Bird in situations with a subtle moral and without violence.
Running Time: 5 minutes.
Cost Color: On request.
Number Available: 187.
Produced by: Sterling Television, New York.
Distributed by: Sterling TV, N. Y.

The Dick Tracy Show

Based on Chester Gould comic strip characters and introducing new Tracy lieutenants, Joe Jitsu, Hemlock Holmes, Heap O'Callory and Go-Go Gomez. Each episode complete.
Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Television Personalities, Burbank, Calif.
Distributed by: Television Personalities, New York City.

Bozo the Clown

5½-minute cartoon library consisting of 208 cartoons.
Running Time: 5½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Larry Harmon Prod., Hollywood, Cal.
Distributed by: Jayark Films, N. Y. C.

The Jetsons

Animated situation comedy series of a youngish family with all the trials, tribulations and worries of an average suburban family, except they live 100 years from today. On ABC-TV Network.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Hanna-Barbera Prod., Hollywood, Calif.
Distributed by: Screen Gems, Inc., New York, N. Y.

Mighty Hercules, The

A new cartoon series based on the adventures of the legendary mythological hero Hercules, the strongest man in the universe.
Running Time: 5½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Adventure Cartoon for TV, Inc.
Distributed by: Trans-Lux TV Corp., New York.

Heckle and Jeckle

Two know-it-all magpies who almost always get the better of their opponents join in a series of misadventures with such popular cartoon favorites as the Terry Bears, Little Roquefort and Dinky Duck.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 26 half-hours (208 cartoons).
Produced by: Terrytoons, New Rochelle, N. Y.
Distributed by: CBS Films Inc., New York City.

The Flintstones

Animated comedy series featuring a suburban couple with all the woes and worries of today's suburbanites, except these people live in pre-historic times. On ABC-TV Network.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Hanna-Barbera Prod., Hollywood.
Distributed by: Screen Gems, Inc., New York.

Keemar, The Invisible Boy

A children's adventure show based on the adventures of Keemar and his side kick, Pete Platypus, and their fight against evil throughout the world.
Running Time: 15 minutes.
Cost Color: Open.
Number Available: Pilot only.
Produced by: Format Films, Inc., No. Hollywood, Calif.

Mel-O-Toons

Cartoons based on RCA, Columbia, Capitol, etc. recordings of classics, folk stories, novelty tune, and famous music. All these new animated cartoons uses as its sound track the actual record on which it was based. In color.
Running Time: 6 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 52.
Produced by: Mel-O-Toons, Inc., Newbury Park, Calif.
Distributed by: Mel-O-Toons, Inc., Boston, Mass.

Little Pedro

Based on the syndicated newspaper

comic strip, the adventures of Little Pedro in the Latin Americas. Legend, music, humor and pathos—and romance, of course, with Rosita.
Running Time: 15 min.-½ hr.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Chandu, The Magician

Based on the popular radio series, adventure, intrigue, suspense, coupled with the knowledge of the supernatural given only to a few, like Chandu, The Magician.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Cause for Alarm

Presentation of on-the-spot live action and cartoon characters. These episodes, although dedicated to the subject of fire prevention and control, are nevertheless entertaining and educational.
Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Foibles of Man

The average man, as a statistic, never sees himself as others see him. Here is a chance to see yourself. There is humor even in facts—and you will enjoy laughing at yourself.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

COLOR FEATURE FILMS

MGM 30/62 Features

Another group of 30 MGM post-'48 features, including "Mogambo, Don't Go Near the Water, The Last Time I Saw Paris, All the Brothers Were Valiant, Scaramouche, with stars like Elizabeth Taylor, Grace Kelly, Ava Gardner, Robert Taylor, Clark Gable and Judy Garland.
Running Time: Various.
Number Available: 30.
Produced by: MGM, New York.
Distributed by: MGM Television, New York.

MGM 30/61 Features

Thirty of MGM's top post-'48 features, including such outstanding hits as The Bad and the Beautiful, Battle Circus, Carbine Williams, and Lone Star, with performers like Clark Gable, James Stewart, Lana Turner, Kirk Douglas, Humphrey Bogart and others.
Running Time: Various.
Number Available: 30.
Produced by: MGM, New York.
Distributed by: MGM Television, New York.

22-post '48

Paramount Pictures

Contains such movies as "Lucy Gallant," "Jivaro," "Hong Kong," "Passage West," "El Paso," etc. 19 in color.
Running Time: Various.
Number Available: 22.
Produced by: Paramount Pictures, New York.
Distributed by: Colorama Features, Inc., New York.

Seven Arts' Films of the 50's, Vol. 1

Warner Bros. post-50 features including such titles as: High and the Mighty, John Wayne, Claire Trevor, Laraine Day; Rebel Without A Cause, James Dean, Natalie Wood; Star Is Born, Judy Garland, James Mason; Dial M For Murder, Ray Milland, Grace Kelly, Robert Cummings; Tea For Two, Doris Day, Gordon MacRae.
Running Time: Various.
Number Available: 39.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Seven Arts' Films of the 50's, Vol. 2

Warner Bros. post-50 features including such titles as: East of Eden, Julie Harris, James Dean; Young At Heart, Doris Day, Frank Sinatra; Jim Thorpe, All American, Burt Lancaster, Charles Bickford; Captain Horatio Hornblower, Gregory Peck, Virginia Mayo; I'll See You In My Dreams, Doris Day, Danny Thomas.
Running Time: Various.
Number Available: 41.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Seven Arts' Films of the 50's, Vol. 3

Warner Bros. post-50 features including such titles as: Mister Roberts, Henry Fonda, James Cagney; Battle

Cry, Van Heflin, Aldo Ray; April in Paris, Doris Day, Ray Bolger; House of Wax, Vincent Price, Frank Lovejoy; The Miracle Of Our Lady Of Fatima, Filbert Roland, Angela Clark.
Running Time: Various.
Number Available: 41.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Hollywood Special

Series of first-time-on-TV feature films spotlighting motion pictures released from 1954 to the present. On ABC-TV Network.
Running Time: 2 hours.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Al Suddington.

Cavalcade of the '60's, Group I

Post-'48 features consisting of Friendly Persuasion, starring Gary Cooper; Al Capone, starring Rod Steiger; Pay Or Die, starring Ernest Borgnine, and Dondi, with Patti Page.
Running Time: Over 70 minutes.
Number Available: 40.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV Corp., New York.

32 Features, Group II

Post-'48 features, consisting of Love In The Afternoon, starring Gary Cooper and Audrey Hepburn; Look

In Any Window, starring Paul Anka, and The Big Circus, starring Victor Mature, etc.
Running Time: Over 70 minutes.
Number Available: 32.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV New York.

Walter Reade-Sterling Feature Package

Eighty-eight major films.
Running Time: Various.
Number Available: 88.
Distributed by: Sterling Television, New York.

Jayark Blockbuster Features

Post-50 features starring Gregory Peck, James Cagney, Ray Milland, Audrey Hepburn, Barbara Stanwyck, Natalie Wood, among others.
Running Time: Various.
Number Available: 57.
Distributed by: Jayark Films, N. Y. C.

Science Fiction

Post-48 features, consisting of House On Haunted Hill, starring Vincent Price; Frankenstein—1970, starring Boris Karloff, and Queen Of Outer Space, starring Zsa Zsa Gabor.
Running Time: Over 60 minutes.
Number Available: 20.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV Corp., New York.

COLOR FEATURE FILMS

UAA'S Showcase for the Sixties

Group of thirty-three theatrical features recently released to TV. Eight films are in color, including such titles as "Indian Fighter," "Pride and the Passion" and "Man of the West."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 33.
Distributed by: United Artists Associated, N. Y. C.

UAA Award Group

Group of forty-seven theatrical features. Twenty-three films are in color including such titles as "Beachhead," "Moulin Rouge," and "Return to Paradise."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 47.
Distributed by: United Artists Associated, N. Y. C.

UAA Top 35

Group of thirty-five theatrical features, with ten films in color including "Bwana Devil" and "Sabre Jet."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 35.
Distributed by: United Artists Associated, N. Y. C.

UAA Box Office 26

Group of twenty-six theatrical features, three of which are in color such as "The Barefoot Contessa" and "Running Target."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 26.
Distributed by: United Artists Associated, Inc., N. Y. C.

UAA 65 Group

Group of sixty-five theatrical features, nine films of which are in color including such titles as "Summertime" and "Foreign Intrigue."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 65.
Distributed by: United Artists Associated, N. Y. C.

UAA A-Okays

Group of thirty-two theatrical features. Seven titles are in color including "Paris Holiday," "Alexander the Great" and "Legend of the Lost."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 32.
Distributed by: U.A.A., Inc., N. Y. C.

UAA Lucky Seven

Group of seven theatrical features including two in color, "Destination Moon" and "Happy Go Lovely."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 7.
Distributed by: United Artists Associated, N. Y. C.

Warner Bros. Features

Group of seven hundred sixty-six theatrical features. Twenty-four are in color, including such titles as "Adventures of Robin Hood," "My Wild Irish Rose" and "Dodge City."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 766.
Produced by: Warner Bros., Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

RKO Features

Group of seven hundred and twenty-eight theatrical features, with nineteen titles in color including "Flying Leath-

erneys," "Two Tickets to Broadway" and "She Wore a Yellow Ribbon."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 728.
Produced by: RKO, Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Lopert Features

Group of sixty-two theatrical features. Twenty-four titles are in color including such films as "La Parisienne," "Horse's Mouth" and "Richard III."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 62.
Distributed by: U.A.A., Inc., N. Y. C.

Movieland Features

Group of thirty-four theatrical features, which includes one title in color "Babes in Bagdad" with Paulette Goddard and Gypsy Rose Lee.
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 34.
Distributed by: U.A.A., Inc., N. Y. C.

MISCELLANEOUS COLOR FILM CARTOONS

The Adventures of Sir Lancelot

William Russell stars as Sir Lancelot in stories adapted from the classic "King Arthur." 14 episodes in color.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 30.
Produced by: Sapphire Films, Ltd., London, England.
Distributed by: Official Films, Inc., N. Y. C.

Across the Seven Seas

Three unusual formats combined into one unique travel and adventure series, all made possible by the pioneer in this field, Jack Douglas.
Running Time: 25 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Jackit Productions, Hollywood, Calif.
Distributed by: Jack Douglas Org., Hollywood, Calif.

True Adventure

A world of adventure, excitement and daring that seeks thrills and suspense in far off lands. Follow Bill Burrud beneath the sea, with the sky divers, and ride the giant waves on Hawaiian beaches. Circles the globe with thrills in every episode.
Running Time: 30 minutes.
Number Available: 78.
Produced by: Bill Burrud Productions, Hollywood, Calif.
Distributed by: The Teledynamics Corp., New York, N. Y.

The Adventures of Long John Silver

Based on the characters created by Robert Louis Stevenson in his memorable story, "Treasure Island," starring Robert Newton as Long John Silver. Directed by Bryon Haskin, written by Martin Rackin, who is now head of

productions for Paramount Studios.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Joseph Kaufman.
Distributed by: The Teledynamics Corp., New York.

Vagabond

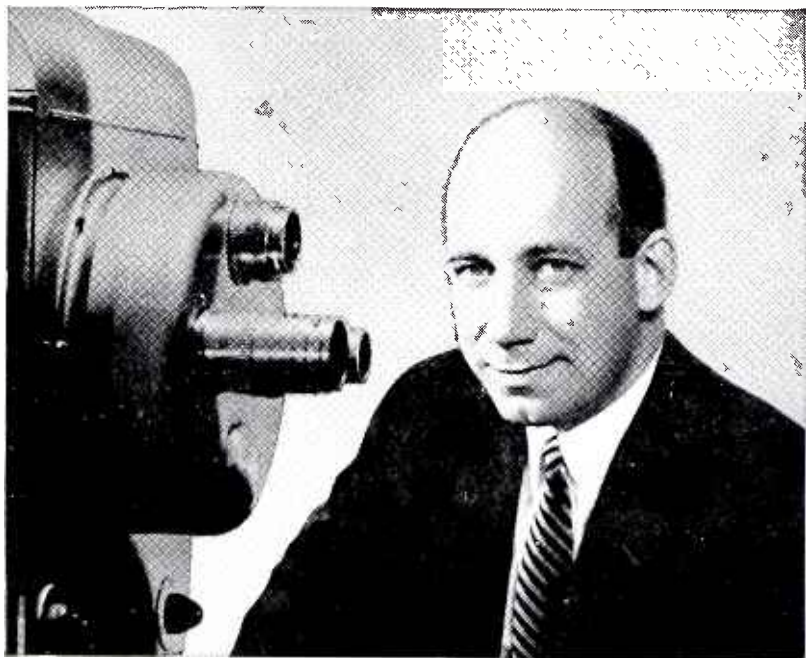
Explores off-the-beaten paths of North America from Canada to Mexico, photographing the strange, the beautiful and the exciting wherever it exists, for those who love travel, the unusual or the dangerous.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Bill Burrud Prods., Hollywood, Calif.
Distributed by: Wiljon Corp., Hollywood.

Tongaloo

A jungle series, starring John Carroll, Wayne Preston, Jil Jarmyn and introduces Aba. Shot on location in Central and South America. Available for distribution in the fall of 1962.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Colorvision Corp., Hollywood, Calif.
Distributed by: CBS Films, Inc., New York City.

Diver Dan

Live and puppet undersea exploits of the fearless explorer, Diver Dan, and the beautiful mermaid. Also featuring the puppet-fish, Skipper Kipper, Finley Haddock, Baron Barracuda, Killer Squid and others.
Running Time: 7 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 104.
Produced by: Brian Cartoons, Inc., Philadelphia, Pa.
Distributed by: ITC, N. Y. C.



WOR-TV OFFERS MORE AND MORE COLOR AS NEW YORK GOES BIG FOR TINT TV

Robert J. Leder, WOR-TV General Manager: "Color has played an important part in gaining increased stature for WOR-TV. We believe Color TV will continue to grow, and that our experience as a Color pioneer will be invaluable. That's why we telecast more Color than any other independent in the nation, and why we're planning even more next season." More and more, the trend is to Color. Get the facts today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISCELLANEOUS COLOR FILM PROGRAMS

The Virginian

Suggested by stories from Owen Wister's classic American Western novel, "The Virginian" has seven continuing roles and is set in the vast regions of the Wyoming Territory in the 1890's. Shown on NBC-TV Network.

Running Time: 90 minutes.
Produced by: Revue Productions, Hollywood, Calif.

The Lone Ranger

The Lone Ranger and Tonto have been assigned by the Governor of a western territory to investigate the state of unrest between the Indians and the settlers. On their way to the town of Bransada, the seat of the trouble, they rescue a cow-puncher, Pete Ramirez from a band of Indians.

Running Time: 86 minutes.
Number Available: 1.
Produced by: Jack Wrather, Beverly Hills, Calif.

Distributed by: Telesynd, N. Y. C.

Laramie

Centers around the action at the Sherman ranch, a stageline way station near Laramie, Wyoming, during the pioneer days of the West. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Revue Productions, Hollywood, Calif.

Hazel

Shirley Booth stars in this series based on the Tey Key cartoon panel in the Saturday Evening Post. As Hazel, she's domestic to the Baxter family, consisting of Don DeFore, Whitney Blake and Bobby Buntrock.

Running Time: 30 minutes.
Produced by: Screen Gems, N. Y.

Distributed by: Screen Gems, N. Y.

The Joey Bishop Show

Starring Joey Bishop as television comedian Joey Barnes. Features guest stars. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: Belmar Productions, Hollywood, Calif.

Big Mac Show

Group of two hundred and ten reels, originally distributed theatrically, arranged for children's TV programming, including Keystone Kops and Edgar Bergen and Charlie McCarthy. Forty-nine reels are in color.

Running Time: 7 to 22 minutes.

Cost Black & White: On request.

Cost Color: On request.

Produced by: Warner Bros., Hollywood, Calif.

Distributed by: United Artists Associated, N. Y. C.

Encyclopaedia Britannica Films

Hundreds of subjects from atomic fission to zoology.

Running Time: Various.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 800.

Produced by: E. B. F., Wilmette, Ill.

Distributed by: Trans-Lux TV Corp., New York.

David Brinkley's Journal

David Brinkley commenting on the news and on the current scene in art, entertainment, home life and other aspects of the world today. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: NBC News, NBC-TV, New York, N. Y.

The Golden World of Opera

Famous operas presented with fidelity to the music and vocal expression protected, while the pictorial beauty of the opera is presented in realistic locales. Librettos in English.

Number Available: 29.

Distributed by: Sterling Television, New York.

Guest Shot

A new look at some of the entertainment world's most fabulous personalities (Jayne Mansfield, Keenan Wynn, Jerry Lewis, and more).

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 26.

Produced by: Rick Spalla Video Prod.

Distributed by: Trans-Lux Corp., New York.

The Special of the Week

Episodes including documentaries on sports and space exploration, the history of Hollywood movies, Red China. Narrators include Chet Huntley, Gene Kelly, Mike Wallace.

Running Time: 60 minutes.

Number Available: 26.

Distributed by: Sterling Television, New York.

Speedway International

Lets you sit behind the wheel of racing, sports and stock cars at the world's most famous speedways, including, Indianapolis, Daytona, Sebring, Darlington.

Running Time: 30 minutes.

Number Available: 39.

Distributed by: Banner Films, N. Y.

Ski with Skitch

M.C. Skitch Henderson entertains, interviews guest personalities, reviews ski fashions, features and events, with Peter Estin, Sugarbush Valley, Vt., ski school director, conducting weekly lesson. Also provides for drop-in of local ski reports.

Running Time: 15 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 26 (weekly, Oct-Apr.).

Produced by: Telemark Productions, N. Y.

Distributed by: Heritage Productions, Inc., N. Y.

Best of the Post

From the pages of The Saturday Evening Post, its editors have selected its "best" stories for dramatization in this all-new series. The best known names star in the works of Pulitzer Prize winners Stephen Vincent Benet, MacKinlay Kantor, Conrad Richter and many more.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 26.

Produced by: Robert J. Enders Prod., Hollywood, Calif.

Distributed by: ITC, N. Y. C.

Empire

Stars Richard Egan and Terry Moore, telecast this fall in color on NBC. Fully sponsored, show deals with drama inherent in running a huge, million-acre ranch. Set in present day, will take in aspects of mining, ranching, cattle, industry, etc. Filmed entirely on location in New Mexico.

Running Time: 30 minutes.

Produced by: Screen Gems, N. Y.

Distributed by: Screen Gems, N. Y.

Bonanza

The excitement and struggle of the

gold and silver rush in and around the scenic Lake Tahoe country of California and Nevada. Presented through the eyes of the fictional Cartwright family. Shown on NBC-TV Network.

Running Time: 60 minutes.

Produced by: NBC-TV Network, New York, N. Y.

Judge Roy Bean

Family western based on authentic frontier history. With Edgar Buchanan, Russell Hayden, Jackie Loughery, Jack Beutel.

Running Time: 30 minutes.

Number Available: 39.

Distributed by: Banner Films, Inc., New York.

The Silver Eagle—Mounty

The dangers, thrills and suspense of America's last frontier for adventure—the great North West, with all the horse-appeal of the Westerns—plus the dangers of the great Lone Land, Canada, patrolled by Sgt. Jim West and his giant trailmate, Joe Bideaux.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Pilot — 39 in preparation.

Produced by: James E. Jewell, Chicago, Ill.

Distributed by: Jewell Radio and Television Productions, Chicago, Ill.

The Hallmark Hall of Fame

Producer-Director George Schaefer will present a mixture of classics, musical drama and original dramatic works. Usually, six "Hallmark" shows are presented each season. They are dramatic works of high quality, with name stars heading the casts. Shown on NBC-TV Network.

Running Time: 90 minutes.

Produced by: Compass Productions, New York, N. Y.

Saturday Night at the Movies

Full-length feature films, made in Hollywood post-1950. Thirty different motion pictures. Shown on NBC-TV Network.

Running Time: Approx. 120 minutes.

Produced by: NBC-TV, New York, N. Y.

TELEVISION STATIONS EQUIPPED TO TRANSMIT COLOR PROGRAMMING

ABC TELEVISION

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Aberdeen, S. D.	KXAB-TV	X			
Ada, Okla.	KTEN	X			
Albany, Ga.	WALB-TV	X			
Altoona, Pa.	WFBG-TV	X			
Asheville, N. C.-Greensville-Spartanburg, S. C.	WLOS-TV	X			
Augusta, Ga.	WJBF	X			
Austin, Tex.	KTRC-TV	X			
Bangor, Me.	WABI-TV	X			
Bangor, Me.	WLBZ-TV	X			
Baton Rouge, La.	WBRZ	X			
Beaumont, Tex.	KFDM-TV	X			
Big Springs, Tex.	KEDY-TV	X		X	X
Binghamton, N. Y.	WNEF-TV	X			
Birmingham, Ala.	WBRG-TV	X			
Boise, Ida.	KTVB	X			
Boston, Mass.	WNAC-TV	X			

X indicates station has facility.

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	X		X	X
Buffalo, N. Y.	WKWB-TV	X			
Casper, Wyo.	KTWO-TV	X			
Charleston, S. C.	WUSN-TV	X			
Charleston, W. Va.	WCBS-TV	X			
Charlotte, N. C.	WSOC-TV	X			
Charlotte, N. C.	WBTV	X	X	X	X
Chicago, Ill.	WBKB	X		X	X
Cincinnati, O.	WKRC-TV	X			
Cleveland, O.	WEWS	X			
Colorado Springs, Colo.	KRDO-TV	X			
Columbia, S. C.	WIS-TV	X			
Columbus, Ga.	WTVM	X			
Corpus Christi, Tex.	KRIS-TV	X			
Corpus Christi, Tex.	KZTV	X			
Dallas-Fort Worth, Tex.	WFAA-TV	X	X	X	X
Dallas, Tex.	WLIV-TV	X			
Des Moines, Ia.	WOL-TV	X			
Detroit, Mich.	WXYZ-TV	X		X	X
Dubuque, Mo.-Superior, Wis.	KDAL-TV	X			
Durham, N. C.	WDSM-TV	X			
Durham, N. C.	WTVD	X			

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Eau Claire, Wis.	WEAU-TV	X	—	—	—
El Dorado, Ark.	KTVE	X	—	—	—
Erie, Pa.	WICU-TV	X	—	—	—
Eugene, Ore.	KEZI-TV	X	—	—	—
Evansville, Ind.	WTVW	X	—	X	X
Fairmont, W. Va.	WJPB	X	—	—	—
Flint, Mich.	WJRT	X	—	—	—
Fresno, Cal.	KJEO-TV	X	X	—	—
Grand Forks, N. D.	KNOX-TV	X	—	—	—
Grand Rapids, Mich.	WOOD-TV	X	—	—	—
Green Bay-Marquette, Wis.	WLUK-TV	X	—	—	—
Greensboro, N. C.	WFMY-TV	X	—	—	—
Greenville, N. C.	WNCT	X	—	—	—
Harrisburg, Pa.	WTPA	X	—	—	—
Harrisonburg, Va.	WSVA-TV	X	—	—	—
Hattiesburg, Miss.	WDAM-TV	X	—	—	—
Honolulu, Hawaii	KHIVH-TV	X	—	X	X
Houston, Tex.	KTRK-TV	X	X	X	X
Indianapolis, Ind.	WLW-I	X	—	X	X
Jackson, Miss.	WLBT	X	—	—	—
Jacksonville, Fla.	WFGA-TV	X	X	X	X
Jacksonville, Fla.	WJXT	X	—	—	—
Joplin, Mo.	KODE-TV	X	—	—	—
Kalamazoo, Mich.	WKZO-TV	X	—	X	X
Kansas City, Mo.	KMBC-TV	X	—	—	—
Kearney, Neb.	KHOL-TV	X	—	—	—
Lake Charles, La.	KPLC-TV	X	—	—	—
Lebanon, Pa.	WLYH-TV	X	—	—	—
Lima, O.	WIMA-TV	X	—	—	—
Los Angeles, Cal.	KABC-TV	X	—	X	X
Louisville, Ky.	WAVE-TV	X	—	—	—
Lubbock, Tex.	KDUB-TV	X	—	—	—
Macon, Ga.	WMAZ-TV	X	—	—	—
Madison, Wisc.	WKOW-TV	X	—	—	—
Meridian, Miss.	WTOK-TV	X	—	—	—
Milwaukee, Wisc.	WITI-TV	X	—	—	—
Monroe, La.	KNOE-TV	X	—	—	—
Montgomery, Ala.	WSFA-TV	X	—	—	—
Muncie, Ind.	WLBC-TV	X	—	—	—
New Haven, Conn.	WNHC-TV	X	—	X	X
New York, N. Y.	WABC-TV	X	—	X	X
Norfolk, Va.	WVEC-TV	X	—	—	—
Oklahoma City-Enid, Okla.	KOCO-TV	X	—	—	—
Omaha, Neb.	WETV	X	—	—	—
Parkersburg, W. Va.	WTAP-TV	X	—	—	—
Peoria, Ill.	WTVH	X	—	—	—
Philadelphia, Pa.	WFIL-TV	X	X	X	X
Phoenix, Ariz.	KTVE	X	—	X	X
Pittsburgh, Kan.	KOAM-TV	X	—	—	—
Pittsburg, Pa.	WTAE	X	—	—	—
Plattsburgh, N. Y.	WPTZ	X	—	—	—
Burlington, Vt.	WJAR-TV	X	—	—	—
Providence, R. I.	WPRO-TV	X	—	—	—
Providence, R. I.	WPRO-TV	X	—	—	—
Quincy, Ill.	WGEM-TV	X	—	X	X
Quincy, Ill.-Hannibal, Mo.	KHQV-TV	X	—	—	—
Raleigh, N. C.	WRAL-TV	X	—	X	X
Redding, Cal.	KVIB-TV	X	—	—	—
Reno, Nev.	KOLO-TV	X	—	—	—
Richmond, Va.	WRVA-TV	X	—	X	X
Rochester, N. Y.	WHEC-TV	X	—	—	—
Rochester, N. Y.	WROC-TV	X	—	—	—
Rockford, Ill.	WREX-TV	X	—	X	X
Rock Island, Ill.	WHBF-TV	X	—	—	—
Roswell, N. M.	KSWS-TV	X	—	—	—
Sacramento-Stockton, Cal.	KOVR	X	—	—	—
Salisbury, Md.	WBOC-TV	X	—	—	—
Salt Lake City, Utah	KCPX	X	—	—	—
San Antonio, Tex.	KONO-TV	X	—	—	—
San Diego, Cal.-Tijuana, Mex.	XETV	X	—	—	—
San Francisco, Cal.	KGO-TV	X	—	X	X
San Jose, Cal.	KNTV	X	—	—	—
Santa Barbara, Cal.	KEY-TV	X	—	—	—
Savannah, Ga.	WTOG-TV	X	—	—	—
Savannah, Ga.	WSAV-TV	X	—	—	—
Scranton-Wilkes-Barre, Pa.	WNEP-TV	X	—	—	—
Seattle, Wash.	KOMO-TV	X	—	—	—
Shreveport, La.	KSLA-TV	X	X	X	X
Shreveport, La.	KTBS-TV	X	X	X	X
Sioux City, Ia.	KTIW	X	—	—	—
Sioux City, Ia.	KVTW	X	—	—	—
Sioux Falls, S. D.	KELO-TV	X	—	—	—
Sioux Falls, S. D.	KSOO-TV	X	—	—	—
Spokane, Wash.	KREM-TV	X	—	X	X
Springfield, Mo.	KYTV	X	—	—	—
Steubenville, O.	WSTV-TV	X	—	—	—
Sweetwater, Abilene, Tex.	KPAR-TV	X	—	X	X
Syracuse, N. Y.	WSYR-TV	X	—	X	X
Terre Haute, Ind.	WTHI-TV	X	—	—	—
Texarkana, Ark.-Tex.	KTAL-TV	X	—	—	—
Thomasville, Ga.	WCTV	X	—	—	—
Toledo, O.	WSPD-TV	X	—	—	—
Traverse City, Mich.	WPBN-TV	X	—	—	—
Utica, N. Y.	WKTV	X	—	—	—
Washington, D. C.	WMAL-TV	X	—	—	—
Wichita, Kan.	KAKE-TV	X	—	—	—
Wichita Falls, Tex.	KSWO-TV	X	—	X	X
Wilmington, N. C.	WEET	X	—	—	—
Winston-Salem, N. C.	WSJS-TV	X	—	—	—
Zanesville, O.	WHIZ-TV	X	—	—	—

CBS TELEVISION

Eastern Time Zone

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
New York	WCBS-TV	X	X	X	X
Albany	W.TEN	X	—	—	—
Altoona	WFBG-TV	X	—	—	—
Anderson	WAJM-TV	X	—	—	—
Atlanta	WAGA-TV	X	—	X	X
Augusta	WRDW-TV	—	—	—	—
Baltimore	WMAR-TV	X	—	X	X
Bangor	WABI-TV	X	—	—	—
Binghamton	WNBF-TV	X	—	—	—
Boston	WHDH-TV	X	X	X	X
Buffalo	WBEN-TV	X	X	X	X
Burlington	WCAX-TV	—	—	—	—
Cadillac	WWTW	—	—	—	—
Charleston, S. C.	WCSC-TV	X	—	—	—
Charlotte	WBTV	X	X	X	X
Chattanooga	WDEF-TV	X	—	—	—
Cincinnati	WCPO-TV	X	—	—	—
Clarksburg, W. Va.	WBOY-TV	X	—	—	—
Cleveland	WJW-TV	X	—	—	—
Columbia, S. C.	WNOK-TV	X	—	—	—
Columbus, Ga.	WRBL-TV	X	—	—	—
Columbus, Ohio	WBNS-TV	X	—	—	—
Dayton	WHIO-TV	X	—	—	—
Detroit	WJBL-TV	X	X	X	X
Durham	WTVD	X	—	—	—
Erie	WSEE	X	—	—	—
Florence, S. C.	WBTW	X	—	—	—
Greensboro	WFMY-TV	X	—	—	—
Greenville, N. C.	WNCT	X	—	—	—
Harrisburg	WHP-TV	X	—	—	—
Harrisonburg	WSVA-TV	X	—	—	—
Hartford	WTIC	X	—	—	—
Huntington, W. Va.	WHTN-TV	X	—	—	—
Indianapolis	WISH-TV	X	—	X	X
Jacksonville	WJXT-TV	X	—	—	—
Johnson City	WJHL-TV	—	—	—	—
Johnstown	WARD-TV	—	—	—	—
Kalamazoo	WKZO-TV	X	—	X	X
Knoxville	WBIR-TV	X	—	X	X
Lancaster	WGAL-TV	X	X	X	X
Lansing	WJIM-TV	X	—	X	X
Macon	WMAZ-TV	X	—	X	X
Miami	WTVJ	X	X	X	X
Norfolk	WTAR-TV	X	—	X	X
Oak Hill, W. Va.	WOAY-TV	—	—	—	—
Orlando	WDRO-TV	X	—	—	—
Philadelphia	WCAU-TV	X	—	X	X
Pittsburgh	KDKA-TV	X	—	—	—
Portland, Me.	WGAN-TV	X	—	—	—
Providence	WPRO-TV	X	—	—	—
Richmond	WTVR	X	—	X	X
Roanoke	WDBL-TV	X	—	X	X
Rochester	WHEC-TV	X	—	—	—
Saginaw	WKXX-TV	X	—	—	—
Savannah	WTOG-TV	X	—	—	—
Scranton	WDAU-TV	X	—	—	—
Spartanburg	WSPA-TV	X	—	—	—
Springfield, Mass.	WHYN-TV	—	—	—	—
Steubenville	WSTV	X	—	—	—
Syracuse	WHEN-TV	X	—	—	—
Tampa	WTVT	X	—	X	X
Thomasville	WCTV	X	—	—	—
Toledo	WTOL-TV	X	—	—	—
Washington, D. C.	WTOP-TV	X	—	X	X
Watertown	WCNY-TV	—	—	—	—
Youngstown	WKBN-TV	X	—	—	—
Amarillo	KFDA-TV	—	—	—	—
Austin	KTBC-TV	X	—	—	—
Baton Rouge	WAFB-TV	—	—	—	—
Beaumont	KFDM-TV	X	—	—	—
Cape Girardeau	KFVS-TV	X	—	—	—
Cedar Rapids	WMT-TV	X	—	—	—
Champaign	WCIA	X	—	—	—
Chicago	WBBM-TV	X	—	—	—
Corpus Christi	KZTV	X	—	—	—
Dallas	KRLD-TV	X	—	X	X
Des Moines	KRNT-TV	X	—	—	—
Dothan	WTVY	X	—	—	—
Duluth	KDAL-TV	X	—	—	—
Evansville	WEHT	X	—	—	—
Fort Smith	KFSA-TV	X	—	—	—

Central Time Zone

City	Station	Network Rebroadcast	Local Origination Live Film	Slide
Scottsbluff, Neb. (S)	KSTF	X		
Chicago, Ill.	WNRQ		X	X
Cincinnati, O.	WLWT	X	X	X
Clarksburg, W. Va.	WROY-TV	X		
Cleveland, O.	KYW-TV	X		
Columbia, Mo.	KOMU-TV	X		
Columbia, S. C.	WIS-TV	X		
Columbus, O.	WLAW-C	X		
Corpus Christi, Tex.	KRIS-TV	X		
Davenport, Iowa	WOC-TV	X		
Dayton, O.	WLW-D	X		
Daytona Beach-Orlando, Fla.	WESU-TV	X		
Decatur, Ala.	WMSL-TV	X		
Denver, Colo.	KOA-TV	X		
Des Moines, Iowa	WHO-TV	X	X	X
Detroit, Mich.	WWJ-TV	X	X	X
Duluth, Minn.-Superior, Wisc.	WDSM-TV	X		
Durham-Raleigh, N. C.	WTVD	X		
Eau Claire, Wisc.	WEAU-TV	X		
El Dorado, Ark.-Monroe, La.	KTVE	X		
El Paso, Tex.	KTSM-TV	X		
Eugene, Ore.	KVAL-TV	X		
Roseburg, Ore. (S)	KPIC-TV	X		
Coos Bay, Ore.	KCBY-TV	X		
Evansville, Ind.	WFIE-TV	X		
Fairbanks, Alaska	KFAR-TV			
Fargo, N. D.	WDAY-TV	X		
Florence, Ala.	WOWL-TV	X		
Fort Dodge, Ia.	KOTV	X		
Fort Smith, Ark.	KFSA-TV	X		
Fort Wayne, Ind.	WKJG-TV	X		
Fort Worth-Dallas, Tex.	WBAP-TV	X	X	X
Fresno, Cal.	KMJ-TV	X	X	X
Grand Junction, Colo.	KREX-TV	X		
Montrose, Colo. (S)	KREY-TV	X		
Grand Rapids, Mich.	WOOD-TV	X		
Great Bend, Kans.	KCKT-TV	X		
Garden City, Kans. (S)	KGLD-TV	X		
McCook, Neb. (S)	KOMC-TV	X		
Great Falls, Mont.	KRTV	X		
Green Bay, Wisc.	WFRV-TV	X		
Greenville-Spartanburg, S. C.	WFBC-TV	X		
Harrisonburg, Va.	WSPA-TV	X		
Hartford-New Britain, Conn.	WHNB-TV	X		
Hastings-Kearney, Neb.	KHAS-TV	X		
Hattiesburg-Laurel, Miss.	WDAM-TV	X		
Honolulu, Hawaii	KONA	X		
Wailuku, Hawaii (S)	KALA-TV	X		
Hilo, Hawaii (S)	KALU-TV	X		
Houston, Tex.	KPRC-TV	X	X	X
Huntington-Charleston, W. Va.	WSAZ-TV	X	X	X
Idaho Falls, Idaho	KIFI-TV			
Indianapolis, Ind.	WFBI-TV	X	X	X
Jackson, Miss.	WLBT	X		
Jacksonville, Fla.	WFGA-TV	X	X	X
Johnstown, Pa.	WJAC-TV	X	X	X
Kansas City, Mo.	WDAF-TV	X	X	X
Knoxville, Tenn.	WATE-TV	X		
Lake Charles, La.	KPLC-TV	X		
Lancaster-Harrisburg-York, Pa.	WGAL-TV	X	X	X
Lansing-Onondaga, Mich.	WLX-TV	X		
Laredo, Tex.	KGNS-TV	X		
Las Vegas-Henderson, Nev.	KLRJ-TV	X		
Lexington, Ky.	WLEX-TV	X		
Lima, O.	WIMA-TV	X		
Little Rock, Ark.	KAPR-TV	X		
Hot Springs, Ark. (S)	KFOY-TV			
Los Angeles, Cal.	KRCA-TV	X	X	X
Louisville, Ky.	KYTV-TV	X	X	X
Lubbock, Tex.	KCBD-TV	X		
Lufkin, Tex.	KLFB-TV	X		
Madison, Wisc.	WMTV	X		
Medford, Ore.	KMED-TV	X		
Memphis, Tenn.	WMCT	X		
Miami, Fla.	WKMG	X	X	X
Midland-Odessa, Tex.	KMID-TV	X		
Milwaukee, Wisc.	WTMJ-TV	X	X	X
Minneapolis-St. Paul, Minn.	KSTP-TV	X	X	X
Minot, N. D.	KMOT-TV	X		
Mobile, Ala.-Pensacola, Fla.	WALA-TV	X		
Montgomery, Ala.	WSFA-TV	X		
Muncie, Ind.	WLBC-TV	X		
Nashville, Tenn.	WSM-TV	X	X	X
New Orleans, La.	WDSU-TV	X	X	X
New York, N. Y.	WNBC-TV	X	X	X
Norfolk-Portsmouth, Va.	WAVY-TV	X	X	X
North Platte, Neb.	KNOP-TV	X		
Oklahoma City, Okla.	WKY-TV	X	X	X
Omaha, Neb.	KMTV	X	X	X
Paducah-Cape Girardeau-Harrisburg, Ky.	WPSD-TV	X		
Palm Beach, Fla.	WPTV	X		
Panama City, Fla.	WJHG-TV	X		
Parkersburg, W. Va.	WTAP-TV	X		
Peoria, Ill.	WEEK-TV	X		
La Salle, Ill. (S)	WEEQ-TV			
Philadelphia, Pa.	WRCV-TV	X	X	X
Phoenix-Mesa, Ariz.	KTAR	X		
Pittsburgh, Kan.-Joplin, Mo.	KOAM-TV	X		
Pittsburgh, Pa.	WTIC	X		

City	Station	Network Rebroadcast	Local Origination Live Film	Slide
Plattsburgh, N. Y.-Burlington, Vt.	WPTZ	X		
Portland, Me.	WCSH-TV	X		
Portland, Ore.	KGW-TV	X	X	X
Providence, R. I.	WJAR-TV	X		
Pueblo-Colo. Springs, Colo.	KOAA-TV	X		
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	X		X
Rapid City, S. D.	KRSD-TV			
Lead-Deadwood, S. D. (S)	KDSJ			
Reno, Nev.	KCRL	X	X	X
Richmond-Petersburg, Va.	WXEX-TV	X	X	X
Roanoke, Va.	WSLS-TV	X	X	X
Rochester, Minn.	KROC-TV	X		
Rochester, N. Y.	WROC-TV	X		
Rockford, Ill.	WTVO	X		
Roswell, N. M.	KSWB-TV	X		
Sacramento, Cal.	KCRA-TV	X		X
Saginaw-Bay City, Mich.	WNEM-TV	X	X	X
Salinas-Monterey, Cal.	KSBW-TV	X		
San Luis Obispo (S)	KSBY-TV	X		
Salt Lake City, Utah	KUTV	X	X	X
San Antonio, Tex.	WOAI-TV	X	X	X
San Diego, Cal.	KOGO-TV	X	X	X
San Francisco, Cal.	KRON-TV	X	X	X
Santa Barbara, Cal.	KEY-TV	X		
Savannah, Ga.	WSAV-TV	X		
Schenectady, N. Y.	WRGB	X	X	X
Seattle-Tacoma, Wash.	KING-TV	X	X	X
Shreveport, Texarkana, La.	KTAL-TV	X		
Sioux City, Ia.	KTIV	X		
Sioux Falls, S. D.	KSOO-TV	X		
Mitchell, S. D. (S)	KORN-TV	X		
South Bend-Elkhart, Ind.	WNDU-TV	X		
Spokane, Wash.	KHQ-TV	X		
Springfield-Decatur, Ill.	WICS	X		
Springfield-Holyoke, Mass.	WWLP	X	X	X
Greenfield, Mass. (S)	WRLP	X		
Springfield, Mo.	KYTV	X		
St. Louis, Mo.	KSD-TV	X	X	X
Syracuse, N. Y.	WSYR-TV	X	X	X
Elmira, N. Y. (S)	WSYE-TV	X		
Tampa-St. Petersburg, Fla.	WFLA-TV	X		X
Temple-Waco, Tex.	KCEN-TV	X		
Traverse City, Mich.	WPBN-TV	X		
Cheboygan, Mich. (S)	WTOM-TV	X		
Tucson, Ariz.	KVOA-TV	X		
Tulsa, Okla.	KVOO-TV	X	X	X
Twin Falls, Idaho	FLIX-TV	X		
Tyler, Tex.	KLTV	X		
Utica, N. Y.	WKTV	X		
Washington, D. C.	WRC-TV	X	X	X
Washington-Greenville, N. C.	WITN-TV	X		
Waterloo-Cedar Rapids, Ia.	KWWL-TV	X		
Weslaco, Tex.	KRGV-TV	X		
Wheeling, W. Va.	WTRF-TV	X		
Wichita, Kans.	KARD-TV	X	X	X
Wichita Falls, Tex.	KFDX-TV	X	X	X
Wilkes-Barre-Scranton, Pa.	WBRE-TV	X	X	X
Williston, N. D.	KUMV-TV			
Wilmington, N. C.	WECT	X		
Winston-Salem-Greensboro, N. C.	WSJS-TV	X		
Yakima, Wash.	KIMA-TV	X		
Lewiston, Idaho (S)	KLEW-TV	X		
Fa. co., Wash. (S)	KEPR-TV	X		
Youngstown, Ohio	WFMY-TV	X		
Yuma, Ariz.	KIVA-TV	X		
Zanesville, Ohio	WHIZ-TV	X		

(S) Satellite Station

INDEPENDENT STATIONS

Chicago, Ill.	WGN-TV		X	X	X
Detroit, Mich.	CKLW-TV				
Hartford, Conn.	WHCT	X			
Indianapolis, Ind.	WTTV				
Los Angeles, Cal.	KCOP-TV	X			
Los Angeles, Cal.	KHJ-TV				
Los Angeles, Cal.	KTLA	X	X	X	X
Los Angeles, Cal.	KTTV	X			
Minneapolis, Minn.	KMSP-TV	X			
New York, N. Y.	WNEW-TV				
New York, N. Y.	WOR-TV		X	X	X
New York, N. Y.	WPIX	X			
Phoenix, Ariz.	KPHO-TV	X			
St. Louis, Mo.	KPLR-TV	X		X	X
San Francisco, Cal.	KTVU	X		X	X
Tapele, Miss.	WTWV	X			
Washington, D. C.	WTTG-TV	X			

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audiences
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Warner Bros.
properties have
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Warner Bros. Television Division - 666 Fifth Ave., New York, New York - CI 6-1000

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COLOR: BEN BERENTSON **WGN-TV** STATION MANAGER



COLOR: JOHN T. MURPHY **WLW-T** GENERAL MANAGER



COLOR: JAMES GERITY, JR. **WNEM-TV** PRESIDENT-OWNER

- | | | | |
|------------------------------|---------------------------|-----------------------------|-----------------------------|
| WFBG * ALTOONA | WJBK DETROIT | WPIX NEW YORK | KOGO * SAN DIEGO |
| WNBF * BINGHAMTON | KLAS LAS VEGAS | WFIL * PHILADELPHIA | KTVU * SAN FRANCISCO |
| WGN * CHICAGO | KFRE * FRESNO | KTAR * PHOENIX | KIRO SEATTLE |
| WLW-T * CINCINNATI | WLYH * LEBANON | KGW * PORTLAND | KREM SPOKANE |
| KRDO COLORADO SPRINGS | KCOP * LOS ANGELES | WCSH PORTLAND | WWLP * SPRINGFIELD |
| KBTU * DENVER | WNHC * NEW HAVEN | WNEM * SAGINAW-FLINT | AND * MANY OTHERS |

78 HALF HOUR FILMS PRODUCED IN ***COLOR** THROUGHOUT THE WORLD, WITH **BILL BURRUD**

ALSO **26** HALF HOUR **LONG JOHN SILVER** IN **COLOR**

Walt Disney in his feature film created the role of Long John Silver for the talents of Robert Newton now starring as Long John Silver in Robert Louis Stevenson's immortal book Treasure Island with his young friend Jim Hawkins. Our standard for printing "balanced" transmission prints resulted from the research conducted by the engineering departments of the NBC Television Network and WNBC-TV.

TELEDYNAMICS
CORPORATION

729 SEVENTH AVENUE NEW YORK 19, N. Y.
Telephone JUdson 6-6052

Faith Skein Bows in Chi

Chicago — "Chicagoland Faith" religious offering featuring Captain Stubby and the Buccaneers, high spotlights hymn singing and visits to different churches, debuted yesterday on WBKB. Each Sunday, Capt. Stubby and his singing group will meet with pastors of various denominations for an informal look at the church's history, hymn singing and conversation. George Paul is directing the WBKB religious productions.

Kanter Midwest Head for Storer TV Sales

Julian P. Kanter has been appointed as midwestern sales manager with headquarters in Chicago for Storer Television Sales. His promotion was announced by Francis P. Baron, VP and general manager.

Kanter has been with the TV station reps as an account executive in Chicago since the spring of 1961, when the company was first organized. His first job in broadcasting was as a production assistant on WBKB-TV.

Later he moved up to station operations' manager. In 1953, he joined WBBM-TV and was made sales traffic manager, then an account executive for four years. In 1959, Kanter joined Peters, Griffin, Woodward.

Kanter replaces George U. Lyons, who has been promoted to general sales manager of WJW-TV, Cleveland.

Arnoux Program Director at Spartanburg Channel

Spartanburg, S. C. — Patrick Arnoux has been appointed program director of WSPA-TV, according to an announcement by Walter J. Brown, president and GM. Arnoux was on the WSPA-TV staff in 1956 in the production department and since has been with WTVT, Tampa, and WFLA-TV, Raleigh.

Star Launches Syndies

(Continued from Page 1)

45 half hours from "Dick Powell's Blue Grey Theatre," 45 half hours from "The Law and Mr. Jones" and 38 hours from "Stage Coach Fest."

Port of Philadelphia Gets Its Video Hour

Philadelphia—The Port of Philadelphia and its importance to the lives of the citizens of Delaware Valley will be the subject tomorrow of WCAU-TV's third prime-time documentary special of 1962, "Bound for Philadelphia." Sponsors will be the First Pennsylvania Banking and Trust Co. and the Atlantic Refining Co., both via N. W. Ayer & Son.

For the past five months, WCAU-TV has taken its cameras into the heart of the port, capturing the sights, sounds and business life of this commerce center, the largest and finest fresh water port in the world and the biggest importer of foreign goods in the United States.

Producer and writer is Glenn T. Bernard; director, David Wilson, and photographer, Ed Tycenski. Narrator will be WACU-TV newscaster John Facenda. The special is a presentation of WCAU-TV's Public Affairs Dept.

New Syracuse Station Bows With Color Specs

(Continued from Page 1)

film dedicatory program in color. Turning the switch at 6:30 PM was chief engineer John Carroll.

For some weeks, the station staff, headed by president and general manager William Grumbles, worked to go on the air on the 9th day of the 9th month.

Present at the studios were community and state leaders and ABC executives. A contingent from Peters, Griffin, Woodward, Inc., the station's rep, was headed by Charles Kinney, PGW TV VP.

Other WNYS-TV executives are: Robert M. Baird, sales manager; Floyd F. Smith, business manager who comes from Albany where he was associated with Patroon Broadcasting Co.; Jeff Davidson program manager, who held the same post at WHHM in Memphis; and Carol Schell, promotion manager.

Carl Ellenberg is the station's news and sports director.

The transmitter site is six miles away atop Pompey Hill, 1543 feet above average terrain for satisfactory transmission.

14,433-Postal Avalanche Triggered by Contest

Fort Wayne — Listeners competing for 48 pairs of shoes to be given away in WOWO's "Step Ahead" contest, last week rained 14,433 post cards on the station. In a previous contest over 8,000 cards were received with words made from the name of a station deejay.

SESAC

PAUL HEINECKE, PRESIDENT



Licensing the performance, mechanical or synchronization rights in a repertory of distinction to the entire entertainment industry...radio, television, theaters, concert halls, hotels, transcription and record companies.

PROGRAM SERVICES



Broadcasting's newest big-sound musical sales and production aids; station promos, themes, sales starters, time, weather, news and sports intros, offered in pop and C&W form.



LP albums, the best in modern hi-fi sound, featuring top artists from every major record label performing new songs and standards in all musical categories.



Exciting 60-second show stoppers, big in sound, impact, programming variety. Perfect for themes, heavy spot schedules and many other uses.



Widely-acclaimed, 45 rpm albums, endorsed by stations everywhere as outstanding program material, provided gratis by SESAC to the broadcasting industry.



"INSTANT SPORTS MUSIC"
"A GOSPEL SING"
"CHRISTMAS SONGS AND SYMBOLS"
"MOOD MAGIC"

TRADEMARKS

SESAC INC. THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.

WEDDING BELLS

Weinstein-Bonn

June Marcia Weinstein and Donald S. Bonn were married yesterday in N. Y. Bonn is associate producer of CBS-TV's "Calendar" series.

Golden Gate

... and its environs

By BILL SHEA

San Francisco—For the second time in two weeks, Golden Gaters will preview an upcoming net TV major program. Last week, we caught the preview of the new Lloyd Bridges show. Now comes "Sam Benedict," which premieres Sept. 15 with NBC's hopes of relegating CBS' Perry Mason to ambulance chasing. "Benedict" is a dynamic trial lawyer, prototype of San Francisco's own colorful J. W. "Jake" Ehrlich who is said to have more than a personal interest in the product. Edmond O'Brien plays the role.

* * *

The chore of hosting Thursday's "Benedict" preview was graciously, by courtesy of MGM and NBC, assigned to Attorney Ehrlich who always figures in round numbers. So Jake pre-empted the posh Peacock Court of the Mark Hopkins Hotel for the comfort of a few viewers to audit the opening episode. Then for the intimate group's edification Jake reserved the swank Dons' Room of the Mark for a quiet reception where later the press might exchange opinions while evaluating the show. Via Western Union Jake dispatched invitations to a mere handful of 400 TV reporters, critics and columnists. Inasmuch as there are not quite that many press reps in town and mayhap some are on vacation, Jake extended his invites up and down the Coast from San Diego to Seattle and a few whistle stops such as New York City, Honolulu and points between.

* * *

Pioneer Investors Savings & Loan Assn. (Wenger-Michael Inc., S. F.) has triggered a hot campaign on KCBS after long spurning the radio medium except for short schedules with reinvestment announcements. Hitherto Pioneer hadn't parted with a plugged penny on a broadcast to promote business with a firm sked. The status no longer remains quo because Pioneer has contracted a 52-week schedule with KCBS. This in turn chain re-acted on Ad Alley for other new accounts:

Wella Corporation - Kolestral (Zakin Advertising, N. Y.); Roman Meal Co., (Honig-Cooper & Harrington, San Francisco); Thornton Packing Co., (E. H. Clark Co., S. F.) and Random Travel, (Charles W. Johnson Advertising, S. F.) All four are 13-week skeds.

Banks Find Dividend In 7 Arts' Concerts

Banks are the most prolific sponsors of Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra, according to Donald Klauber, VP national sales manager. The series, which premiered Aug. 19 on WNEW-TV, New York, and WTTG, Washington, will debut in 23 additional markets later this Fall.

They are WJBK-TV, Detroit; WMAR-TV, Baltimore; WGR-TV, Buffalo; WTVN, Columbus, O.; WAVE-TV, Louisville; WFGA-TV, Jacksonville; WSM-TV, Nashville; WGAL-TV, Lancaster, Pa.; WTRF-TV, Wheeling; KTRG-TV, Honolulu; WHA-TV, Madison, Wis.; WICU-TV, Erie; WREX-TV, Rockford; WFIE-TV, Evansville; WCIV-TV, Charleston, S. C.; WC-SH-TV, Portland, Me.; WABI-TV, Bangor; KGUN-TV, Tucson; (Gate City Savings & Loan), Fargo, N. D.; KFSA-TV, Fort Smith, Ark.; WKYT-TV, Lexington, Ky.; KOLO-TV, Reno, and KSHO-TV, Las Vegas.

In New York, Manufacturers Hanover Trust Co. is sponsoring the weekly concerts on WNEW-TV. In Louisville, Citizens Fidelity Bank will co-sponsor the series later this Fall with the Stewart Dry Goods Co., on WAVE-TV. In Fargo, Gate City Savings and Loan Ass'n bought the series directly from Seven Arts for early Fall telecasts.

Westinghouse Ups Ware To Ad-Sales Promo Post

Tad Ware has been named assistant ad-sales promo director of Westinghouse Broadcasting Co., it was announced by director David E. Partridge. Ware, for the past three years, has been assistant promo manager of WBC's Cleveland station, KYW-TV.

Before joining KYW-TV, he was an account exec at Bozell & Jacobs, and was a publisher's rep for Fifield Publishing Co. and its directory, The American Bar. Replacing him at KYW-TV is Milton Sheftner, formerly of Maxwell Associates, Philadelphia ad agency.

'Odds' Favor Troxel

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Dick Troxel has been set by producer Lloyd H. Gaynes to take over as director of KTLA's quiz series, "Beat the Odds," hosted by Dennis James.

STORK NEWS

Owen Simon, publicity director at KDKA, Philadelphia, and his wife, Selma, are parents of a girl, Julie Mathy, born at Magee Hospital.

AGENCY NEWSCAST

By RALPH TYLER

Product category reels of 3,400 top TV commercials which were entered in the three annual American TV Commercials Festivals to date are being made available for advertiser and agency study by festival director, Wallace A. Ross. Categories range from "Apparel & Appliances" to "Travel & Utilities."

Thought for Today

"We who are in the advertising business are uniquely fortunate because we can help in bringing the products of a tremendous technology to a tremendous market of unprecedented buying power—a market which has a hunger for new and better products, and new and better ways to live."

—John Crichton
4A's president

GUEST STARS

Names continue to brace the new season TV fare with guest-star signings on many production fronts.

Vera Miles has been tapped by MGM for the "Maddon's Folly" portion of "Sam Benedict" series, scripted by creator E. Jack Neuman... George MacReady, David Sheiner and Grace Lee Whitney have okayed roles in the "It Seems There Was This Ivory Tower" seg of the same series.

For the "Dr. Kildare" stethoscope, MGM has pacted Dan O'Herlihy and Jean Hagen for lead roles in the "C. D." episode. The studio has also signed Burgess Meredith for a top role in "Hooray, Hooray, The Circus is Coming to Town," segment of "The Eleventh Hour." Larry Dobkin is directing the comedy penned by Gene Coon.

The Revue boards list includes Paul Ford with a starring part in "Go Fight City Hall" episode of "Wide Country"... The studio's "Mr. Lucifer" comedy to be screened on "Alcoa Premiere" has George Petrie, Hal Smith, Milton Frome and Frank Aletter set to join guest stars Elizabeth Montgomery and Joyce Bouliant. Alan Crosland is director... Diane Mountford and Victoria Albricht visit the "Leave It to Beaver" set for guesters in "Double Date"... Carolyn Kearney and Arthur Franz have agreed to headline in the "Annie Duggan" slice of Revue's "Wagon Train."

Four horror film "familiar"—Boris Karloff, Peter Lorre, Lon Chaney and Martitia Hunt—have been lured by Screen Gems as "ghost stars" when "Route 66" takes a weird turn with the "Lizard's Leg and Owllet's Wing" offering.

* * *
Joseph A. Lenn, executive VP of sales at Radio Station WHLI, Hempstead, Long Island, reports that A&S Stores, marking their 11th consecutive year of daily broadcasting over WHLI, has again bought "News at Noon." Security National Bank is a new WHLI account, with a series of spots skedded for the year, and Dime Savings Bank has renewed for another one-year contract. Other new WHLI accounts, representing educational facilities, are Adelphi College, Garden City, and C. W. Post College, Brookville. Gimbels has added an additional schedule to its existing one and Brown Brothers, restaurateurs and wholesalers of sea food, has purchased an intensive spot sked.

* * *
Sylvester L. Weaver, board chairman of McCann-Erickson Corp. (International), is one of the three recipients of the 1962 Gold Heart Award of the American Heart Ass'n. Weaver was the first chairman of the association's Heart Committee of the Broadcasting Industry and a member of the board of directors since 1950, now serving as chairman of the board. He is a former board chairman and president of NBC.

* * *
Fuller & Smith & Ross has expanded its operation into Canada, affiliating with Willis Advertising in both Toronto and Montreal. W. A. Willis, president of the 11-year old Canadian agency, said FSR will handle U. S. business of the Willis Canadian accounts. The Willis agency now handles Canadian advertising for 10 Canadian affiliates or divisions of United States accounts.

WJRZ Urges Listeners Get Voice In Milk Probe

Newark — WJRZ has urged New Jersey listeners to demand a voice in the state-wide milk hearings which begin Sept. 21. Gov. Hughes has appointed a special commission to probe milk pricing, considered highest in the nation. The station has covered the two months of litigation involving dealers' rebate certificates and has editorialized five times on the problem.

Young Divisions Rep 4 Rust Craft Outlets

Rust Craft Broadcasting Co. has appointed Young TV Corp. as national rep for its WRDW-TV, Augusta, Ga., and WBOY-TV, Clarksburg, W. Va., and named Adam Young, Inc., national radio rep for its WSTV, Steubenville, O., and WBOY, Clarksburg.

WRDW-TV is currently constructing a new tower, scheduled for completion by late Fall, which will measure 1,575 feet above average terrain, some 200 feet taller than the present one. Now ranked as the 102nd market in average quarter-hour homes delivered from 6 PM-midnight, the station will be boosted to well within the top 100 markets by the new tower.

RAB Hears Sales Facets

(Continued from Page 1)

other feature. Stations under examination were selected by RAB for special techniques.

RAB president-elect Edmund C. Bunker, VP-administration Miles David, and director of member development Patrick E. Rheume will participate.

The two-day conferences will be held at eight locations nationwide through Oct. 5. More than 400 station executives are slated to attend.

DuPont Bridles Color Western

"Big Deal in Laredo," Sidney Carroll's original Western, will be presented in color Oct. 7, on NBC-TV's "DuPont Show of the Week," and stars Walter Matthau, John McGiver, Zachary Scott and Teresa Wright.

Jacqueline Babbin is producing the teleplay and Fielder Cook will direct. Show is sponsored by the Dupont Co., through BBDO.

GOP Eyes Web Cut-Ins On Local Prime-Time

(Continued from Page 1)

chairman William E. Miller; Senatorial Campaign Committee chairman Sen. Barry Goldwater, and Congressional Campaign Committee chairman Rep. Bob Wilson.

Because the current congressional session may continue into October, they said the always-limited chances for candidates to use practical program lengths will "become impossible inadequate" and added that time periods, previously available, will reach less than 10 per cent of the electorate per broadcast, and no more than 65 per cent in combination of the total.

'Air College' Classes Back on Boston TV

Boston — "College of the Air" returns to the WHDH-TV airways for the new Fall season Sept. 24, with a college credit TV course on the American Economy taught by Prof. John R. Coleman of Carnegie Institute of Technology.

In New England, Northeastern U. will offer six college credits for the CBS network course which will have major figures in economics, labor, commerce and industry appearing as guest lecturers. WGBH-TV, Boston's ETV station will also carry "College of the Air."

Nelson Will Coordinate Nassau CD Broadcasts

Bill Nelson, public affairs director for WHLI, Hempstead, Long Island, has been appointed commercial radio coordinator for Nassau County Civil Defense.

This, in addition to his new role as chairman of the Nassau County Conelrad Cluster Committee, gives Nelson responsibility for the dissemination of Civil Defense information via the facilities of the county's three broadcasters, stations WHLI, WGBB and WFYI.

STATION PREXY NOW IN HARNESS

Hazleton, Pa.—Anthracite Raceways Inc., whose president is Victor C. Diehm, chairman of the Mutual Affiliates Advisory Committee, has been awarded a license grant by the Pennsylvania Harness Racing Commission to construct a harness race track near here.

Diehm, also president of Mutual affiliate WAZL, Hazleton, said the new harness track is expected to be ready in 1964.

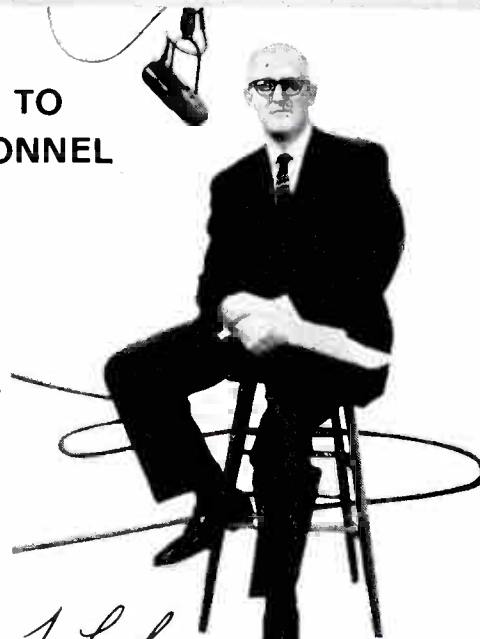
29th Broadcast Year For Reviewing Stand

Evanston, Ill. — One of radio's oldest discussion - interview programs, Northwestern University's "Reviewing Stand," enters its 29th year of continuous broadcasts in October, some 27 of those years on the Mutual Broadcasting System.

For the past 20 years, "Reviewing Stand" has been moderated by James H. McBurney, dean of Northwestern's School of Speech, and is produced by Robert W. Thomas. Currently, 61 Mutual stations along with six independents carry the broadcast.

AN IMPORTANT MESSAGE FROM ERVIN F. LYKE TO ADVERTISING EXECUTIVES AND AGENCY PERSONNEL

"In cooperation with the FCC, WROC-TV, owned and operated by Veterans Broadcasting Co., Inc., Rochester, N. Y., is now operating on Channel 8, so that additional television service can be brought to upstate New York. The same outstanding NBC network shows and local programming with indisputable rating superiority will again be the Number 1 buy in the rich, Rochester market. WROC-TV is operating with maximum power, 316 KW. Call your Petry man for details."



Ervin F. Lyke
President

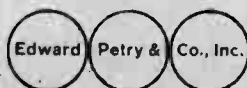
Veterans Broadcasting Company, Inc.



TV 8
CHANNEL
BASIC NBC



Represented by



MAKING IT THE "LIVE" WAY
WALT FRAMER
PRODUCTIONS

"THE BIG PAYOFF"

5 A WEEK ACROSS THE BOARD
NOW IN FIRST-RUN DISTRIBUTION



COMING...

A NEW **"STRIKE IT RICH"**

and

LIVE FORMAT SHOWS with
EDUCATIONAL ENTERTAINMENT CONCEPTS



WALT FRAMER PRODUCTIONS

Dedicated to Creating, Producing and Packaging
"Live" Type Shows For Local Station Use

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OXford 7-3322



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Bloomington Ind

VOL. 91, NO. 50

TUESDAY SEPTEMBER 14, 1960

FIVE CENTS

TELSTAR TO BOUNCE LIVE COLOR

1/2-Yr. Figures Push Four L.A. TV Indies Into Best Profit Pix

West Coast Bureau of RADIO-TV DAILY

Los Angeles—The first six months of this year have put local TV stations in the best position on profit and billings that they have experienced in some time. In this seven-station market, the four independents (KTLA, KCOP, KTTV and KHJ-TV) are all operating in the black for the first two calendar quarters of the year.

KTLA, under the new management of Stretch Adler, reports a 25 per cent increase in sales during this period. John Hopkins, under whose management KCOP is making a rapid recovery from adverse conditions in 1961, reports that the station operated very much in the red in 1961, due to a half-million-dollar write-off. But

(Continued on Page 7)

Producer Jules Bricken Readies New UA Series

Motion picture and TV producer Jules Bricken has come to New York from Hollywood to scout locations and cast the upcoming CBS-UA release, tentatively titled "The George C. Scott Show." Filming starts in New York Nov. 17.

KSD Radio Will Air Live JFK Space Facility Visit

St. Louis—KSD Radio will provide direct live coverage of President Kennedy's visit to McDonnell Aircraft Corp.'s space facilities here tomorrow. The President is expected to arrive shortly after 3 PM, when the KSD broadcast will begin.

South Bend's UHF Gets Powerful RCA Antenna

South Bend, Ind.—One of the most powerful TV broadcasting antenna system ever built, capable of radiating five megawatts of effective power, has been shipped to UHF station WSBT-TV here by RCA Broadcast and Communications Products Division. The antenna can boost the rated input power of 110 kilowatts by 46 times to produce the maximum five megawatts of effective power permitted UHF stations by the FCC.

2 Webs' Affils' Sessions

Details of this week's CBS Radio Affils convention and that of ABC-TV and AB-PT execs and web affils' board of governors on pages 5 and 6 respectively.

'LOMBARDO ISLE' NIXES ANTENNAS

But R-TV'll Get Big Slice Of Million-\$ Ad Budget

Two facts of special interest to broadcasters emerged yesterday from the press conference announcing Guy Lombardo's \$4.5 million dollar Port-O-Call resort complex to open next Christmas season on the new half-billion island city, Tierra Verda in the Gulf of Mexico off St. Petersburg:

1. A million-dollar advertising

(Continued on Page 4)

Leeds Cleared On Disk Plugs

A charge of commercial bribery against former WINS, New York, program manager Mel Leeds for alleged acceptance of gratuities to plug records was ordered dismissed yesterday by the New York District Attorney's office.

Leeds' Lawyer, John Gluskin (brother of Ludg) said the dismissal means complete exoneration for Leeds, who has lived under the shadow of the charge since May 19, 1960.

Leeds is now general manager of KBLA, Burbank, Calif. a post he has held since February. For two years before that he was gen-

(Continued on Page 5)

Myers, Minow Aide, Resigns—Successor Is John F. Cushman

Washington Bureau of RADIO-TV DAILY

Washington—John F. Cushman yesterday was named administrative assistant to FCC chairman Newton Minow. Cushman succeeds Tedson J. Myers, who resigned following White House rejection and FCC disavowal of his report suggesting government control of TV programming via Telstar.

Cushman's appointment is subject to confirmation by the Civil

(Continued on Page 4)

Fred Harm Taking Over New Operations at WAIT

Chicago—Fred Harm, veteran broadcaster here, takes over WAIT as general manager Sunday.

Harm, formerly a Plough Broadcasting VP and GM of its Chicago outlet, WJJD, has resigned from Semrow Broadcasting as executive VP and GM of WNMP, Evanston.

Maurice Rosenfield is the new owner of WAIT.



HARM

'Gaddabout Gaddis' Skeds Another 13 Fishing Segs

Boston—Thirteen additional half-hours on "Gaddabout Gaddis," TV film series, are now in production for Fall release. N. W. Russo is VP and producer. Shows are being shot in Eastmancolor at famous fishing spots throughout the U. S.

Spot Sales Biz Chief

James E. Conley, VP, ABC-TV Spot Sales, yesterday announced Mark S. Ellentuck's appointment as business manager. Ellentuck supervised net's contractual arrangements with program producers. He was in accounting.

Medical Science Gets Honor in Ocean Hop Via Space Satellite

Telstar's first live color TV transmission will be received here tomorrow—not for entertainment but to give new wings to the spread of medical knowledge. Doctors attending the International Congress of Dermatology in Washington, D.C. will see a demonstration from England via the communications satellite on advances in a chronic skin disease.

The color program will be projected on a 9x12 foot screen in the Shoreham Hotel ballroom. At the same time, a panel of physicians in England and another in Washington will be in voice contact by Atlantic telephone cable.

The Telstar program will begin at 10:45 AM and last 17 minutes during pass number 587 over the Atlantic Ocean. Because physicians from many countries will be present at the Congress, the proceedings will be translated simultaneously into French, German and Spanish.

Color TV facilities of Smith Kline & French Laboratories, Philadelphia pharmaceutical firm, and

(Continued on Page 7)

Bob Pauley to Announce Replacement for Nielsen

In the wake of ABC Radio's recent heated controversy with Nielsen over ratings, network president Robert R. Pauley has called a meeting in New York today to announce a new rating service selected to replace Nielsen.

Portland Station Appalled By Cost of Not Pausing

Portland, Ore.—KISN Radio, notified by FCC that it faces a probable \$2,000 fine for failing to pause sufficiently between the words "Vancouver" and "radar" on five different broadcasts, joked: "This is unquestionably the most expensive pause that presumably was never taken in the annals of time." The FCC said lack of a pause resulted in improper station ID.



Established Feb. 9, 1937

Vol. 91, No. 50 Tues., Sept. 11, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

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KDKA Chides Labor On 'Cash For Voting'

Pittsburgh—In an editorial criticism of the Allegheny County Labor Committee's offer of \$5,000 prize money to induce union members to vote, KDKA-TV and radio said: "The responsibility of every American to vote is basic. It should not be glamorized with prize money or any other gimmick."

Taking advantage of reply time offered by the two stations, the Allegheny County Labor Committee among other things likened the incentive bounty to the Congressional Medal of "which is not less respectable than the Bronze Star just because it may yield some monetary reward . . ."

TNT Cracks Canada Ice For 1st Sale of Eidophor

TNT, Theatre Network TV, yesterday announced the first sale of an Eidophor video projector in Canada to Paramount Pictures-International Telemeter Division. Installation will be completed in Toronto by Sept. 20, with operation soon after.

COMING AND GOING

FRED M. THROWER, WPIX executive VP and general manager, has returned to N. Y. after a month-long European tour.

CHOO CHOO COLLINS, vocalist, to Atlantic City for personal appearances.

BILL GORDON, of WERE, Cleveland, to Hawaii.

TOM KELLY, KNX sportscaster, to Spokane, Wash., on Friday.

PETER J. SMITH, VHF, Inc. special projects VP, to Philadelphia for production of TV commercials.

FESS PARKER back in Hollywood from eastern tour for his new ABC-TV series, "Mr. Smith Goes to Washington."

BEN HOBERMAN, KABC VP and general manager, to Hidden Valley, Mich. from L.A., to attend the Michigan Ass'n of Broadcasters meeting.

FM Growth Pushing AM in Radio Top 15

The percentage of FM penetration has grown to such a degree that the list of the Top 15 radio markets must now be revised to include five FM markets, according to latest figures compiled by Pulse, in cooperation with Robert Richer Representatives.

Richer said that Los Angeles, for some time the No. 2 market in the country with some 2.2 million AM radio homes, is now relegated to the No. 3 position, being surpassed by New York's 2.6 million FM families. Also, the sixth U.S. market — San Francisco-Oakland — is now the eighth, having been displaced by the 1.1 million Los Angeles FM families, he added.

Other markets listed by Richer as now rating inclusion into the Top 15 include Chicago FM (9th), Philadelphia FM (13th) and San Francisco-Oakland (15th) among the new ones.

8 O'seas-Filmed Segs In Danny Thomas TVer

"The Danny Thomas Show" starts its sixth year on CBS-TV Oct. 1, with eight of the episodes on tap having been filmed overseas — in Venice, Rome, Paris, Dublin and London. The series stars Danny Thomas, Marjorie Lord, Rusty Hamer and Angela Cartwright. Sheldon Leonard is exec producer of the show, written by Charles Stewart and Jack Elinson. General Foods sponsors, through Benton & Bowles, advertising agency.

Providence Broadcaster Patrols Cup Races

Providence, R. I.—Joseph S. (Dody) Sinclair, president of the Outlet Co. and general manager of WJAR-AM-TV, is one of 10 named to patrol the American Cup Races off Newport starting Saturday. Sinclair is also vice commander of U. S. Coast Guard Auxiliary Flotilla 801 and owner of Station Break II, a 35-foot cabin cruiser with a flying bridge. Part of his duties will involve controlling spectator boats along the prohibited racing area. Mobile radio equipment aboard Sinclair's boat will transmit a running story of the race to the WJAR newsroom.

'W-O-R-K ALSO IS 4-LETTER WORD'

WOLF Hits Police, DA For 'Obscenity' Arrests

Syracuse, N. Y. — Radio Station WOLF has severely criticized local police, the DA and a police court justice after the conviction of a 62-year-old woman cashier in a Syracuse bookstore, the store's owner and a third employee for selling the controversial novel "Tropic of Cancer."

Trio was arrested last March following an opinion by an Assistant DA that the book was obscene.

WOLF suggested "that if the Police Chief and DA were so concerned about four-letter words they might consider 'W-O-R-K.'"

Webb Hosts Preview Of WCBS-TV Lineup

The new entertainment season coming up on WCBS-TV this Fall will be previewed tomorrow night in a special half-hour broadcast titled "Seven Wonderful Nights." Jack Webb will be the host, as viewers are introduced to the new programs and stars they will be seeing in coming months.

Webb will present a brief film from each of the new series, including his own "General Electric True;" "The Lloyd Bridges Show;" "The Nurses;" "Jackie Gleason's American Scene Magazine;" "The Red Skelton Hour;" "The Beverly Hillbillies;" "Fair Exchange;" "The Lucy Show;" "The New Loretta Young Show;" "The Real McCoys," and "Stump the Stars."

FINANCIAL

(September 10)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

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

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Metromedia, Seven Arts, etc.

* Courtesy of National Association of Security Dealers.

Kelly in Center Ring As 7 Arts TVer Rolls

Seven Arts Associated began production yesterday on the first of 39 half-hour programs of "The Emmett Kelly Show" at the New York Studios. Kelly will be filmed doing 117 new, different routines with various circus animals and several unusual props he developed especially for his TV series.

In addition, he'll do a series of "I'll Be Back" acts, which will be used to proceed commercials in the show and advise audience he will return after a word from the sponsor. Each of these brief "blackout" acts were originated by Kelly.

Executive producer of the series is Donald Klauber, VP-national sales manager of Seven Arts Associated.

Twentieth Century-Fox TV Inc.
is proud to announce that
"CENTURY I"
is now available for local sale

(Thirty major motion pictures for television from
the studios of Twentieth Century-Fox Film Corp.)

"CENTURY I", is the first important group of films to be released in syndication directly by Twentieth Century-Fox. When you review the titles, casts, and credits, we think you'll agree this is indeed an auspicious first. Film for film, fact for fact, figure for figure, you'll find that "CENTURY I" sets a new standard in features for television. Our sales representatives are on their way to you now with the complete details. Or, if you want to know more immediately, Please call: Twentieth Century-Fox TV.

TWENTIETH CENTURY-FOX TELEVISION, INC.

444 West 56th Street, New York 19, New York—Columbus 5-3320

Chicago: 1260 S. Wabash Avenue, Chicago 5, Illinois—WAbash 2-9625 / Los Angeles: Box 900, Beverly Hills, California, CRestview 6-2211 / Atlanta: 197 Walton Street, N.W., Atlanta 3, Georgia—JACKSON 3-4633 | INTERNATIONAL—Cable Address, CENTFOX NEW YORK

Philly Cameras to Eye 3 Pa. Senate-Seekers

Philadelphia—WCAU-TV's "TV 10 Reports," sponsored by Nationwide Insurance via J. Thomas Callahan Advertising, will feature discussions with three Pennsylvania candidates for the Senate on Thursday. Produced, narrated and written by WCAU-TV news director Charles Shaw, the half-hour program is titled "The Fight for the Senate" and focuses on Republican James E. Van Zandt, Democrat Joseph S. Clark and Socialist-Labor candidate Arla Albaugh.

Kiddie Concerts Bow In New 'Wonderama'

Metropolitan Broadcasting's WNEW-TV on Sunday will inaugurate a new season of "Wonderama," with the debut of the 9 AM-1 PM weekly program to also present the first in a continuing series of concerts and music features by the Young Audiences, Inc. With 600 artists on its roster, the organization brings live concerts to children in schools. Sonny Fox returns as "Wonderama" host.

The first Young Audiences group to be presented will be the American Folk Trio.

The inaugural "Wonderama" program will also include an hour special featuring stars of the entertainment and sports worlds saluting the successful completion of the program's "Carnival for MD" public service campaign it launched last June 17. Some \$13,000 raised this Summer at carnivals produced by youngsters has been turned over to the muscular dystrophy group.

KMOX Goes Downfield With Mizzou Gridders

St. Louis — KMOX will broadcast Missouri U.'s entire 1962 football schedule. Broadcast crew for the 10-game season will be led by Harry Caray, beginning his seventh season of Mizzou Tiger play-by-play. Caray's son, Skip, and Jim Kekeris, former Tiger lineman, will handle color and commentary during the entire season.

Cushman New FCC Ass't

(Continued from Page 1)

Service Commission. He served as assistant general counsel in charge of the administrative, law, and treaties division of the FCC general counsel office. From 1951 thru May, '61 when he joined the FCC, Cushman was an attorney with the Department of Justice and Interstate Commerce Commission.



By TED GREEN

• • • The comment in Washington, D. C., circles is most favorable towards Eddy Manson's conducting of his own symphony there by the United States Air Force Band last week . . . Television City Arizona will form a recording company, Camelback Records, as a separate division of the TV and film studios to be built outside Phoenix, according to president Ben Pivar . . . Nelson Vermette, Savoy Hilton Hotel general manager, informs us that Ted Straeter, his piano and orchestra, have been signed to open the Fall season of The Columns at the hotel.

☆ ☆ ☆ ☆

• • • An hour program of music from original cast albums of top Broadway favorites, old and new, being aired on WBFM at 7:30 PM, Monday thru Friday . . . Harriss "Red Kramer has rejoined the Cosnat Corp. after a two-year absence from the firm. Kramer has been reappointed manager of Cosnat's Newmark branch, a position he had held for several years.

☆ ☆ ☆ ☆

• • • Those old golfing buddies, Sammy Kaye and Jackie Gleason, will join forces Sept. 18 when Sammy and his orchestra guest-star on a CBS-TV musical spectacular which will be produced by Gleason's Ideas Grandes firm. The hour program, under Jack Philbin's supervision, will co-star Keefe Brasselle and Beatrice Kay . . . Paul Henreid and his two-cigarettes-on-a-match bit is hilariously spoofed by Shelley Berman in his new album, "A Personal Appearance." If he knew how to locate Berman, Henreid would send him two congratulatory notes—signed simultaneously, of course! . . . Irene Ryan, who co-stars with Buddy Ebsen in "The Beverly Hillbillies," winds up with the least glamorous TV wardrobe of the new season. CBS-TV plunked down \$34.50 for her entire wardrobe!

☆ ☆ ☆ ☆

• • • Goings on at Epic Records: Billy James appointed info services manager . . . Epic is rushing the release of "Rain, Rain, Go Away," Bobby Vinton's latest recording . . . Epic has released its first single by The Ames Brothers, "Love Me with All Your Heart" (Cuando Caliente El Sol) b/w "Love Is an Ocean of Emotion," the first recordings by the group to be made in Nashville . . . Epic signed the Juilliard String Quartet to an exclusive contract. The quartet's first release will be in November, consisting of a special set of the complete Mozart "Hadyn Quartets" on 3 LPs . . . Epic will rush the immediate release of the original cast album of the new hit production of Cole Porter's "Anything Goes." The release of the album coincides with the 100th performance of the musical.

☆ ☆ ☆ ☆

• • • Handsome singer Leslie Scott, currently touring the swank New Hampshire country club and resort circuit for Charlie Rapp, is mulling an offer to appear at the Latin Quarter. Leslie appeared as "Jake, the Fisherman" in Goldwyn's "Porgy and Bess" . . . Songwriter Bob Russell, who composes special material for Maurice Chevalier's TV spectacles, has decided to "turn legit." Bob, who composed "Don't Get Around Much, Anymore," is getting around to England in September to compose the score for a new musical-comedy which Delfont-Granville will produce. Hermoine Gingold may sing Bob's words-and-music . . . Singer Leslie Scott observes, "Some girls are discreet up to a point, some are discreet up to a pint."

'Zoo Doc' Starts New Tot Show

"Discovery '62," ABC-TV's new children's program starts Oct. 1 with "Zoo Doctor," the work-a-day adventures making up the routine of Bronx Zoo veterinarian Charles Gandel.

The series will be presented weekdays, Monday through Friday, with host Frank Buxton. Sponsors are Binney & Smith, Inc., thru Chirurg & Cairns; Chunky Chocolate Corp., via JWT; Kenner Products Mfg. Co.,

via Leonard M. Sive Associates; Mattel, Inc., thru Carson/Roberts/Inc.; Sawyers, Inc., thru Richard G. Montgomery and Associates; Transogram Co., Inc. via Mogul, Williams Saylor, Inc., and James O. Welch Co. for Welch Candy, via Chirurg & Cairns.

Ship's Sinking, Refloating Detailed on Detroit TV

Detroit—The story of the ill-fated British freighter Montrose documented from its sinking in the Detroit River, thru the tedious salvage operation, to its final refloating, will be telecast by WWJ-TV early this Fall. Newsman Ver Marshall, as the station's "man on the river," will supervise and narrate the program.

Chi 'Right to Say It' Now Gets Hue, Too

Chicago — "Your Right to Say It," will be broadcast in color for the first time when it begins its sixth season on WGN-TV Sept. 23 continuing in primetime Sunday.

Dean James H. McBurney, of Northwestern U.'s School of Speech, will host a panel of two newsmen who, each week, question an expert in a major field of interest and controversy. Guest this season will include Hays Robertson, Cook County Republican chief; John P. Roche, national chairman of the Americans for Democratic Action; the Archbishop of Canterbury, in what the station says is his sole American TV appearance, and Sen. John C. Tower of Texas, discussing timely subjects.

Badger Tops Gen. Sales At Michigan Channel

Grand Rapids—Donald J. Badger has been appointed general sales manager of WIIM-TV, new Channel 13 station in Grand Rapids-Kalamazoo, it was announced by VP-general manager Mar Wodlinger.

WIIM-TV, an ABC affiliate, will be on the air Nov. 1 and will be represented by Peters, Griffin Woodward.

Badger was previously general sales manager for WJIM-TV, Lansing, and prior to that was in local regional sales for KETV, Omaha, for five years.

R-TV Ads for 'Lombardo'

(Continued from Page 1)

campaign is set for this year, with radio and TV to receive a large unspecified wedge of the total thumping allocation for the Bellanti-Murchison development.

2. There will be no TV antennas because all utilities are to be underground. Instead, a master TV antenna in modern sculptural form will connect via coaxial cable with every homesite on the island. It will provide TV, AM and FM radio, closed circuit TV, pipe in music and a public information service.

CBS R-Affils Study Management Problems

NINTH ANNUAL CONCLAVE TO HEAR STANTON, PALEY

Creative and administrative problems of station management, affiliate-network relations, and a new study of listener preferences highspot the agenda at the ninth annual convention of the CBS Radio Affiliates Ass'n tomorrow and Thursday at the Waldorf-Astoria. Attending will be 167 station execs representing 114 affiliates, and a group of 61 execs of CBS Radio, CBS News and CBS, Inc.



HAYES

Principal speakers include CBS president Dr. Frank Stanton, who will address tomorrow morning's opening session; CBS chairman William S. Paley, who will talk at Thursday's luncheon; Theodore H. White, consultant on creative planning to CBS News and author of "The Making of the President 1960"; CBS News president Richard S. Salant; CBS Radio station administration VP Fred Ruegg, and CBS Radio web sales VP George Arkedis.

Four stations will receive Golden Microphone Awards following Thursday's luncheon, honoring their 30 years of affiliation with CBS Radio. The formal presentations will be made by CBS president Arthur Hull Hayes, in behalf of the network, to Joseph A. Kjar, VP - general manager, KSL, Salt Lake City; Arthur O'Neil, general manager, WSBT, South Bend; Allen E. Wannamaker, VP - general manager, WBIG, Greensboro, N.C., and Richard B. Westergaard, VP-general manager, WNOX, Knoxville.



STANTON

Also attending the affiliates' convention will be participants of the just-concluded annual Fall meeting of executives of the CBS-owned radio stations, which took place in a two-day session at the Plaza Hotel. They include VPs, general managers and sales managers of WCBS, New York; WB-BM, Chicago; KNX, Los Angeles; WCAU, Philadelphia; WEEI, Boston; KMOX, St. Louis, and KCBS, San Francisco.

At the opening session, Ruegg welcomed newcomers John O. Downey, VP and general manager of WCAU; John J. Burke, sales manager of WBBM, and

James W. Ingraham, sales manager of KNX.

All will be feted tomorrow night at the affiliates' annual dinner in the Waldorf, where Arthur Godfrey will emcee an entertainment lineup featuring artists who have been heard frequently on CBS Radio during the past year. Included will be the Buffalo Bills, Richard Hayes, June Valli and Johnny Parker.



PALEY

Affiliate reps registered for the convention include the following:

- Vergie Abeyta, KCCM, Albuquerque;
- Wendell Adams, KINS, Encino, Calif.; Paul Adanti, WHEN, Syracuse; Henry Anderson, WCOV, Montgomery, Ala.; Thomas P. Bagnaw, KFH, Wichita; William H. Bell, WHEB; George F. Bissell, Sr., WEAU, Plattsburgh, N. Y.; George F. Bissell, Jr., WBAV; Paul Blanton, WBSN, Columbus, O.; L. D. "Nick" Bolton, WKRC, Cincinnati; Richard A. Borel, WBNS; Frederic C. Bowen, WIBX, Utica; Cliff W. Bowers, WRDW, Augusta, Ga.; Paul E. Braden, WPAV, Portsmouth, O.; Rura Eaden, WFAV; Harry H. Buckenbald, KOIN, Portland, Ore.; Reid G. Chapman, WANE, Ft. Wayne; Tom Chancney, KOOL, Phoenix; Roger Chipp, WFIL, Philadelphia; Wilton Cobb, WMAZ, Macon; W. C. Thornton Crain, CFRB, Toronto; Charles H. Crutehfeld, WHT, Charlotte, N. C.; Kenneth M. Curio, KPRE, Fresno; Jack Dawson, CFRB; Bill Deam, WWL, New Orleans; Lloyd W. Dennis, Jr., WTOP, Washington; Robert W. Dillon, KRNT, Des Moines; Robert F. Donahue, WMAS, Springfield, Mass.; O. T. "Sandy" Dressbach, WFAV; H. Kathleen Duhamel, KOTA, Rapid City, S. D.; Heien S. Duhamel, KOTA; David R. Evans, WRAY, Green Bay; Ben Faber, Jr., WTAJ, Terre Haute; Jack Fallon, WI-W, Topeka; John E. Petzer, WKZO, Kalamazoo; Frank P. Fogarty, WOW, Omaha; Lee Fondren, KTZ, Denver; Tony Gaston, WKZO; Kenneth R. Giddens, WKRG; Carl P. Glade, WKBN, Youngstown; Lloyd Gochenour, WAFC, Staunton, Va.; the Rev. A. B. Goodspeed, S. J., WWL; the Rev. I. M. Gosz, WBAY; Bill Griffiths, WELM, Elmira, N. Y.; Larry Haer, WCCO, Minneapolis; Payson Hall, Merckth Broadcasting Co., Des Moines; Carl E. Hallberg, WDBO, Orlando; Michael R. Hanna, WHCU, Ithaca, N. Y.; Larry Harding, WBT; Jerry L. Hargis, WNAD, Norman, Okla.; Gerald Harrison, WMAS; Ken Hastie, WMT, Cedar Rapids; Allen Hedgecock, WARK, Hagerstown, Md.; George T. Herrreich, KFPW, Fort Smith, Ark.; Roger Hoffman, WJEF, Grand Rapids; Waldo J. Holden, CFRB plus CJAD, Montreal, Toronto & Ontario; Joe Hudgens, KRNT; Tom Jacobs, KTRH, Houston; J. Frank Jarman, WDNC, Durham; Walter Kenney, WBRK, Pittsfield, Mass.; Jack Keiner, KFMB, San Diego; J. C. Kellam, KTBG, Austin, Tex.; Oliver J. Koller, WTAJ, Springfield, Ill.; Vann M. Kennedy, KSIX, Corpus Christi; Charles H. Kinsley, Jr., KHSL, Chico, Calif.; Frank E. Koehler, WBBJ, Roanoke; E. William Koster, WEEAN, Providence; Robert M. Lambe, WTAR, Norfolk; Dean Landfear, WMT; C. Howard Lane, KOIN; Homer Lane, KOOL; Carl E. Lee, WKZO; Phil Lewis, WCCO; Lowell H. MacMillan, WHBC, Rochester, N. Y.; Paul B. Marion, WBT; Robert B. McConnell, WISH, Indianapolis; H. T. McCurdy, CJAD; Luke Medley, WHUB, Cookeville, Tenn.; Tony Moe, WKOW, Madison, Wis.; Dale G. Moore, KGVO, Missoula, Mont.; Stacey Mott, WHUB; Johnnie Murray, KFPW; Paul E. Neal, WBNS; George C. Nicholson, WRDW; Robert F. Ohleyer, WISB; Arthur R. O'Neil, WSBT, South Bend; C. P. Per-

sons, Jr., WABU; William Peters, WBEN, Norfolk; Gene Foster, WMIL, Milwaukee; Kirk G. Poyner, WOMT, Owensboro, Ky.; Jack B. Pryor, WFAR; William B. Quinn, WMT; Sol Radoff, WMIL; Olin B. Ransford, KDAL, Duluth; James F. Rice, WEAZ, Wake-Raleigh, Pa.; John S. Riggs, WEAZ; John M. Rivers, WSGC; William A. Roberts, KRLL, Dallas; L. H. Rogers II, WKRC; Thad M. Sandstrom, WHDW; Cecil M. Sandberg, WHB, Harrisburg; Larry Saunders, WTAR; Arnold P. Schoon, Jr., WDBF; Phil Sauricht, WTOF; Steve Shannon, WOW; Thomas G. Siedler, WLES, Fort Huron, Mich.; Allen T. Simmons, WADQ, Akron; Mrs. Allen T. Simmons, WADQ; Daniel P. Smith, WNAX, Yankton, S. D.; Merlin H. Smith, WANE; Charles Smithgall, Southern Broadcasting Co., Greensville, Ga.; J. T. Snowden, Jr., WGTC, Greenville, N. C.; F. C. Sowell, WLAC, Nashville; E. Lynn Stewart, KTRH; Claude Sullivan, Wad, WVLK, Blue Grass Broadcasting Co., Lexington, Ky.; Donald D. Sullivan, WNAX, Sioux City; Hugh B. Terry, KLTZ; Robert R. Turner, Cowles Magazines & Broadcasting, Inc., N. Y.; C. Robert Thompson, WBEN; Gordon Thompson, KFYO, Lubbock; Charles E. Tamm, WKRG; Allen Wannamaker, WBIG; Don Webb, WNAD; Tammie Whitlock, KBOI, Boise; Western Whitlock, KBOI; George Whitney, KFMB; Ben H. Williams, WOTC, Savannah; W. P. Williamson, III, WKHN; W. P. Williamson, Jr., WKBN; James C. Wilson, WJCV, Johnson City, Tenn.; William O. Wiseman, WOV; Richard M. Wolfe, WBNS; Warren Woodward, KPBC; Hoyt B. Wooten, WREC, Memphis; Ralph G. Worcester, WCVL, WVLK, Blue Grass Broadcasting Co.; James O. Yorian, WBNS.

The following execs will attend for CBS Radio and other CBS divisions; unless otherwise designated, they are CBS radio execs:

Charles Adell, network sales account exec; Naomi Andrews, adv. director; George Arkedis, net sales VP; William Aron, network sales AE; John Bagnam, net sales AE; Alvin Balkin, net sales clearance coordinator; Robert A. Bonagura, net sales AE; Blair Clark, CBS News VP-general manager; Harper Crammie, research director; W. Thomas Dawson, info services VP; James M. Dolan, sports director; Douglas Donoho, net sales AE; John O. Downey, VP-general manager, WCAU, Philadelphia; Jules Dundas, VP-general manager, KCBS, San Francisco; William J. Fennessy, controller; William Firman, asst. general sales manager, net sales; Thomas K. Fisher, VP-general counsel, CBS Law Dept.; Robert Frank, net sales AE; George Gallup, net sales AE; Sidney Garfield, press info director; Thomas Y. Gorman, VP-general manager, WEEI, Boston; William Greene, asst. general atty.; CBS Law Dept.; Alfred N. Greenberg, affil. relations field manager; Edward E. Hall, affil. relations manager; President Arthur Hull Hayes; Richard F. Hess, asst. to station administration VP; Loren Hollembaek, Midwest manager of presentations; Roger K. Huston, net sales Midwest sales manager; Robert Hyland, VP-general manager, KMOX, St. Louis; Eugene Janowski, net sales AE; Sven B. Karlen, CBS controller; Jack Kiermaier, CBS News pub affairs VP; Theodore Koop, CBS VP; Cornelius V. S. Knox, net sales Eastern sales manager; Benjamin Loehridge, net sales general manager; Lawrence W. Lowman, CBS personnel VP; Leon Luxenberg, sales promo merchandising director; Gerald F. Maulsbly, net programs director; E. Kidder Meade, Jr., CBS corporate info VP; Norman Ober, audience promo director; Lee Oulis, CBS News managing editor; CBS board chairman William S. Paley; Arthur C. Peck, broadcast operations director; George Perkins, net programs VP; Ogden Prestholdt, engineering director; Edmund W. Pugh, CBS finance VP; Louis J. Riggio, sales development director; Craig Rogers, net sales West Coast sales manager; Fred Ruegg, station administration VP; CBS News president Richard S. Salant; Eric H. Salline, affil. relations nat'l manager; William A. Schudt, Jr., affil. relations VP; Eugene P. Seehafer, net sales AE; James M. Seward, executive VP; E. H. Shonio, VP-general manager, WBBM, Chicago; Robert A. Siedgell, asst. general manager, radio, CBS News; Sam J. Slate, VP-general manager, WCBS, New York; E. Sawyer Smith, net sales AE; Robert C. Smith, net sales AE; CBS president Frank Stanton; Jack Stuppler, net sales business manager; Andrew Subbiondo, administrative ops director; Robert Sutton, VP-general manager, KNX, Los Angeles; Gerald A. Vernon, net sales AE; Davidson Vorhes, operations VP; Willard Wadeon, net sales AE; Wayne Wilcox, net sales Detroit sales manager; Geraldine Zorbaugh, general atty., CBS Law Dept.

R-TV News Directors Launch Convention On Sub Killer Deck

West Coast Bureau of RADIO-TV DAILY
San Francisco—A report on how radio and TV filled the void during the long Minneapolis newspaper strike will be a highlight of the Radio-TV News Directors Ass'n Convention here Sept. 19-22.

Other highlights will include a seminar on "Reporting Crime News," presented by the School of Criminology of the U. of California, and "Reporting Science News on Radio and TV," by Jules Bergman, science editor, ABC News, Washington.

The four-day meeting will get under way with an anti-submarine warfare exercise viewed by delegates from the carrier USS Yorktown. For the first time, the convention will have an audio-visual center where members will be able to audition tapes and films at their convenience.

Delegates will also hear reports on the status of Canon 35 of the American Bar Ass'n and possible actions by Congress on Sec. 315.

Vincent Price Gets Nod For One of '6-Pac' Segs

Vincent Price will serve as special guest and narrator for one of six hour entertainment specials being produced by Victor Borge Selden Associates under the overall title, "Six Pac."

Geoffrey Selden, president of VBS, said each hour Six Pac show will be a separate and complete entity. Production is already underway on four of the six units. The package will be ready for telecast in October.

Leeds Cleared of Payola

(Continued from Page 1)

eral manager of KDAY, Hollywood. He was program manager at WINS from 1957 until the "record plugging" storm broke.

AP Awards Texas Station For 'Funny Money' Story

Midland, Tex. — The Texas AP Broadcasters Ass'n has given KCRS the "Key Station" award for outstanding coverage of a single story. The station was cited for its reporting on a counterfeit who had \$111,000 - plus in bogus money in his possession. News director Joe Saragusa, although he was ill at home, telephoned first word of the story and got up to cover it.

ABC, AFFIL EXECS MULL PROTECTION, PIGGY-BACKS

Product protection and the station's "negative attitude" toward split, piggy-back commercials came in for considerable discussion at an all-day session just concluded in Beverly Hills between execs of ABC-TV and American Broadcasting-Paramount Theatres and the board of governors of the ABC-TV Affiliates Ass'n.

Other topics included affiliate-network communications and their improvement; sales; daytime and nighttime programming plans; news and public affairs; sports, and advertising and promotion.

Prior to the joint all-day meeting, the board of governors held their own executive session, capped by a tour of several studios where they watched production and gained further insight into a number of programs due this season on ABC-TV.

Officers and members of the Board are chairman John F. Dille, Jr., president of WSJV-TV, South Bend-Elkhart; vice chairman Thomas P. Chisman, president, WVEC-TV, Norfolk; secretary N. W. Warren, VP of KOMO-TV, Seattle; treasurer Martin Uman-sky, VP of KAKE-TV, Wichita; Norman Louvau, VP-general manager, KCPX-TV, Salt Lake City; Howard W. Maschmeier, general manager, WNHC-TV, New Haven, Conn.; D. A. Noel, general manager, WHBQ-TV, Memphis; Lawrence T. Rogers, II, VP of Taft Broadcasting, WKRC-TV, Cincinnati, and Mike Shapiro, general manager, WFAA-TV, Dallas.

Radio Liberty, London, Moves to Portman Sq.

Special to RADIO-TV DAILY

London—The London Bureau of Radio Liberty has opened new offices in Portman Square, with chief London correspondent Victor Frank in charge.

A worldwide operation, Radio Liberty also maintains correspondents in Rome, Paris, Bonn, Hong Kong, Tokyo, Vienna and other major cities. It broadcasts to the Soviet Union around the clock from transmitters in Europe and the Far East in Russian and 16 other languages of the USSR.

Weinrib Due in Hollywood Where TV Pilot Awaits

West Coast Bureau of RADIO-TV DAILY

Hollywood—On Monday, when he ends his four-week stint at Las Vegas' Sahara with Eve Arden, Len Weinrib returns to L. A. to shoot his TV pilot at the Steve Allen Playhouse. The pilot, "The Zany World and Len Weinrib," will be co-produced by Joel Rogosin and partner Bruce Campbell.

Tune Took 3,962 Years Before Making It on TV

Los Angeles—Composer-conductor Frank DeVol, now scoring the "Week-End in Tokyo" segment of Fred MacMurray's "My Three Sons," has drawn on a classical Japanese theme dating back to 2000 BC. The ancient melody will be performed virtually as originally written.

Filmed Grid Feature Precedes NFL Tilts

"Pro Football Kickoff," a filmed, 15-minute gridiron feature, premieres Sunday on the CBS-TV regional networks carrying NFL games. It will be presented every Sunday prior to the actual contests. Tom Brookshire, ex-pro star, serves as host.

Sponsors for the pigskin feature include Bristol Myers, thru Doherty, Clifford, Steers & Shenfield; Carter Products, via Sullivan, Stauffer, Colwell & Bayles, and The Simoniz Co., via Dancer-Fitzgerald-Sample.

Kummer Quits MCA-TV; Joins Begelman Group

David Begelman has announced that Marty Kummer is joining Freddie Fields, Perry Leff and himself in their personal management organization. Kummer, former MCA-TV VP, has resigned after 13 years. Kummer will headquarter in the BFL firm's New York offices.

CCA Campaign Kickoff

Milwaukee—WMIL-AM-FM has obtained the franchise for Community Club Awards, a sales promo-merchandising program based on the purchasing power of women, correlated through their civic and service clubs.

Ebbesen Elevated

Phoenix—Harry Ebbesen, formerly KPHO-TV staff announcer-director, has assumed the duties of production manager for the station.

'Bonanza' Stars at Circus

Houston—Dan Blocker and

Tap 'Young Pioneers' For Dr. Burke Debut

Dr. Albert E. Burke will be presented weekly in prime time on WPIX beginning Oct. 2, with his all-new series of half-hour programs on national and world affairs, entitled "Probe." The initial program, "The Young Pioneers," examines "the leaders of tomorrow — those young men and women who are feeling today the impact of the ideological power conflict."

In subsequent telecasts, Dr. Burke will analyze other facets of the American way of life — both from home and abroad. Among the subjects to be covered will be the Common Market, what space research really means, Southeast Asia, Latin America, the medical problem, American education and at least a half-dozen programs on Communist strength and weaknesses.

In his new series, Dr. Burke will use unusual documentary film techniques and visual aids to clarify and point up the problems of our modern day civilization. "Probe" is written by Dr. Burke, produced by Robert Rippen, directed by Jerry Moring and distributed by NTA.

'Kildare' Has New Look In Entering 2nd Season

"Dr. Kildare," entering its second season on NBC-TV Sept. 27, will take on something of a new look. The dramatic framework, set in a big city hospital, will remain the same.

However, Dr. Kildare with one season of experience, will be more respected, and speak with greater conviction, thus entering into a new relationship with his superior Dr. Gillespie. Richard Chamberlain and Raymond Massey remain in the title roles.

INDIANS DEPLORE PORTRAYAL IN PIX

'Prejudice-Promoting' Tales Hit By Canadian Groups

Special to RADIO-TV DAILY

Montreal—The movie and TV image portraying Indians as savage and cruel is promoting prejudices among white children, educators and child psychologists have said in support of protests from the newly formed National Indian Council of Canada.

Attorney William Wuttane (Eagle Tail Feather), president of the council which hopes to represent Canada's 500,000 Indians in 266 tribes, blamed what he called the white man's superior, paternalistic and condescending attitude for the Indian's bitterness through the years.

'Big Deal in Laredo' Tapped for DuPont

West Coast Bureau of RADIO-TV DAILY

Hollywood—"Big Deal in Laredo" has been set as the second of seven original dramas to be produced by the Directors Company for the "Dupont Show of the Week" on NBC-TV Oct. 7 in color. Stars will be Walter Matthau, John McGiver, Zachary Scott and Teresa Wright, with William Harrison and John Megna.

The script is by Sidney Carroll who was nominated for an Oscar for his screenplay of "The Hustler." The Directors Company, headed by Fielder Cook and Franklin Schaffner, has already completed "The Outpost," the season's first "Dupont Show of the Week" for airing on Sunday.

"Big Deal in Laredo" will be directed by Cook, and produced by Jacqueline Babbitt.

News Flashes From Coast-to-Coast

Lorne Green, of "Bonanza," will appear at the 26th annual Arabia Shrine Circus Nov. 10, 11, 17, 18. The circus will be held Nov. 6-18 at the Sam Houston Coliseum.

Peterson in News Post

Milwaukee—Roger Peterson has joined the WTMJ-AM-FM-TV news staff. He has previously been with WSB, Atlanta; WCHK, Canton, Ga.; KCJB, Ninot, N. D., and KSTP-TV and KMSP-TV in Minneapolis.

Literature Lovers Alert

Chicago—"Books and Brent" devoted to analysis of great litera-

ture, returns Sunday to WBK. Stuart Brent, Chicago author, literary critic and bookshop entrepreneur, will review and study classic and contemporary works of literary excellence.

Martin Recuperating

Dallas—Murphy Martin, veteran WFAA-TV newscaster, recovering from an illness which had him bedded at the St. Paul Hospital.

DJ Turns Up No. 3

Gainesville, Tex.—Deejay R. Gordon has begun his third year with his "Western Cavalcade" show on KGAF.

Jack Moore Is Prexy Of Minneapolis FMer

Minneapolis — Jack I. Moore, founder and general manager of Contemporary Radio, Inc., licensee-operator of stereo station WAYL-FM here, has been elected president of the corporation at a stockholders meeting. Other officers are Troy L. Scattarella, VP; Bruce B. James, secretary, and Lloyd P. Sherman II, treasurer.

Moore, before founding WAYL-FM in 1960, was associated for 10 years with WPBC here. Scattarella is a stationary engineer employed by the Minneapolis School Board. James is a practicing attorney and special municipal judge in nearby Edina. Sherman formerly was with WPBC; KSTP, St. Paul, and WXHR, Cambridge, Mass., the nation's first commercial FM station.

Flagship Airs Report On NYC VD Increases

"Old Curse, New Concern," a documentary on the increase in venereal disease in New York City, will be broadcast by WCBS Sept. 20. The first in a series dealing with metropolitan area problems, it is a clinical study of a problem which, in New York City, has increased five times over 1957.

"Old Curse, New Concern" was written and produced by Paul G. Enger in cooperation with the city health department and will be narrated by Joseph Dembo.

L.A. Indies in Hi Profits

(Continued from Page 1)

the first half of 1962 has shown the station in a good position, operating in the black, and with sales up and steadily increasing.

Bob Breckner, KTTV manager, states that the Times-Mirror station has had the desirable position of operating in the black both in '61 and '62, and that sales for the first six months of 1962 are up considerably.

Malcolm Klein reports a 30 per cent increase in sales for KHJ-TV, the station which he manages, for the first six-month period. KHJ-TV operated in the black in 1961 and is in the same position thus far in 1962.

Miss Booth to Visit JFK As Easter Seal Chairman

Chicago—Actress Shirley Booth has accepted the position of national chairman of the 1963 Easter Seal campaign. Her first official task will be a call on President Kennedy, accompanied by the Easter Seal child, for the campaign launching.

AGENCY NEWSCAST

By RALPH TYLER

For the eighth consecutive year, WWVA Radio, Wheeling, W. Va., will salute the new models of American-made cars with its "Automobile Show of the Air" broadcasts. The programs, beginning Sept. 25 with Chrysler, are aired as a public service without charge. The broadcasts feature interviews of each make's regional or zone sales manager discussing their 1963 models with news director Adam Gallan.

The Northeast Radio Network has inked imported Carlsberg Beer as sponsor of its "Weather Round-up" program on Wednesdays, Thursdays and Saturdays. Agency for the account is the McCann-Marschall Division of McCann-Erickson. The Northwest Bartlett Pear Council is promoting its "Sweet as Honey Pacific Mountain Bartlett Pears" in a heavy spot sked on WNAC, Boston, this week. Agency is Pacific National Advertising in Portland, Ore.

Sealy is using TV and radio to support its Fall promotion for "Posturepedic" mattresses. Three new TV commercials for Posturepedic have been produced in 55, 20 and 8 second lengths for use in local markets. A singing commercial for radio, introduced last Spring, will be repeated for the Fall promo. Earle Ludgin & Co., Chicago, is the agency.

Beaumont, Heller & Sperling, advertising, merchandising and PR agency in Reading, Pa., has named Frank P. Innis, Jr., as radio and TV director in place of Miss Dee Hassler, who has retired to private life. Innis has been affiliated with the agency for seven years, most recently as assistant account manager. "Fun with Cartoons," a five-minute program designed to teach children how to draw cartoons, will be aired by

Thought for Today

"Be careful about lending a friend some money—it may damage his memory . . . The best excuse for ignorance is that instant knowledge has not been perfected . . . Good judgment comes from experience and experience comes from poor judgment."

—ABC's Alex Dreier

WHMJ-TV, Milwaukee, weekly starting Saturday. Cartoonist Sid Stone will be featured on the program, which will be sponsored by Horlicks Corp., Racine.

Burt and Budd Arthur, show business, advertising and PR veterans, have organized a new promotional firm in Manhattan, "Communications Plus." The father-son team said the enterprise offers PR and sales promo consultation, contact and liaison, and a complete writing service to clients including film, legit and TV names, publishers, out-of-New York ad agencies and a limited number of industrial organizations.

Expanding its radio-TV dept., Lawrence C. Gumbinner Advertising Agency has named Elmer Jaspan, 41, to the new post of VP and associate director of the dept. He formerly was VP at Bauer-Tripp, Philadelphia, where he was VP in charge of radio-TV. Also joining the Gumbinner broadcasting dept are Bertrand Lanchner, director of departmental business affairs, and James J. Neville, account exec and sports director. Both were formerly with Dancer-Fitzgerald-Sample.

Conn. TV Eyes 'Man's Hands' Via Operations, Discussions

New Britain, Conn.—An 11-minute, bloodless operation will be performed tomorrow night on WHNB-TV's "Medicine of

see how many types of hand injuries and disabilities are helped by surgery, with the operations narrated by reconstructive surgeon Dr. Donald R. Platt.

Program guest will be Dr. Lawrence Swan, assistant professor of biology at San Francisco State College, who will discuss the comparison of the hands of man with the hands, paws, wings and hooves of other animals—from fishes, amphibians and reptiles, to mammals.

Another operation on the hour program will be somewhat longer, showing how an injured nerve is repaired. In addition, viewers will

67 Maris Square Off For 'Patterson Story'

A total of 67 U. S. markets have been set to date for "The Floyd Patterson Story," hour special on the heavyweight champion produced by Bill Cayton for The Big Fights, Inc. Rights include two telecasts, one before and one after Patterson's Sept. 25 title fight with Sonny Liston. The second telecast will include new material inserted by The Big Fights, Inc.

Among the new purchases are a 15-market buy for the South by Jax Beer, via Doherty, Clifford, Steers & Shenfield, and a buy for New York City by Schaeffer Beer, via BBDO. The Jax buy includes Dallas/Ft. Worth, Houston, Memphis and New Orleans.

Crooner Rudy Vallee Heads Arthritis Drive

Rudy Vallee, now starring in "How To Succeed in Business Without Really Trying," will serve as chairman of the Arthritis Fund Community Appeal starting Oct. 1.

Vallee will lead some 30,000 volunteers who will ring doorbells in New York City, Westchester and Long Island to raise funds for the foundation's programs of patient services, education and research.

Telstar Orbits to Medics

(Continued from Page 1)

its British subsidiary will be used to telecast the program.

The experimental program will originate at Culdrose, England, near Goonhilly Downs, site of the British transmission station for satellite communications. The picture will be transmitted in color by microwave to Goonhilly, where it will be conveyed by Telstar to Andover, Me., and thence by microwave to Washington.

There have been earlier colorcasts by Telstar, but this will be the first live cast.

Joins C&W Crowd

Abilene — Ben Landis is the latest personality to join KCAD, which recently went on the air as a full-time country music station.

Frank Sinatra, Jr. Bows On Web TV with Benny

Frank Sinatra, Jr., 18-year-old son of the famed singer, makes his network TV debut on "The Jack Benny Program" Oct. 2, via CBS-TV. Young Sinatra made his first appearance as an entertainer this Summer at Disneyland and appeared once on a local TV show in Los Angeles.

TV Spaceman Top-Billed In Fall Festival Gala

Indianapolis—"Selwin," WISH-TV's spaceman host for its evening "Late Show" presentations, will be one of the featured attractions at the Columbus, Ind., Fall Festival Parade Sept. 18. "Selwin" is played by the station's producer-director, Ray Sparenberg, Jr., who recently took 115 consecutive roller coaster rides as part of a "Selwin" stunt.

Series Toppers Tour In 4 Star Promotion

West Coast Bureau of RADIO-TV DAILY

Hollywood — Four Star Television exec VP Tom McDermott has arranged to send out the stars of all four shows the company produces for NBC-TV on a promotional tour prior to the premiere air dates of each series. One star from each of the shows will leave this month. Dick Powell was to go to Philadelphia to emcee an all-star show in behalf of the city's annual police and firemen's benefit fund and then go on to New York for several days, returning via Cincinnati and Houston to do air and media promotion in behalf of "The Dick Powell Show."

Production plans on "Saints and Sinners" have been arranged to allow series star Nick Adams to go to New York for five days the middle of the month. Allyn Joslyn, who stars in "McKeever and the Colonel," will go to New York for four days to help kick off his new series.

An extensive two-week tour has been arranged for the "Ensign O'Toole" star Dean Jones. Prior to his visit to New York he will do one or two-day appearances in Dallas, Atlanta, Huntington, W. Va., Pittsburgh, Wheeling and Detroit.

Six Countries Tee Up 'World Series of Golf'

In addition to the U. S. TV homes which viewed the "World Series of Golf" on NBC-TV last weekend, an additional 20 million homes will have the event available to them through the sales efforts of Fremantle International, foreign distributors of the program.

Fremantle has so far placed "World Series of Golf" in six overseas markets. The BBC will be networking the program on Saturday, and Denmark, Sweden, Rhodesia, Australia and Japan will be telecasting an hour round-up version of the event sometime next week.



By PETER C. DAVALLE

• • • It may now be revealed that 630 British-made TV programs are involved in the big deal between Britain and the United Arab Republic, which was clinched by Elkan Kaufman, chief executive of international sales for Independent Television Corp. . . . Now there are hopes of an Anglo-UAR TV production deal, too.

☆ ☆ ☆ ☆

• • • ARTV has run out of episodes of "Gunsmoke." So, it's bought "The Americans." After 13 episodes, it will present a new "Rawhide" series . . . Lorna Pegram, BBC-TV women's programs producer, who was in New York recently to make a short film illustrating Ella Fitzgerald's rendering of "Manhattan," is on maternity leave . . . Monica Sims, producer of BBC-TV's "Let's Imagine" series, goes to New York soon in search of typical material.

☆ ☆ ☆ ☆

• • • If British variety acts are going to be beamed to all parts of the globe via Telstar, then fees have to go up. So says the Variety Artistes' Federation which is now engaged in vital pay talks with the BBC. And VAF says that, when color TV is introduced to Britain in 1964, artists wearing costumes must get higher fees than they are presently getting on the black-and-white screens . . . Meanwhile, at the Trades Union Congress meeting at Blackpool, the 10,000-strong Association of Cine, TV and Allied Technicians demands full recognition of its 600 members employed by the BBC.

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• • • Live excerpts from the Patterson-Liston championship fight in Chicago on Sept. 25 are expected to be beamed to Britain via Telstar . . . Total of more than \$300-million—a record—was spent on ITV advertising in the year ended July 30 . . . BBC start up color TV trials on 625 lines this week. Transmissions will be from Crystal Palace . . . The North of England just saw its first color TV demonstration using the French SECAM system. Venue is ABC-TV's studio in Manchester. The color pictures were transmitted by line to Manchester from ABC's Thames-side studios at Teddington, near London.

☆ ☆ ☆ ☆

• • • ARTV is preparing a two-part TV adaptation of Constantine FitzGibbon's political nightmare, "When the Kissing Had to Stop," which presents a frightening picture of what Britain could be like under Russian domination. An October screening date has been set . . . Europe's smallest TV station, Channel Television, which transmits from Jersey in the Channel Islands, just opened. It's Britain's 14th ITV station.

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• • • In the third year of its scheme to aid the arts and sciences, Southern Television has made further grants totalling some \$35,000. Closed circuit TV for schools experiments, receives a further \$10,000-plus . . . TV and radio disk jockey Pete Murray may play Mr. Jingle in the London West End musical version of Dickens' "Pickwick Papers."

Plummer to Play 'Cyrano' In 90-Min. Hallmark Opus

"Hallmark Hall of Fame" will present a 90-minute colorcast adaptation of "Cyrano de Bergerac" on NBC-TV Dec. 6, with Christopher Plummer in the title role, producer-director George Schaefer has announced. Hope Lange is cast as Roxanne in Edmond Rostand's swash-buckling romantic drama of the large-nosed Casanova.

Schaefer's associate at Compass Productions, Robert Hartung, will do the TV adaptation. Schaefer will direct and produce "Cyrano." Noel Taylor will design the costumes and Warren Clymer will

be the set designer.

Hallmark had originally scheduled "Cyrano" a week earlier for the night of Nov. 29, but postponed the viewing date to avoid conflict with a closed-circuit national TV special to be presented that evening from Washington as a benefit performance for the National Cultural Center.

Short Sketch Launches Chambers as TV Author

Ernie Chambers now has a full-fledged TV writing career as a result of a special Bob Newhart sketch he wrote for the Writers Guild Show. Ed Hartmann, producer of the "My Three Sons" series, was impressed and contacted the author. A trial assignment gave Chambers his first original script credit. Since then, he has received several TV writing assignments.

100 Newscasts Aid Lincoln Center Bow

WABC has launched a month-long informational and fund-raising campaign on behalf of Lincoln Center, the station's new neighbor and New York City's new cultural center. Aid includes the donation of 100 prime-time WABC Radio newscasts to Lincoln Center for the Performing Arts for use in publicizing fund-raising concerts.

Rick Sklar, WABC production-community services director, said Lincoln Center will also use the time periods to inform New Yorkers about last-minute preparations for the opening of the cultural center's first building, Philharmonic Hall, on Sept. 23.

WABC is also preparing a special documentary as part of its current "Challenge: '62" series, to be aired the opening night of Lincoln Center. The special will trace the history of Lincoln Center from conception to first performance. Also in the planning stage, according to Sklar, is a weekly hour interview show for WABC-FM, featuring performing artists.

Fall Sked Takes a Bow With 'Night of Stars'

Boston — WNAC-TV is launching its new Fall season on ABC-TV and locally with a "Night of Stars" tomorrow at the Somerset Hotel for 400 guests from the trade press in addition to ad agency execs and clients. William M. McCormick, station president and party host, will introduce Thomas W. Moore, VP in charge of ABC-TV, who will offer highlights, including clips, of upcoming network shows.

Six ABC-TV stars — Vic Morrow of "Combat," Ernest Borgnine of "McHale's Navy," John Astin and Marty Ingels of "I'm Dickens . . . He's Fenster," John McIntire of "Wagon Train," and Frank Buxton of "Discovery, '62" — are flying in from Hollywood, Chicago, New York, Philadelphia and Europe to take part in a special stage presentation emceed by Roy Leonard.



Indiana University Library
Bloomington Ind

Agency Media Chief Tells Radio:

'RATE-CUTTING, BARTER MUST GO!'

ABC Radio Switches To Sindlinger Totals After Nielsen Flap

ABC Radio president Robert R. Pauley announced yesterday the net has subscribed to a new radio audience rating service he feels will give "a fairer break to radio." Pauley, who has quarreled with Nielsen's rating techniques, which he says weigh against radio in favor of TV, said the new service, by Sindlinger & Co., is "people-oriented rather than machine-oriented."

"I'm not looking for a rating gimmick to make ABC No. 1 nationally," Pauley said. "I'm looking for a better industry total."

Pauley said Sindlinger's service, which will cost ABC \$100,000 a year as a subscriber, will present a more accurate total of car radio listeners.

Pauley said the Norwood, Pa., based market analyst firm is not

(Continued on Page 6)

Dick Powell, John Wayne In So'west Telemeter Op

Little Rock—Dick Powell, John Wayne and KTAL-TV (Texarkana, Tex.) president Walter Hussman, who also publishes a group of Southwest newspapers, are among the principal stockholders of newly formed Home Theatres, Inc., created here yesterday with

(Continued on Page 5)

Power Increase Sought

West Coast Bureau of RADIO-TV DAILY
Fresno—Norwood J. Patterson, president of KICU-TV, has applied to the FCC for an increase of power to one megawatt. The station is now operating on 280 kw.

Syndie Serial Shoots in N.Y.

Shooting of "The Fragile Link," TV serial aimed for the syndication market, begins Monday in New York City, Henry G. Saperstein, president of Television Personalities, Inc., announced.

Skein will be produced by VHF Productions as a half-hour across

Confirmation Hearing for Henry Sept. 21

Washington—The Senate Commerce Committee will hold hearings on the nomination of E. William Henry as a Federal Communications Commissioner Sept. 21, the committee announced yesterday. Henry has been nominated for the seat now held by John S. Cross. No difficulty is expected for confirmation.

'Sam Benedict' Goes British As MGM-TV Hikes Exports

MGM TV has closed its second major foreign deal on the new "Sam Benedict" series, with Granada-TV licensing the Edmond O'Brien starrer for telecast in Britain. The hour series will start there Sept. 19 on ITA.

Earlier, "Sam Benedict" had been licensed to Procter & Gamble of Canada, Ltd., for airing throughout Canada on CTV.

Richard A. Harper, director of world-wide syndicated sales, said "The Eleventh Hour," which also bows on NBC this Fall, has been

(Continued on Page 6)

McClay to Gannett Co. As Broadcast Div. Head

Rochester, N. Y.—John L. McClay has been appointed manager of the Broadcast Division of Gannett Co., with



McCLAY

primary duties of supervising the management of existing Gannett stations and planning for possible expansion of its broadcast operations. Gannett, which now operates WHEC-AM-TV here; WINR-AM-

(Continued on Page 5)

NLRB Halts KSBW-TV's 'Anti-AFTRA Activities'

Salinas, Calif.—KSBW-TV has been ordered by National Labor Relations Board trial examiner William E. Spencer to cease and desist from discouraging membership in AFTRA by its employees, and to reinstate three who had been fired. The station may appeal to the full NLRB.

Desilu Gross Income 12% Over '61 Quarter

Desilu Productions' gross income for the first quarter ended July 28 was \$3,377,845, 12 per cent over the \$3,006,270 racked up in the same 1961 period, it was announced yesterday by president Desi Arnaz. Net income was \$14,305, or 1 cent per share on the 1,155,940 common outstanding, against a net loss in the first quarter last year

(Continued on Page 5)

FCC's Broadcast Bureau Grants 3 Outlet Permits

Washington Bureau of RADIO-TV DAILY
Washington—Moore Broadcasting has been granted a new directional antenna daytime station in Spokane. Broadcast Service has obtained 101.9 mc for a new FM in Montgomery, Ala., and WMIE has gotten 99.1 mc for a Class C FM in Miami, in actions taken by the FCC's Broadcast Bureau.

Time-Buyer Leonard Cites Price on Card Subject to Negotiation

Radio's two worst evils were nailed to its door yesterday by media VP Don Leonard, of Fuller and Smith and Ross advertising agency. The sinning duo were identified by him as rate cutting and barter. Leonard coupled his condemnation with an ominous query addressed to sound medium operators in general:

"Do you want to continue to

Leonard spoke at CBS Radio Spot Sales' annual clinic which is reported on Page 3. His remarks were not a reflection on the "clinicians" but directed to the radio industry at large.

invite some new form of Federal Government control—to tell you how to run your business?"

Unsparring in his criticism, Leonard's acerbic comments nonetheless cited radio as:

"...a medium with the potential to meet growing population and buying capabilities without adding too much to the cost... a medium which rightfully prides itself in public service... a me-

(Continued on Page 7)

AWRT New York Confab Hears Pat Weaver Today

Sylvester (Pat) Weaver, chairman of the board, McCann-Erickson Corp., will be the guest speaker at today's meeting of the American Women in Radio and TV, New York chapter. The affair is being held at the Hotel Delmonico.

CBS, Columbia Disk Club Deny Charges by FTC

CBS and subsidiary Columbia Record Club have denied FTC charges of illegal suppression of competition in the record industry and deceptive pricing and savings claimed for their LP records. The formal denial was filed in Washington this week in answer to the federal agency's charge against the parent and its offspring.



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ficio Espana, Grupo 4, Planta 14.

Appoint Hauptman WINS' Promo Chief

Michael Hauptman, who has held a variety of posts with ABC for the last eight years, has been named promotion manager for Westinghouse Broadcasting Co.'s WINS, New York.

Most recently Hauptman was director of advertising and promotion for WABC Radio, New York, and earlier production manager and staff director for the station. He has also served as night program manager for the ABC Radio network.



WDAU
scranton-wilkes barre
and WGBI represented by H-R

COMING AND GOING

ED FOUHY, WBZ news director, to San Francisco from Boston next Wednesday for National News Director's conference.

CHUCK BERNARD, Country Music Net president, back in N. Y. after Country Music Ass'n. regional board meeting in Chicago.

BOBBY VEE and manager, ARNIE MILLS, in town for a promotional visit.

ARTHUR MAISEL to Ft. Lauderdale, Fla., tomorrow to confer on a TV deal.

M. PICK, BBC reporter, arrives in N. Y. today to assist in U.N. debates.

ROGER JOUBERT and his wife, Canadian radio-TV performers, arrive today aboard the S.S. France.

ROBERT RUSSELL, NBC-TV producer, arrived in N. Y. yesterday from Southampton aboard the Queen Elizabeth.

TED ROSENBERG, King Features Syndicate director of TV sales, East, on a 3-week tour of the Mid-Atlantic states.

Screen Gems Snares 100th 'Post-48' Mart

A series of major sales during the last month have brought the Screen Gems' "Post-'48" Columbia feature library to an even 100 markets, according to syndication VP Robert Seidelman. A major deal was completed with Crosley Broadcasting for its Midwestern outlets, including WLWT, Cincinnati; WLWC, Columbus, O., and WIWD, Dayton. Crosley's Atlanta station, WLWA had been previously firmed for the "Post-'48s."

From Various Sections

An important aspect of the Crosley deal was Screen Gems' licensing and providing for the use of 75 of the features in color, the first such deal made by Screen Gems.

Other deals consummated within the last month for the package were with Metropolitan Broadcasting's KOVR-TV, Stockton, Calif., and WTVH, Peoria, plus a Westinghouse Broadcasting buy of 200 features for KYW-TV, Cleveland, and WBZ-TV, Boston. Other "Post-'48" deals were made with WSAZ-TV, Huntington, W. Va.; KHOL, Holdridge, Neb.; WWTW, Cadillac, Mich.; KVTW, Sioux City; KGVN, Tuscon, and KNOP-TV, North Platte, Neb.

Lynde Pacted for Pair On Andy Williams Show

Comedy star Paul Lynde has signed for two guest appearances on "The Andy Williams Show," color musical series bowing on NBC-TV," Sept. 27. Last season, Lynde was a regular on "Perry Como's Kraft Music Hall." Bob Finkel is "Williams Show" producer.

'Cap'n Kangaroo' Saluted

CBS-TV kiddie show "Captain Kangaroo" has been awarded a special citation by the U. S. Coast Guard for its features on the important work performed by that branch of the service.

FINANCIAL

(September 11)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	14 1/8	13 5/8	14	+ 1/8
AB-PT	31 1/8	30 1/2	30 3/4	+ 1/4
A. T. & T.	112 1/8	111 1/8	111 3/8
AVCO	23 3/8	22 7/8	23 1/8	+ 1/8
CBS	37 5/8	37	37 1/8
Columbia Pic.	18 5/8	18	18 1/2
Crow-Coll.	25 3/8	24 5/8	24 7/8	- 1/8
Decca	39 1/4	39 1/4	39 1/4
Disney	29 1/2	29 1/8	29 1/2	+ 3/8
East. Kodak	101 1/2	100 1/4	100 3/4
Gen. Prec.	35 7/8	34 7/8	35 5/8	+ 1/4
General Tel.	20 5/8	20 1/8	20 3/8	- 1/8
Hazeltine Corp.	21 1/8	20 5/8	20 7/8	+ 1/8
Magnavox	35 7/8	35	35	- 1/8
MCA	43 3/4	42 3/4	43 1/4	- 1/2
M-G-M	35	34	35	+ 3/8
Metromedia	14 1/2	14 1/4	14 1/2	+ 1/4
Minn. M&M.	51 3/4	50 3/4	51	- 1/2
Nat. General.	6 5/8	6 1/2	6 5/8
Paramount	39 7/8	37 3/4	38 3/4	+ 7/8
Plough	29 7/8	29 1/4	29 1/2	+ 1/8
RCA	49 1/8	47 5/8	49	+ 1 5/8
Storer	29 1/2	29 1/2	29 1/2	+ 3/8
20th-Fox	21 7/8	21 5/8	21 3/4	- 1/8
United Artists	28 3/4	28 1/2	28 3/4	+ 1/4
Warner Bros.	13	13	13	- 1/8
Westinghouse	27 1/4	26 3/4	27	- 1/4
Zenith Radio	56	54 1/8	55 5/8	+ 1

AMERICAN STOCK EXCHANGE

Allied Artists	3 3/4	3 3/4	3 3/4
Capital Cities	15 1/4	15	15 1/4
Desilu	8 1/4	8 1/4	8 1/4	- 1/8
MPO	7 1/8	7 1/8	7 1/8
NTA	1 1/8	1 1/8	1 1/8
Reeves Sound	4	4	4
Screen Gems	17 3/4	17 3/4	17 3/4
Technicolor	12 1/2	12 1/8	12 1/4	+ 1/8
TelePromTer	8 1/2	8	8 3/8	- 1/8
Trans-Lux	13 3/8	13 1/8	13 1/4	+ 5/8
TV Industries	1 3/8	1 3/8	1 3/8

* OVER THE COUNTER

	Bid	Asked
Jerrold	5 1/2	6 1/8
Meredith	21	24 1/8
Seven Arts	8 1/8	8 7/8
Sterling	1 1/2	2
Transcontinent	10 1/4	11 1/8
Wometco	25 1/2	27 3/4

* Courtesy of National Association of Security Dealers.

22 WHLI Talks Cite America's 'Heritage'

A series of 22 lectures on "Your Heritage—America, Its Principles and Challenges," will debut Saturday on WHLI, Hempstead, L. I., in cooperation with the Planting Fields Foundation of the State University of New York, Long Island Center and the Nassau Community College.

The programs will be aired every Saturday thru Feb. 9. Moderator is Dr. Marvin A. Rapp, VP of Nassau Community College and director of the Institute of American Studies. Nassau College Prof. Salvatore Lagumina edited the talks.

WYDE Adds Two

Birmingham — DeeJay Duke Rumore has joined WYDE, and Bill Sanders, formerly with KTHT, Houston, has been named program director of the station.

'It's Only a Paper Moon' But the Trip's Still On

Earl Ubell and Stuart Loory, special science editors for WNEW Radio, New York, will make a simulated expedition to the moon, scheduled to take off shortly before midnight tomorrow from the Martin Co.'s Space Systems Division, Baltimore, Md. Reports of the pre-flight briefing and space trip will be aired on newscasts tomorrow and Friday.

NBC Enterprises Post Awarded to Graham

George A. Graham Jr. has been appointed VP, NBC Enterprises Division, Robert E. Kintner, NBC president, announced yesterday.

Graham has been VP and general manager of NBC Radio since January, '60. Before that he held a number of other key posts in the NBC-TV and Radio.

Graham will also assume the positions of chairman of the board of NBC International, Ltd., and chairman of the board of NBC Films. In all three positions, he succeeds Alfred R. Stern, who is resigning from NBC on Oct. 1.

The Enterprises Division was created in November, 1959, to keep pace with NBC's diversified international and domestic activities and to centralize within it all the company's projects in these areas.

Graham joined NBC-TV as a sales account exec in '53 and, after several promotions in March, '60, was appointed to his most recent post.

Marlowe Faces 'Verdict' In Final Case for Season

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Hugh Marlowe has been signed by producer Bertram Berman to star in "People vs. Farrow," final episode for the season of CBS-TV's "The Verdict Is Yours." This marks his third lead in the taped series essayed by Marlowe, with Al Rifkin directing the segment, to be aired Sept. 21 through Sept. 28.

93 Features Added To 7 Arts' Pix Pax; 44 Available in Color

Seven Arts is preparing 93 Warner Bros. and 20th Century-Fox films for sale to TV this Fall, adding them to the previously released three volumes of "Films of the '50s" which totaled 122 titles, according to president Eliot Hyman. They will be divided into Vol. 4, containing 40 features, and Vol. 5, with the remaining 53.

Hyman said 44 of the newly

Seven Arts has named Leonard E. Hammer director of station rep sales, a post previously held by the late Kirk Torney. Hammer was formerly NTA Eastern Div. sales manager; UAA national sales director, and was with WABC-TV, MCA-TV and Adam Young TV.

available films will be in color—21 in Vol. 4 and 23 in Vol. 5—making a total of 108 features now offered by Seven Arts for color-casting. Sales to date of Vol. 1 total 130; Vol. 2, 103, and Vol. 3, 76.

Latest sales were to WHIO-TV, Dayton, and WTAF-TV, Marion, Ind., which each acquired Vols. 1, 2 and 3; WAFB-TV, Baton Rouge, Vols. 2 and 3, and KIRO-TV, Seattle, Vol. 3. WTAF-TV also acquired 12 Seven Arts' Special Features. In addition, WIS-TV, Columbia, S. C., became the 26th station to buy the series of 13 hour specials featuring the Boston Symphony.

Farrow Megs 2 More Of Screen Gems 'Empire'

John Farrow, who made his TV direction debut with "The Tall Shadow" seg for the "Empire" series, has been signed by William M. Dozier, Screen Gems exec VP, for two more episodes of the same series. Farrow also announced formation of an independent producing company with Joseph Sistrom and Jonathan Latimer.

20th-Fox Pix in Local Syndie

A total of 30 feature films made by 20th Century-Fox, including 16 in color, have been made available for local sale under the package title of "Century I," it was announced by George T. Shupert, VP and sales head of 20th-Fox TV.

Calls it a First

He said this is the first significant group of films to be released directly into domestic syndication by 20th-Fox thru its own subsidiary distribution organization. The films previously appeared on NBC's "Saturday Night at the Movies," but syndicated sales manager Howard Anderson

CBS RADIO SPOT SALES '63 THREE-PRONG DRIVE

Maurie Webster, CBS VP and general manager of CBS Radio Spot Sales, yesterday told its annual station clinic turnout at New York's Plaza Hotel that the RSS '63 goals are:

1. Because of the growing need for total agency and client coverage by media salesmen," the most complete coverage job thru constant inter-office contacts. (Coupled with its current emphasis on client calls where client and agency are head-



WEBSTER

quartered in different cities, or where either maintains important district offices, the various regional sales offices of CBS RSS will team up in making sales and marketing presentations.

2. Expanded activity in the field of industry-wide presentations.

There will be a greater number of specialized presentations to various industry groups in the coming 12 months, with information of particular significance to advertiser and agency.

3. Previewing with station clients a new "Radio Marketing" service for non-radio advertisers. In a test run this spring, three major Chicago advertisers made basic budget changes to use spot radio.

Regional Heads Attend

Radio Spot Sales district managers present included: Charles E. Burge, Chicago; Roland McClure, Los Angeles; Joseph K. Marshall, San Francisco; Ralph H. Patt, Jr., Detroit; George P. Crumbley, Jr., Atlanta; Eugene R. Myers, St. Louis and Ronald M. Gilbert, acting sales manager, New York, and members of the firm's h.q. and New York staffs.

Pierre Mertz to Receive SMPTE Sarnoff Medal

Pierre Mertz, engineering consultant for broadband transmission problems, has been named recipient of the David Sarnoff Gold Medal, awarded annually by the Society of Motion Picture and TV Engineers. Mertz receives the distinction for his contribution in a mathematical theory of scanning in TV, and will be feted Oct. 23 at Chicago's Drake Hotel during the 92nd semi-annual SMPTE convention.

Mertz began his career with AT & T in 1918, where he was employed until 1934, doing research in picture communication, TV and broadband communication. Since 1958, he has been a private consultant.

\$900,000 Suit Hits 8 Over LP Distribution

Hollywood—Record Club, Inc., has filed a \$900,000 damage suit in Federal Court for alleged restraint of trade in distribution of LP records by some major companies. Eight defendants are CBS System; Columbia Record Club; Liberty Records; United Artists Records; Warner Bros. Records; Mercury Record Corp.; Kapp Records, and Verve Records.

New British Firm Set With Top ATV Pact

Special to RADIO-TV DAILY

London—ATV has signed Television Reporters International to produce on film 19 half-hour and four one-hour actuality programs during the year beginning next March. All the films will be distributed in the U.S., Canada, Latin America and Australia by ATV and its wholly owned subsidiary, the Incorporated Television Company.

This is the first major deal for TRI, recently formed to produce TV documentaries and current affairs programs for world markets. Principals of the company include Robert Kee, James Mossman and Ludovic Kennedy, who have helped make BBC-TV's "Panorama" one of the most popular current affairs programs on British screens.

Committee Selects Safir

San Antonio—Nathan Safir, VP and general manager of Spanish-language KCOR, has been appointed to the San Antonio Chamber of Commerce Foreign Relations Committee.

pointed out they will be "brand new" to the main body of late-night movie viewers.

Anderson said Special Nielsen Key Market duplication studies "offered conclusive evidence that in the time period when these pictures will be played in local markets, 70-75 per cent of the late-night movie audience did not view 'Saturday Night at the Movies' and therefore, 'Century I' is virtually first run."



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

MARGARET MEAD ON FOOD PANEL

Highlights of a symposium on "The Challenge of Health," to be held in New York as part of the Tenth International Food Congress, will be aired on CBS Radio tomorrow.

With Alistair Cooke as moderator, the panel will include Dr. Margaret Mead, associate curator of ethnology at the American Museum of Natural History; Dr. Frederick Stare, chairman of the Dep't. of Nutrition at the School of Public Health, Harvard; Dr. Hans-Broder Krohn, division chief of Public Health, Harvard.

Airborne TV Classes Start 2nd School Yr.

Lafayette, Ind. — Hundreds of schools in six Midwestern states flicked on classroom TV sets this week to start the second full school year of regular courses of instruction beamed from high-flying aircraft thru the Midwest Program on Airborne TV Instruction. MPATI is partially financed by a four-year Ford Foundation grant, allocated in decreasing amounts each year.

28 Courses Offered

There are now 28 courses offered at elementary and college levels, including six added this year: "Your State Today," focusing on developments in each state in the telecast region; "All That I Am," a series in creative dramatics for lower elementary grades; elementary Spanish and French; 5th and 6th grade science, and calculus for advanced high school.

The telecast region embraces parts of Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin.

Medical Series Opens Black Bag for 2nd Trip

Norfolk-Newport News, Va. — "Doctor's House Call," a daily WTAR presentation, has begun its second year under the continued sponsorship of People's Drug Stores. The five-minute series covers various medical subjects and is endorsed by the AMA. Dr. James R. Fox serves as the narrator.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

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



By TED GREEN

• • • Milton Berle, currently co-starring with Spencer Tracy in the filming of Stanley Kramer's "It's a Mad, Mad, Mad World," has the busiest of schedules after he completes the flicker at the end of October. "Mister TV" will be the special guest star on "The Andy Williams Show" Nov. 22; Dick Powell is waiting for the comedy star who made the airplanes the Milty Way, to finish his movie, so Berle can do another Four Star Show produced by Aaron Spelling. The script is titled "The Gloves."



BERLE

• • • Rex Marshall starting his 10th year for Reynolds Metals via Clinton E. Frank and Lcnnen & Newell. Marshall has an average of 7½ years with his clients, said to be one of the best averages in the industry . . . Bill Rogers, spokesman for Pepsi Cola (BBDO), visited Pepsi franchise dealers on his tour through Europe . . . The National School of Home Study (correspondence courses) has contracted with WINS for a schedule of 30 spots via Metlis & Lebow . . . Richard Whorf, who's directing her in CBS-TV's "The Beverly Hillbillies," gave a transistor radio to star Irene Ryan, who flipped: "Thanks for that TV set with the 'no-inch' screen!"

• • • Meet: Arlyne Grey, native New Yorker who received her BA degree from NYU, where she majored in dramatic arts and radio production. Arlyne did two years' post-graduate work at the Pasadena Playhouse and appeared in 17 shows there, including the West Coast premiere of Ruth Gordon's "Years Ago." Returning to New York, she did stock at Deal, N. J., and the Westchester County Center, won a small part in the Broadway production of "Ring Around the Moon" and also in a film then being done in New York, "Ma and Pa Kettle Go to Town." After appearing on several TV dramatic shows, Arlyne was offered a job as hostess and announcer for the Ronzoni Foods Co. on its weekly "Leave It to Papa." This started a whole new career and Arlyne became one of the busiest TV spokeswomen in the business, appearing regularly on most major shows, including "What's My Line?" Garry Moore, Sid Caesar, Jackie Gleason, "Meet the Press," Perry Como and U. S. Steel. All the while, she remained with Ronzoni, doing "I Led 3 Lives," "Great Gildersleeve," "Hennessy."



GREY

• • • My Stetson's off to one of the most glamorous and nicest gals ever to grace our industry—Jean Martin. Her opening at the International Casino last Friday was a tremendous success. The Casino was packed and the audience just wouldn't let her get off stage, and this pillar was really thrilled in watching a new Jean Martin sing. This was the first time Jean sang in front of an audience and her stage presence was great. Are you Lis-a-ling Ed Sullivan? . . . Leroy Holmes has been appointed musical director and recording artist for United Artists Records . . . Elizabeth Lauer upped to associate producer at Columbia Records . . . Bertha Wood, newly elected president of the Women's Press Club of N. Y., has appointed CBS-TV press coordinator Helen Chiotas as chairman of the Drama and Motion Picture Committee.



MARTIN

Miss Chiotas will also serve as co-chairman of Press and Radio . . . Have you heard Vincent Lopez and his M-G-M Volume of "Dance Along with Lopez"? A great album for those who like various dance rhythms, 35 in all . . . A tip of my Stetson to CBS director Martin Carr for another magnificent helming job in last week's CBS special, "Arias and Arabesque." He produced some of the most imaginative and creative camera shots that we've seen in a long while. Truly one of the finest directors in the business.

TEACHING PLAN FOR ART-BY-TV

TeleVision Institute of the Living Arts, Inc., a new art education organization, has been formed with Robert R. Max as executive vice president and operating head.

Max resigned his position as director of merchandising at NBC to take over his new duties. He said TVI has been organized to offer courses in the various visual arts through the combined medium of correspondence schools, merchandise kits and TV.

South Bend Antenna Boosts Viewing Area

South Bend, Ind. — WSBT-TV is now operating from a new 1,047-foot tower-antenna with an authorized power of 480,000 watt maximum effective radiated visual power and 240,000 watts maximum effective radiated aural power.

The station said the new facility extends its good viewing area from 4,500 square miles to more than 8,000 square miles and also provides a better picture in the station's previous good-viewing area.

Maria Callas Takes Role In 'Opera World' Finale

Maria Callas will sing the role of Amina in Bellini's "La Sonnambula" on WOR's "Golden World of Opera" Saturday, the concluding program in the series. Beginning Sept. 22, the station will air the West Point Military Academy football games.

Joining Miss Callas will be Nicola Zaccaria, Fiorenza Cossotto and Eugenia Ratti, with Antonino Votto conducting. Jay Harrison, host of the program, will interview guest Julius Rudel, New York City Opera Co. director, during intermission.

Broadcast Time Sales Ups Philly Facilities

Philadelphia — Broadcast Time Sales has moved its Philadelphia sales offices to larger quarters and appointed Robert H. Prater as new branch manager.

Prater has been with Muzak Corp. subsidiary of the Jack Wrather Organization since 1959 where he was national sales coordinator in charge of sales for franchisers. Before that he was Eastern sales manager of Muzak's broadcast division. Earlier, he was employed by Benton & Bowles working on P & G, Continental Oil, Norwich Pharmacal and West ern Union.

Negro Celebrities Air Foster Home Pleas

Mrs. Ralph Bunche, wife of the UN undersecretary for special political affairs, heads a group of seven Negro celebrities who have recorded 10, 20, 30 and 60 second spots for use by radio stations in launching the annual foster home-finding campaign for homeless Negro children, sponsored by the Federation of Protestant Welfare Agencies.

Other celebrities who are helping in this drive are Evelyn Cunningham, WLIB personality and city editor of the New York Courier; Ossie Davis, author and star of the recent Broadway hit, "Purlie Victorious"; his wife and co-star, actress Ruby Dee; Floyd Patterson, world heavyweight boxing champion, and Hal Jackson, WWRL disk jockey, and Mrs. Alma John, commentator on WWRL.

Michigan Senate 'Cast In Library of Congress

Detroit — "WXYZ First Live Broadcast from Michigan Senate," a 16-page brochure outlining the station's 15-hour broadcast from the Michigan State Senate chamber during its historic marathon session on passage of a state income tax, has been placed in the Library of Congress.

McClay to Gannett Co. As Broadcast Div. Head

(Continued from Page 1)

TV, Binghamton; W DAN, Danville, Ill., and WENY, Elmira, N.Y., is awaiting FCC approval of its purchase of WAVY-AM-TV, Norfolk.

McClay joins Gannett from Westinghouse Broadcasting, where he had served as assistant to the president since early this year. Before that he was general manager for three years of WBC's Baltimore station, WJZ-TV, and GM of its KYW-TV, Cleveland. He went to WBC in 1956 after nearly five years as assistant GM of WCAU-TV, Philadelphia, and has also been with WPEN, Philadelphia, and WPIX, New York.

Al 'Jazzbo' Collins Marks Second Year at KGO-TV

San Francisco — Bearded Al "Jazzbo" Collins, KGO-TV early morning personality, this week marks his second year as star of the "Al Collins Show." Prior to joining the station, Collins spent 10 years in New York radio and TV, which included a stint as host of the NBC-TV network's "Tonight" show.

Toast to WLOF-TV Sked Via 'Champagne Preview'

Orlando — Wine, entertainment and prizes will be featured today at WLOF-TV's "Champagne Preview" of its new ABC-TV and local programming schedule. The presentation for ad agencies and distributors will include a premiere showing of "The WLOF-TV Story," a filmed look at the station's operations.

TV MARKETEERS SELLING '6 PAC'

Four of the Hour Specials Already Are in Production

Wynn Nathan, president of TV Marketeers, Inc., is handling sales for the new "TV Six Pac" hour specials being produced for syndication by Victor Borge Selden Associates.

VBS president Geoffrey Selden said four of the six specials are already in production and will be completed by the end of September. They include the already announced Vincent Price fine art show "Genius at Work," plus "The Best of Borge," "The James Dean Story," and "The Jim Moran Show."

New Firm Advancing Telemeter in So'west

(Continued from Page 1)

Howard Minsky, president of Paramount's Telemeter, to advance its system of pay TV in that part of the country.

The new company also includes among its stockholders, execs of TV, newspaper, sports, financial, business and industrial operations; motion picture theatre owners, and officers of Midwest Video Corp., which holds a franchise agreement to introduce Telemeter in Little Rock.

Midwest Video president C. Hamilton Moses said his firm will operate the proposed new Telemeter system for Home Theatres in the Southwest, while at the same time maintain its present community antenna systems and cable operations.

Banner, Burngood Produce Carol Burnett Starrers

Bob Banner Associates and Burngood Productions in association with CBS-TV will produce "An Evening with Carol Burnett" and "Calamity Jane," both starring Miss Burnett. The two shows, plus a rerun of "Julie and Carol at Carnegie Hall," will be sponsored by Thomas J. Lipton via Sullivan, Stauffer, Colwell & Bayles.

McPherson to WLWT For Documentaries

Cincinnati — Gene McPherson, for the past 10 years a producer-director-writer at WBNS-TV, Columbus, has been appointed head of the newly formed documentary unit for Crosley Broadcasting Corp.'s WLWT here, which will "produce pertinent TV documentaries on the local level."

Six of McPherson's films have been bought by TV Affiliates Corp. for national distribution, including "Birth by Appointment," "Prison to Parole," "Diagnostic Countdown," "Emergency," "I'm an Alcoholic" and "The Flying Wheel."

Prior to joining WBNS-TV in 1952, he had been associated with WICU-TV, Erie, Pa., for two years, and authored a guest column for the weekly Columbus Star and was parttime radio announcer for WCOL-AM, Columbus, during 1950.

Desilu Gross Up 12%

(Continued from Page 1)

of \$130,638, or 11 cents a share.

Arnaz said Desilu sales, wholly

Arnaz said Desilu Sales, wholly international distribution for syndication of TV films and distribution of theatrical motion pictures, has so far secured written contracts in excess of \$2 million on a world-wide basis. Desilu Film Distributing Co., Desilu Sales division, has contracted to date for 1,385 domestic playdates in theatres for "The Scarface Mob," a movie made from the first two "Untouchables" segments.

Arnaz also noted that Desilu Sales has acquired world-wide syndication rights to "Jazz Scene, U.S.A.," half-hour series of 26 segments produced by Jim Baker, with Steve Allen as executive producer. Another major acquisition by that division is a package of 33 motion pictures produced abroad, which will be sold in all markets on a first-run basis.

Churchill's Frisco Outlet Picks Petry Firm as Rep

Edward Petry & Co., has announced its representation of KYA, San Francisco. The station was recently acquired by Churchill Broadcasting from Bartell Broadcasters.

Eva Heads Aid Dim Wits Thru Earl Robbin Show

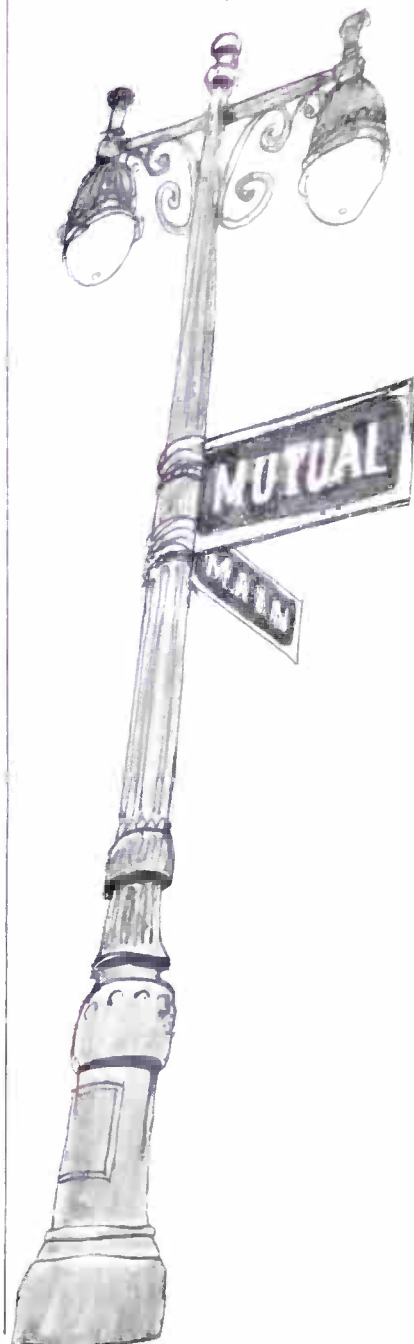
Washington — The nightly Earl Robbin Show on WWDC now features the "House of Homework" which went into session the beginning of the current school semester. During the show students are invited to phone in homework questions which they have difficulty answering and other students call in the answers.

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual.

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. rock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M

A Service to Independent Stations



When Handwergers Meet: 'Hello Cousin' Surprise

Chicago — Two Handwergers met for the first time recently at the World's Fair of Music and Sound here. Sy, the fair's publicist, and Sol, MGM Records' public relations head, in discussing the similarity of names, learned their Polish grandfathers were brothers, making them second cousins.

2 Ex-Pro Gridders To Air Big 10 Play

Chicago—Two former pro football stars, Elmer Angsman and Joe Stydahar, have been signed to broadcast WBBM Radio's "Big Ten Game of the Week" each Saturday afternoon. All games will be aired live and direct from the field of play during the forthcoming season.

Angsman, a former Notre Dame and Chicago Cardinal star, will handle the play-by-play. Stydahar, former all-star college player and then a Chicago Bear stalwart for almost a decade, will provide the color.

ABC Signs Sindlinger

(Continued from Page 1)

making the radio rating service specifically for ABC. The service reports on all radio listening showing the audience for each 15-minute segment throughout the day. The other networks, independent stations and advertisers may also subscribe.

Albert E. Sindlinger, head of the firm, said he uses the telephone interview technique. However, he has found that people easy to reach by phone are different from people hard to reach, so he sees to it that calls to "no answer" homes are repeated again at regular intervals.

The easy-to-reach people are more likely to be watching TV, he said, while the hard to reach people are more likely to be out in their automobiles listening to radio.

Sindlinger said the firm began interviews on radio July 1, and will have its first radio rating report ready in 15 days.

New Austin ETV Begins Credit Class in Economics

Austin — ETV station KLRN will air a course for college credit in "The American Economy" beginning Sept. 24, with Dr. John R. Coleman, head of Carnegie Tech economics department, as the instructor. Consisting of five half-hour lessons a week, equalling two semesters, the program is produced by the Learning Resources Institute.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Max Shulman, creator of the "Dobie Gillis" series, planed in yesterday from Westport, Conn. Writer will spend at least one month at his 20th-Fox Television desk writing teleplays and supervising scripts for the Dwayne Hickman-starrer which preems its forth season over CBS-TV on Sept. 26 . . . Robert J. Quinn has joined the News Department of the American Broadcasting Company as Executive Producer for News and Special Events . . . Paramount has set a five day "Hatari!" promotion, Sept. 10-14, on KTLA and KABC featuring handouts of "Hatari!" souvenir books and toy jeeps to audiences, to plug multiple engagement of pix starting today.

☆ ☆ ☆ ☆

• • • Mercedes McCambridge has been set by producer Anthony Spinner to guest star in the "Trouble at French Creek" segment of Warner Bros.' new "The Cheyenne Show" for ABC-TV . . . Bob Jellison and Bill Williams have been cast in "The Snow Job Caper" segment of Warner Bros.' "77 Sunset Strip" series for ABC-TV Efrem Zimbalist, Jr.-Roger Smith-Edward Byrnes starrer . . . Femme saxophonist Vi Red has been set for a guest appearance on Steve Allen's "Jazz Scene USA." . . . Allan Jones has been set by producer Leo Guild as guest star for 4th segment of KTLA's "The Mickey Hargitay Show."

☆ ☆ ☆ ☆

• • • Beverly Garland has been signed by Metro-Goldwyn-Mayer Television for the feminine guest star lead in the "Hastings' Farewell" episode of "Dr. Kildare," starring Richard Chamberlain and Raymond Massey . . . Joseph Hoover and Irwin Charone were set Monday for key roles in "Catch It On the Wing," first segment of Revue's new dramatic series, "The Best Years," which goes into production today. The hour-long series stars regulars Henry Jones and Jason Evers with Suzanne Pleshette as guest star in the initial episode. Don Weiss will direct for producer Stanley Rubin . . . Filming of pilot for Jack Chertok's "My Favorite Martian," Ray Walston starrer, starts Oct. 22. Sheldon Leonard will direct. Danny Thomas, Milton Berle and Andy Williams are bankrolling the comedy . . . Producer Stanley Shpetner, who has been producing under the Columbia Pictures banner for the past four years, will produce "The Commandos," a one-hour television series pilot, as an independent producer in association with Screen Gems . . . ABC-TV's "McHale's Navy," starring Ernest Borgnine, went on a one week hiatus yesterday . . . NBC-TV's new, full-hour series, "It's a Man's World," resumed shooting yesterday at Revue Studios after a 30-day hiatus.

AGENCY NEWSCAST

By RALPH TYLER

A custom-made \$35,000 Rolls-Bentley which once belonged to shipping tycoon Aristotle Onassis was used as a TV commercial prop by Simons-Michelson Co., Detroit ad agency, to empha-

size the English origin of Caprex, a new men's hair preparation which is now being test marketed here. The commercial is being shown on saturation schedules on all three TV stations in both Hartford, Conn., and Peoria, Ill. Earl Klein, of Animation, Inc., who produced the commercial, was the man who discovered the car and thoughtfully sent it out with chauffeur to the airport to pick up agency account exec Mort Zieve when he arrived in Hollywood for the filming.

* * *

The sponsored documentary "The Silent Cry," which will be aired tomorrow on WCBS-TV, will not be interrupted by a commercial. William Black, chairman of Chock Full O' Nuts, the sponsor, said "it would be a sin to interrupt a show that is so unusual."

The documentary will examine problems confronting pre-school youngsters from New York's underprivileged families. The company's messages will be confined to opening and closing billboards.

Two local ad men have established a new agency by linking arms with an overseas agency. The new operation is Gordon, Weiss and Sylvester-Hvid, Inc. Co-founders and owners of Gordon, Weiss are Jerry Gordon and Andrew Weiss, formerly senior VPs and account supervisors at Daniel & Charles. They have joined with Sylvester-Hvid, Danish agency found in Copenhagen in 1899. The new U. S. agency and its Danish associate, which also maintains offices in Oslo and Frankfurt, plan to pool their resources on both sides of the Atlantic.

Who Is Going to Teach Spelling to Linkletter?

Art Linkletter, who has spent 17 years interviewing youngsters on CBS Radio's "House Party" devotes his next book to the hilarious things they often write. It titled "Kids Sure Rite Funny" and will be published Nov. 21.

Santa Claus' Shooting 1st 'Untouchable' Set

"The Night They Shot Santa Claus," featuring Ruth White, Nita Talbot and Murvyn Vye, will kick off the fourth season of "The Untouchables" on ABC-TV Sep. 25, when the Robert Stack-starrer moves to a new day and time period. Alex March directed the teleplay by Mort Thaw for producer Alvin Cooperman. Leonard Freeman is exec producer, and Walter Winchell continues as narrator.

Sponsors are American Chicle via Ted Bates & Co.; Armour & Co., Foote, Cone & Belding; Beecham Products, Kenyon & Eckhardt Block Drug, Grey Advertising, Bristol-Myers, Ogilvy, Benson & Mather; Carter Products, Bates Chrysler-Plymouth, N. W. Aye & Son; Dodge vehicles, BBDO Mobil Oil, Bates; Philco, BBDO Sunbeam, Perrin & Assoc. an FC&B, and Whitehall Labs div. of American Home Products, Bates.

Charles Ryan Covering Charleston News Beat

Charleston, W. Va. — Charles Ryan has been named news editor at WSAZ-TV. A West Virginia University graduate, Ryan was a former news director at WAJR, Morgantown and has also done newscasting at WKYR, Keyser, W. Va.

MGM-TV Selling Abroad

(Continued from Page 1)

licensed by Procter & Gamble in Canada and has been licensed in four Latin American countries: Venezuela, Argentina, Peru and Uruguay.

In addition, he said, MGM-TV is actively selling abroad the following series: "Cain's Hundred," "The Thin Man," "National Velvet," all formerly NBC-TV; "The Asphalt Jungle," and "The Islanders," formerly on ABC-TV "Father of the Bride," formerly on CBS-TV, and "Billy Ban Bang," sold domestically on syndicated basis.

Resigns KTVT-TV Post

Ft. Worth — Welles Bruen has resigned his post with KTVT-TV to become an account executive with KBOX, Dallas.

1962-'3 to Be ABC-TV's Best Ever: Moore

N.Y. Employees Hear Web Execs' Reports; Meet Series' Stars

"This is the time of the year when we put the shows on the block and let the American TV audience like them or leave them, and ABC-TV is on the threshold of a new season that is filled with bright promise to be the best in the network's history," Thomas W. Moore, VP in charge of the web, told a jam-packed New York employees' meeting today in Studio 1.



MOORE

Edgar J. Sherick, VP for TV network sales, reported that "day-time programming is sold out for the first quarter of this year, and our night schedule is only a hair's breadth behind." ABC VP-general manager Jules Barnathan noted "the network has been greatly strengthened by the addition of affiliates in such cities as Syracuse, Rochester, Grand Rapids and Binghamton."

New Bureaus Opened

ABC News chief James C. Hagerly pointed out new bureaus were opened last year in Moscow, Berlin, Rome, Buenos Aires and Mexico, and that four daily TV newscasts and Howard K. Smith's program now give ABC-TV News over 450 station exposures a day, compared with 30 a day for the one news show telecast in January, 1961. ABC sports VP Chester Simmons said that this week-end the network will have eight crews in the field covering remote events from Portland, Ore., to Italy.

'Beany, Cecil' Series In First ABC Tinting

The "Beany and Cecil" animated cartoon series will be telecast in color Sept. 29 for the first time on the five ABC-owned TV stations and network affiliates which have installed the required color facilities. Created by Bob Clampett, the half-hour skein is sponsored by Mattel toys, via Carson/Roberts.

The series stars Beany, the boy with the propellered topper; Cecil the Sea Sick Sea Serpent, his pal and constant companion and protector; his uncle, Capt. Hufferpuff, explorer, adventurer and skipper of the good ship the Leak-in' Lena; Crowy, the lookout bird, and the arch villain Dishonest John, also known as plain D.J.

Houston on Sales Staff Of Eastman Reps in N.Y.

Bruce Houston has joined the New York sales staff of Robert E. Eastman & Co., national radio reps, from the Chicago office of Gill-Perna, where he called on major Chicago agencies for almost two years.

Houston earlier spent two years at Arthur Meyerhoff Associates as broadcast buyer on the Wrigley, Broadcast Corned Beef Hash, Heet and Pam Dry Fry accounts. His background also includes several year's experience with Northwestern U.'s WNUR and WTTW-TV.

Henry Hits the 'Road'

Boise — Wayne Henry has joined KBOI-AM-FM-TV as TV director and announcer. He will handle the "KBOI Road Show" each afternoon.

ETV MART DRIVE FOR NBC FILMS

'Cameo Theatre' Bought By 6 Non-Commercials

NBC Films has launched "Operation: Education," a campaign to distribute special programming to ETV stations throughout the country. The new plan has been initiated with sales of "Cameo Theatre" to six non-commercial stations.

NBC Films president Morris Rittenberg said the company is considering the development of shows specifically for the ETV market, as well as offering such series as "Cameo Theatre," "Medic," "Victory at Sea," "Project 20," and individual episodes from other series considered to be informative as well as entertaining.

The first "Cameo Theatre" sales were to WXGA-TV, Waycross, Ga.; WTHS, Miami, Fla.; WIL-TV, Urbana, Ill.; WUFT, Gainesville, Fla.; WKNO, Memphis, Tenn., and WFSU-TV, Tallahassee, Fla.

Strawn Wins 'Mr. Ed' Prize

Kansas City — KCMO-TV promotion and publicity director F. C. (Mike) Strawn, has won first prize, a Studebaker Lark, in the "Mr. Ed" CBS-TV contest.

The contest was conducted by Studebaker-Lark, sponsor of the "Mr. Ed" program and D'Arcy Advertising Agency, New York. Basis of the competition was an increase in share-of-audience for "Mr. Ed." March over November, as reported by A. C. Nielsen Research.

KCMO-TV capped the prize with a 105 per cent pickup.

More on-Location Segs Freshen Fall 'Laramie'

"Laramie," NBC-TV color Western, will continue in its same format when it opens its fourth season Sept. 25. The only change has more episodes being filmed on location to bring fresh backgrounds to the series. The show stars John Smith, Robert Fuller, Spring Byington and Dennis Holmes.

Grid Games from WRNL

Richmond — For the sixth year, WRNL will be the originating station for a large network in broadcasting Virginia Tech football games. Frank Soden will do the color commentary and Bob Gilmore, the play-by-play.

9 Sponsors Corralled For Roy-Dale Series

Nine advertisers will be sponsoring ABC-TV's new "Roy Rogers-Dale Evans Show," which premieres Sept. 29 with a program originating from the Seattle World's Fair and depicting the pair enjoying the wonders of Century 21 with four of their children. Augmenting Roy and Dale in the hour musical variety series will be a TV stock company of veteran entertainers, guest artists and newcomers.

All Leading Advertisers

Sponsors are American Chicle, via Ted Bates & Co.; Bristol-Myers, Young & Rubicam; Eulova Watch, Sullivan, Stauffer, Colwell & Bayles; Carter Products, Bates; Chrysler-Plymouth, N. W. Aver & Son; Dodge vehicles, BBDO; Goodyear Tire & Rubber, Y&R; P. Lorillard, Grey Advertising, and U.S. Rubber, Fletcher Richards, Calkins & Holden.

Alley Moves Clock Up To Get Jets in the Pix

Paul Alley Productions has updated for the jet age its 27-minute color motion picture, "Mr. Withers Stops the Clock," produced in 1956 for Air Transport Ass'n.

The film, dramatizing the importance of the nation's airport expansion program, was told against a background of propeller-driven aircraft. Now some 15 scenes of out-moded aircraft have been replaced with new footage showing modern jets. Only change in the soundtrack was to dub in the swish of the jet engine. The film is being newly distributed by Association Films.

Englander Inked 6th Year As Kid Concert Producer

Howard Englander has been signed for his sixth year as producer-director of the four CBS-TV "Young Peoples' Concerts." Englander has won two Emmys for his work on these shows, which star Leonard Bernstein and the N. Y. Philharmonic.

Film Industry Detective N.Y.S. Private Eye Topper

Jack H. Levin, first assistant chief barker of Variety Club Tent #35, has been elected president of the Ass'n of Licensed Detectives of the State of New York. The new association head is an authority on deterrence of box office irregularities in motion picture theatres.

Radio Therapy Prescribed

(Continued from Page 1)

dium which can claim two exclusive advantages—it is absolutely everywhere and it is a divided attention medium."

Yet, the agency media chieftain drove home his point:

"Radio is the most undersold, under-rated (even by its own people) and least imaginative medium of all."

Leonard observed that advertising men also share in the rate-slashing practises by telling clients that rate card frequencies are subject to "negotiation."

"There are and will continue to be those advertisers who don't believe in paying the rate card price but they are in a minority," he said. "I find the intelligent advertiser quite willing to pay for

value."

Rate-cutting gambits cannot be stemmed by the media buyer, Leonard said, adding they must be stopped by the stations themselves.

"It wouldn't take long for buyers to realize that deals are just not available," he said. "Meanwhile, the media buyer is only doing his job when he presses for lower than rate card rates."

Other evils currently afflicting radio, Leonard cited as out-of-date pricing structures, trading on merchandising rather than values of the medium, and "cutting the throat of a competitive radio station, rather than going after a competitive medium hammer and tongs."

**" 'ACROSS THE SEVEN SEAS'
promises a new professional dimension
for travel shows that competitors
will find difficult to copy."**

**HANK GRANT,
The Hollywood Reporter**

**"Jack Douglas is still the
cheapest way to travel."**

**PAUL BAESSLER,
Los Angeles Herald-Examiner**

**"Unquestionably the Czar of
the travel-adventure empire."**

**TERRENCE O'FLAHERTY,
San Francisco Chronicle**

"America's great VideoVagabond."

**TOM O'LEARY,
The Catholic Monitor**

**"He originated the travel-
adventure TV trend back in 1954."**

**FRANCIS MURPHY,
Portland Oregonian**

**"It appears that Jack Douglas
may have another winner with
'ACROSS THE SEVEN SEAS.'
I'm looking forward to this
series to add a dash of difference to
the usual Friday evening programming."**

**RICHARD O. MARTIN,
The Salt Lake Tribune**

**"Jack Douglas is to television what
Rand McNally is to maps."**

TUBE, Variety

**"Television's most successful producer of
travel-adventure films."**

ALLEN RICH, Valley Times

"Undisputed leader in travel films for TV."

LARKAY, Radio-Television Daily



***The success of ACROSS THE SEVEN SEAS speaks for itself.
Presented in association with Bing Crosby Productions.***



DEINTERMIX GETS DECENT BURIAL

'7 Keys to Top-Rated Stations'

Multiple Ownership Rules Eased by FCC; 5 Percenter Exempt

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has decided to cancel without further ado proposals to relax multiple-ownership rules to the extent of exemption up to 5 per cent holdings in closely-held AM, FM and TV stations.

The Commission seemed to have shifted toward a tougher look at multiple-station holdings, rather than a more lenient one. There were suggestions to cut down on the number of stations one person or company can own.

With John S. Cross dissenting, the Commission said: "We do not (Continued on Page 8)"

Ft. Wayne Broadcasters Sparkplug Local Ad Club

Fort Wayne, Ind.—Broadcasters named to head committees of the Fort Wayne Advertising Club's '62-63 program, include Douglas D. Shull, WOWO; Richard D. Morgan, WPTA; John Thompson, WANE; Albert F. Schneider, WKJG, and Reid D. Chapman, 6th district rep.

Linc-Merc Takes a Slice Of Nov. 6 Election Pie

Lincoln-Mercury Division of Ford Motor Co. has bought one-sixth sponsorship of NBC News coverage of the Nov. 6 elections. The vote tally will be covered by Chet Huntley and David Brinkley, supported by a special staff of about 1,000.

Survey Master-Key Is 'The Vital Sound'

Seven basic ingredients that go to make up a top rated situation were revealed by CBS Radio yesterday after a year's study nationwide. Fred Ruegg, VP for station administration, said that CBS Radio affiliates were surveyed in 38 markets to pinpoint these quality characteristics:

Active, interested management; strong participation in community (Continued on Page 7)

Dodger-Giants Playoff (If) Is Fielded By ABC

ABC has secured exclusive TV and radio rights to the National League two-of-three playoff series between the Los Angeles Dodgers and San Francisco Giants, if one becomes necessary, Simon B. (Continued on Page 8)

WSYR-TV Prexy Named To Onondaga ETV Group

Syracuse—E. R. (Curly) Vadeboncoeur, WSYR-TV president, has been named to the Educational TV Council of Onondaga County along with 13 other industrial, business and educational leaders.

Screen Gems Forges 30% Rise in Earnings, Now at 13-Year Peak

Screen Gems yesterday reported net income for the fiscal year ended June 30 of \$3,466,293 after taxes, as compared with \$2,665,371 for fiscal '61.

A. Schneider, SG president, said this is equivalent to \$1.37 per share based upon 2,538,400 shares outstanding, as against \$1.05 per share, for the same number of shares in '61—fourth consecutive year in which the 13-year old company surpassed the previous record earnings.

Jerome Hyams, VP and general manager, further noted that (Continued on Page 7)

Community Club Awards Prepare Record Season

Westport, Conn.—A record 49 stations signed franchise agreements last month to conduct Community Club Awards during the coming Fall and Winter, CCA (Continued on Page 8)

Eight Markets Saved From Peril of Losing Their Sole V Outlets

Washington Bureau of RADIO-TV DAILY

Washington — Following thru on its promise to secure the all-channel set legislation, the FCC yesterday cancelled proposals to deintermix eight

The FCC has offered an April 30, 1964 cut-off date for the making of present VHF-only sets, to allow ample time for the change-over. Comments will be accepted until Oct. 22.

TV markets, with Commissioner Robert E. Lee dissenting.

Markets which would have lost sole VHF TV stations to become all-UHF are: Madison, Wis., Rockford, Ill.; Hartford, Conn., Erie, (Continued on Page 6)

\$250,000 N.Y. Spot Drive On Roche Lab Products

Roche Labs, division of Hoffmann-LaRoche, will launch two products with a \$250,000 TV campaign in New York this month, after market tests in eight cities. Heavy spot placements are planned with WPIX, WNEW and WNBC thru Kastor Hilton Chesley Clifford and Atherton, to intro Zestabs, children's vitamin, and Romilar-CF, cough formula.

Dixie Hurls Defi at Traffic Grim Reaper

Atlanta—A joint six-state effort to demonstrate for the nation radio's and TV's power to reduce the highway death toll has been proposed by the Georgia Ass'n of Broadcasters.

In a letter to six other state groups in Alabama, Florida, Tennessee, Florida and North and South Carolina, the Georgia broadcasters suggested they join together in one combined safety campaign covering the entire region on a given holiday during '63.

July 4th or Labor Day was recommended.

"A central theme could be arranged with each state handling its own promotion, but all states would work on this project over the same holiday weekend," wrote Jack Williams, GAB executive secretary.

"The power of radio and TV in our region to promote safe driving, we are certain would be convincingly shown by a reduction in deaths, injuries and accidents," Williams said.

Georgia broadcasters have held a highway Safety-Thon Weekend annually for the last six years. North Carolina launched its first such weekend this past Labor Day.

KINNEY RENT A CAR Call JU 2-4422

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

KINNEY SYSTEM RENT A CAR



Established Feb. 9, 1937

Vol. 91, No. 52 Thurs., Sept. 13, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

WEST COAST OFFICES Perry E. Pasmezoglu West Coast Advertising Director Harold Hildebrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951

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

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Will Rogers Hospital '63 Seminar Shaping

An enthusiastic turnout for the '62 Summer seminars in cardio-pulmonary diseases, recently concluded at the Will Rogers Hospital, have spurred plans to double participation in next year's program.

Eight weekly lectures and forum discussions were held every Monday throughout the summer.

WLIB Ups Newscasts

WLIB will extend its news coverage to a seven-day-a-week schedule, starting Sunday, with roundups every hour on the half hour.

4 in 5 Youths Own Radio

A nation-wide poll conducted for Scholastic Magazines on young people's habits and preferences showed that four out of five own radios, and half of all students surveyed own record players.

Poll found that one in three students had purchased records within the past 30 days. Rock 'n roll and popular singers evenly divided the number one prefer-

COMING AND GOING

ARTHUR M. SWIFT, manager, GORDON H. RITZ, manager, NORM PAGE, sales manager, ROBERT C. FRANSEN, national sales manager, of WTCN, Minneapolis, in Chicago on business.

ALFRED HITCHCOCK has returned to the West Coast.

MERRILL HEATER, of Heatter-Quigley, to Tokyo and Hong Kong for CBS-TV's upcoming "People Will Talk," starring Arthur Godfrey.

PAT CARROLL, featured on CBS-TV's "Danny Thomas Show," has left N. Y.

JOHN S. HAYES, Post-Newsweek Stations president, to Grand Rapids today to address United Community Funds and Councils of America service clubs on behalf of the Kent County United Fund Crusade.

CHUCK GOLDSTEIN and his wife, to Europe Saturday for a month.

JON PROVOST, star of CBS-TV's "Lassie," to Detroit, Syracuse, Columbus, Cincinnati, Indianapolis, Seattle, Spokane, Yakima, San Francisco and Sacramento on a promotion tour with Lassie.

Wolper's 'Story of' for UA To Debut in 110 Markets-Plus

More than 110 markets have been set to date for "The Story of..." series produced for United Artists TV by David Wolper, M. J. (Bud) Rifkin, UA-TV executive VP for sales said. The syndicated skein will premiere between Sept. 30 and Oct. 25.

RCA Releases New Tube On Individual Basis

Lancaster, Pa.—A new low-light level image orthicon for broad-cast-quality color and black-and-white TV cameras will now be available individually, RCA Electron Tube Division announces. The tube was previously available only as a part of a color image-orthicon set.

WGN, Opera Guild Hold 5th Talent Hunt

Chicago—WGN and the Illinois Opera Guild, for the fifth consecutive year, are conducting their annual search to uncover new operatic talent. Outcome is to be presentation of outstanding finds on WGN for 15 weeks beginning Nov. 25. The winner will receive a \$1,000 award and the singer placing second, a \$500 prize.

In 20-35 Age Group

The "Illinois Opera Guild Auditions of the Air" are open to contestants between 20-35, residing in the Chicago and north central states area. Each contestants must submit tapes or recordings of their voice to be used for a preliminary screening.

Among the latest buys by major national advertisers is that of Corn Products Co., via Lennen & Newell, for WFIL-TV, Philadelphia. It previously bought "Story of" for WNBC-TV, New York, due for an Oct. 16 start. Also, International Latex, via Reach, McClinton, purchased it for WBNF-TV, Binghampton, N. Y.

Cocoa Cola Included

Regional sponsors include Coca-Cola Bottlers in Louisville, for WHAS-TV, via J. MacWynn Advertising, and San-A-Pure Dairy, via Central Advertising, for WI-MA-TV, Lima, O.

Most recent station purchases were by WBTV, Charlotte; WK-TV, Utica; KTVB-TV, Boise; WINK-TV, Ft. Myers; WFGA-TV, Jacksonville; WBRZ, Baton Rouge; WHIO-TV, Dayton; WKBT, La Crosse; KNDO, Yakima; KIVA, Yuma; KTBC-TV, Austin; KOLN-TV, Lincoln; WHEC-TV, Rochester, N. Y.; KOTA-TV, Rapid City; KFEQ-TV, St. Joseph; WIBW-TV, Topeka, and WGAL-TV, Lancaster.

Critic of Cuba Policy Quizzed on 'Opinion' Seg

Sen. Hugh Scott (R., Pa.), a critic of the Administration's stand on Cuba, will guest on Metropolitan Broadcasting Television's "Opinion in the Capital" Sunday on WNEW-TV, New York.

The opinion series is produced in the studios of WTTG, Metropolitan Broadcasting Television's Washington station. Interviewing the legislator will be Mark Evans, Metromedia's VP, public affairs, assisted by Washington correspondent John O'Brien.

FINANCIAL

(September 12)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, MPO, NTA, Reeves Sound, etc.

*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Seven Arts, Sterling, Transcontinent, Wometco.

Int'l Mountaineering Video Skein Planned

A new TV series on mountain climbing being readied for the '63-'64 season, "Men Against Mountains," will contain actual films of many of the century's great mountain climbing expeditions.

International Expedition Films president, E. J. Dirrane said, it will produce and market the series in the U.S. From a total of 40 films, 13 half-hour shows, in color have been selected for the initial package. The European Alps and the Asian peaks are the setting

'Rambling with Gambling' Includes Sunday Program

Starting this week, "Rambling with Gambling," presently heard six mornings a week on WOR, will be expanded to include Sundays. John Gambling will retain his weekday format on the Sunday show.

SEATTLE'S KING-TV AIDS ETV'S FELLOWSHIP FUND

West Coast Bureau of RADIO-TV DAILY

Seattle—Washington U. has been given a \$2,000 grant to provide fellowships for people involved in ETV production and programming. Named the du Pont KING-TV Award Scholarships, the fund will be used to improve public service telecasting by training selected "interns" for five-weeks of intensive experience with KCTS-TV, community ETV station headquartered on the university campus.

The du Pont Foundation recently selected KING-TV for the annual du Pont Award, which includes a \$1,000 gift. The du Pont Foundation suggests, but does not require, that the money be spent in a manner similar to the Neiman Fellowships for journalists. The Bullitt Foundation matched the du Pont \$1,000 with a like amount, starting a fund intended to provide some 20 fellowships.

Mrs. A. Scott Bullitt, chairman of the board of King Broadcasting Co., is a member of the university's Board of Regents. The scholarship selection will be administered by a committee of three of which Kenneth Yeend, KCTS-TV program director, is chairman. Other members are Elizabeth Wright Evans, KING-TV education director, and Dr. James E. Bemis, university director of student financial aids.

'Bowery Boys' Marketed To Metro Media Stations

Allied Artists Television Corp. has sold the 48 "Bowery Boys" features package to Metro Media o-o's VP and general sales manager Robert B. Morin announced. The stations include WNEW-TV, New York City; WTTG-TV, Washington; KMBC-TV, Kansas City; KVOR-TV, Stockton, Calif.; WT-VH-TV, Peoria, Ill., and WTVP-TV, Decatur, Ill.

Music Country Style

Dallas — KPCN has switched its musical format, according to station manager Giles Miller, and is now featuring country and western music.

Danny Kaye to Host Lucy In First Stint Together

Danny Kaye, in his only scheduled TV appearance this season, will play host to Lucille Ball on the "Danny Kaye Show," an NBC-TV special on Nov. 11, sponsored by General Motors, via Campbell-Ewald. Produced by Jess Oppenheimer in association with Sylvia Fine, the program brings the two stars together for the first time.

Disney Only Movie Maker To Shell Out for Net TV

Walt Disney Productions was the only film industry advertiser on network TV in the first half of '62, with time billings, all on NBC, of \$486,072, the TvB reported yesterday. Disney also spent \$141,540 for spot time. Three other film companies used national or regional spots, MGM, for \$247,050; Columbia, \$94,750, and UA, \$45,230.

Austerity Aims Ax at CBC \$s

Special to RADIO-TV DAILY
Montreal—The CBC still doesn't know precisely by what amount its capital budget will be cut as part of the government austerity program. The cabinet originally asked the corporation to cut its \$10.5 million capital spending for the current '62-'63 fiscal year by half but the CBC said it doubted it could trim that heavily, since contracts for several projects already had been awarded.

Officials said that austerity so far has not affected CBC programming and operations, which are aided this year by a \$74.9 parliamentary grant.

'Doc' Here Again

Seattle — "Ask Your Doctor," produced by KTNT-TV and the Pierce County Medical Society and designed to inform viewers about various health and medical problems, begins its fourth year on the station, Sunday.

Allen Planning Double-Up For Four-Night Work-Week

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Steve Allen, now taping his 90-minute show five nights a week, plans shortly to double up one night to achieve a four-nights-a-week production set up. He said he doesn't mind working longer hours once he starts, but he quit the "Tonight" show because he would no longer work more than four nights a week.

Allen's contract with Westinghouse is for a 2½ year minimum, rather than the five years Westinghouse wanted, because Steve prefers not to tie himself down for that long. He enjoys his show because he doesn't have restrictions previously imposed upon him in network shows. Westinghouse actually encourages his taking

AWRT Area Confab Heading for Dallas; Show Biz Motif Set

Dallas — "Show Business in Broadcasting" has been selected as the theme for the Southwestern area conference of American Women in Radio and Television, Sept. 21-23 at the Sheraton-Dallas. The Dallas-Fort Worth chapter will be host to women broadcasters from Texas, Oklahoma, Louisiana, Arkansas, Arizona and New Mexico.

On Sept. 21, national AWRT president Martha Crane, WLS, Chicago, will meet with chapter presidents and with Saidie Adwen, KTUL, Tulsa, VP in charge of the Southwest, in an area advisory council meeting.

A radio management panel will open the conference the following morning. The panel will consist of John Box, Balaban Stations; John Coyle, KVIL, Dallas; Earle Fletcher, KXOL, Fort Worth, and Lee Segall, KIXL, Dallas. Mike Shapiro, WFAA radio-TV, will serve as moderator.

Other conference activities include a talk by Don Matthews, PR director for the Dallas Independent Schools, along with sessions on "showmanship" and "salesmanship."

Int'l Cello Winner Plays For N. Y. via NBC Swap

Leslie Parnas, St. Louis cellist who won second place in the Moscow International Music Competition this year, will offer a recital on WNBC-TV Sunday. The young virtuoso will perform the composition that won him the honor, and will be interviewed by host Harry K. Smith. The program was taped at Philadelphia's WRCV-TV, and is presented as part of an exchange program among NBC-owned stations.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**

4

Now for TV—Volume

40 great "Films of the 50's"



THE MAN IN THE GRAY FLANNEL SUIT
Gregory Peck
Jennifer Jones
Fredric March



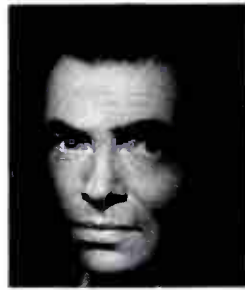
THE REVOLT OF MAMIE STOVER
Jane Russell
Richard Egan
Agnes Moorehead



BERNADINE
Pat Boone
Terry Moore
Janet Gaynor



THE GIFT OF LOVE
Robert Stack
Lauren Bacall
Lorne Greene



BIGGER THAN LIFE
James Mason
Barbara Rush
Walter Matthau



FIVE GATES TO HELL
Neville Brand
Dolores Michaels
Patricia Owens



KISS THEM FOR ME
Cary Grant
Jayne Mansfield
Suzy Parker



THE RAID
Van Heflin
Anne Bancroft
Richard Boone



YOU'RE IN THE NAVY NOW
Gary Cooper
Jack Webb
Eddie Albert



THREE BRAVE MEN
Ernest Borgnine
Ray Milland
Frank Lovejoy



STOPOVER: TOKYO
Robert Wagner
Joan Collins
Edmond O'Brien



NO WAY OUT
Richard Widmark
Linda Darnell
Stephen McNally

Now it's clear... Volumes 4 & 5 of Seven Arts library of "Films of the 50's" are available for TV.

These two volumes are in the tradition of Seven Arts quality feature entertainment that has consistently garnered top ratings across the country!

This product is now available for purchase and will be accompanied by the outstanding and helpful publicity materials that have characterized Seven Arts in the field of station services.

We invite your inquiry so that a personal presentation can be arranged.

Seven Arts is proud to continue as the leader in quality feature motion picture programming for the television market and in these new offerings enhance their already famous library of "Films of the 50's"—"Money makers of the 60's".

Individual feature prices upon request.

5

Now for TV—Volume

53 great "Films of the 50's"



AUNTIE MAME
Rosalind Russell
Forrest Tucker
Peggy Cass



THE BAD SEED
Nancy Kelly
Patty McCormack
Eileen Heckart



DAMN YANKEES
Tab Hunter
Gwen Verdon
Ray Walston



NO TIME FOR SERGEANTS
Andy Griffith
Nick Adams
Myron McCormick



THE OLD MAN AND THE SEA
Spencer Tracy stars in Ernest Hemingway's Pulitzer Prize novel.



THE PAJAMA GAME
Doris Day
John Raitt
Carol Haney



THE PRINCE AND THE SHOWGIRL
Marilyn Monroe
Laurence Olivier
Sybil Thorndike



SAYONARA
Marlon Brando
Red Buttons
James Garner



MIRACLE IN THE RAIN
Jane Wyman
Van Johnson
Peggie Castle



THE SPIRIT OF ST. LOUIS
James Stewart stars in the story of the life of Charles A. Lindbergh.



HELEN OF TROY
Rossana Podesta
Brigitte Bardot
Jack Sernas



THE LEFT HANDED GUN
Paul Newman
Lita Milan
Hurd Hatfield



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LORETTA YOUNG RETURNS TO TV

Loretta Young, who bows in her first continuing role on TV in "The New Loretta Young Show" on CBS-TV Sept. 24, sums up her return to the video screens with, "I'm returning to TV because I love to act." When asked why this medium, she affirms, "I like it better. It is more important."

With these simple facts, the three-time Emmy winner has compiled a new series concerning the widowed mother of seven children, who goes beyond the maternal role to carve out a career for herself and be a "woman."

Bulletin Outlet to Aid Drexel Institute's FM

Philadelphia — WXDT, which begins operations Sept. 19 as a 24-hour-a-day FM station of the Drexel Institute of Technology, will augment its student-produced schedule with 13 hours of programming daily from WPBS (FM), the Philadelphia Bulletin station.

In making the request to simulcast WPBS' schedule, WXDT programming director Howard A. Goodman noted that "since the station is to be run primarily by students, we will not be able to broadcast 24 hours a day (on our own) . . . We intend to broadcast our own material between the hours of noon and 11 PM, with the first transmission Sept. 19 to begin with a ceremony."

Telstar Model Exhibited At New York Hi Fi Show

A Telstar display from American Telephone and Telegraph Co. will be exhibited at the seventh annual New York High Fidelity Music Show, Oct. 3-6, at the N. Y. Trade Show Building.

The model Telstar will be among several exhibits which will underscore the show's theme: "A New Dimension in Sound."

Takes a Teacher

Rochester — Rita Smith has joined WOKR as teacher of the "Romper Room" program. She will be known as "Miss Rita." The program will begin on Monday, two days after WOKR goes on the air.

OBITUARY

Thomas V. Sweeney

Cleveland—Thomas V. Sweeney, 55, former announcer for WGL, Fort Wayne, Ind., died here.



By TED GREEN

• • • Veteran TV-film comedian Joe E. Brown has been advised by his medicos to rest from exhaustion due to overwork . . . Gregory Peck's father died in San Diego . . . Songstar Connie Francis is taking dramatic acting lessons from coach Claudia Franck in NY in preparation for a few dramatic TV shows this season . . . It's a baby girl for TV-Broadway producer Jay Juliens . . . A son was born to Nina Paige at Polyclinic Hospital, Junior's papa is Tom Ward of the Ward-Kemp Agency . . . Ernest Walling has joined James Love Productions, Inc., as vice-president and director of production.

• • • When Joe Franklin starts his new show on Channel 9, Oct. 1, the doughty creator of "Memory Lane" will have the best wishes of his former associates at Channel 7, where he ruled the daytime for over 10 years. In his new spot, 12:30-1:30 PM, Franklin will purvey an amalgam of entertainment-audience service-nostalgia-chatter. "I don't want to release the precise format," Joe confided at lunch in the Monsignore, altho it may sound like an abused, overused cliché, but every day will be something different."



FRANKLIN

• • • Meet: Horace Fitzpatrick, vice president and manager of the station WSLs-TV, Roanoke,



FITZPATRICK

Va., a veteran broadcaster, genial man-about-TV and one-man sales gang. "Fitz," as he is affectionately called by his myriad friends, is a one-company man, having started in the broadcast field in 1940 with radio station WSLs, Roanoke, Va. He climbed through the radio ranks covering every area from jack-of-all-trades to commercial manager. When WSLs launched its TV station in 1952, Fitz went with the station as commercial manager for TV. In 1960, he was appointed vice president and manager for WSLs radio and TV and has been instrumental in making WSLs one of the finest TV operations in Virginia. Hard-working, he serves as secretary-treasurer of the Virginia Association of Broadcasters and is a VP of the Sales and Marketing Club of Roanoke.

• • • The White Horse Cellar Hospitality Award was presented to Allen Bazzini of the Grotto Restaurant . . . Lou Rossillo of WNCN-FM succeeded in getting his station to broadcast live from the Coliseum covering the International Food Show, with Frank Waldecker at the microphones . . . Producer Bill Hobin excited about the new surprise guest shots each week on the "Sing Along" show beginning the end of the month.

Deintermixture Is Interred

(Continued from Page 1)

Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala.

The Commission explained that enactment of all-channel legislation represents a major change in the situation which led to the deintermixture proposals, and said it thinks sufficient time should be allowed to find out whether the new legislation will achieve its purpose and make unnecessary the dislocation to existing TV service that deintermixture might

cause.

The decision read, in part:

"We have consistently recognized that selective deintermixture is not the general or long-range solution to the TV allocation problem. We strongly believe that the all-channel receiver authority is the essential pre-condition to any such solution. By solving the root problem of receiver incompatibility, it will, we believe, result in a satisfactory system using both UHF and VHF channels."

4 TOP GOLFERS VIE IN NBC MATCH

"Golf Championship of the U.S.A.," featuring four of the world's greatest golfers in competition, will be presented Saturday on WNBC-TV. Appearing in the match, taped last March in Palm Springs, are Gene Littler, 1961 U. S. Open champion; Gary Player, 1961 Masters and 1962 PGA champion; Jerry Barber, 1961 PGA champ, and Jack Nicklaus, 1962 U. S. Open winner.

Producer Hank Saperstein said the match, in addition to featuring four top golfers in an 18-hole head-to-head medal play, is the first 90-minute televised golf special produced in a single day.

RTN Broadcast Sets Fran Allison Spots

Introduction of a new spot radio programming vehicle, "Fran Allison's Household Hints" was announced yesterday by RTN Broadcast Features, Inc., of Chicago and New York.

C. L. (Lud) Richards, RTN president, said the one minute spots blend three separate elements into a single package: Fran Allison's personality, a "household hints" service to housewives and the sponsor's commercial.

Plus Merchandising Feature

Richards said RTN has also incorporated a merchandising feature to be included at the advertiser's discretion, that enables housewives to share their own "household hint" with Miss Allison and also provide proof of purchase to the advertiser. This is accomplished by offering a \$5 award to housewives who send in a hint accompanied by a box top, wrapper or other product label, if Miss Allison uses the hint on the air.

HOW TO LOOK AS SUCCESSFUL AS YOU ARE

You can look as successful as you are, or would like to be, if you talk immediately to the PR-oriented advertising man, who put that profitable patina on one of the world's largest television networks.

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1501 Broadway, NYC

'Dr. Kildare' Stumps On Eastern Rounds

Richard Chamberlain, MGM's "Dr. Kildare," will make a four-city, seven-day tour, Sept. 15-21, to promote the series' second season premiere on NBC-TV Sept. 27. He'll p. a. through New York, Pittsburgh, Baltimore and Cleveland.

Stopping first in Baltimore, Chamberlain will tape promotional material at the net's affiliate, WBAL-TV, then proceed to New York. In Gotham, he'll guest on several net shows besides making personal appearances around the city. The TV medic will be grand marshal of Pittsburgh's WLIC Community Day Parade Sept. 20. Final leg is Cleveland where he will appear on KYW-TV's "Mike Douglas Show."

Philly Social Consultants Return in 'Society' Series

Philadelphia — Mrs. Edward J. MacMullen, social consultant, and her daughter Mrs. Eleanor Richards, will return to WRCV here Sept. 18 in a 15-minute program on Tuesdays, "The MacMullens," through Dec. 11. The 13-week series is sponsored by Great Western Producers, makers of wines and champagnes.

During the programs, mother and daughter will discuss with prominent guests the latest trends in fashions, music, art and literature, as well Philadelphia social and civic affairs.

Photographer to WLWT

Cincinnati — Louis M. Phillips, who has filmed many documentaries for WLWT, has joined the station's documentary unit. Phillips, since 1954 was with WBNS-TV, Columbus.

STORK NEWS

Bill Kaufman, of Screen Gems' publicity, and his wife, Annette, parents of a boy, Eric Kirk, born Sept. 11, at Peck Memorial Hospital, Brooklyn.

TV Promo Gives Away Stars

A new twist to TV's "giveaway" format, video stars as prizes, will be presented in a "Name the Twins" promotion for Downyflake Foods, via Smith/Greenfield, and Vermont Maid Maple Syrup, thru Grant Advertising. The 13-week campaign will employ six major children's programs and be carried on WNEW-TV, WPIX and WOR-TV.

Youngsters will be asked to name two puppets in each contest, with winners carting away such stars as Sonny Fox, Bozo the Clown, Herb Sheldon, Fred Scott, Chuck McCann and Claude Kirchner.

Radio's Seven Ingredients For a High-Rating Recipe



Report by Fred Ruegg, VP, Station Administration, CBS Radio, on top-rated stations was presented at web affiliates' convention. L. to R.: Ruegg, CBS Radio president Arthur Hull Hayes, Harper Carraine, research director, and W. Thomas Dawson, VP, Information Services.

(Continued from Page 1)

life; good local news operation; strong, established personalities; a "middle-of-the-road" music policy; play-by-play accounts of sports events, and comprehensive audience promotion.

Ruegg stressed, however, that these did not guarantee dominance in ratings without "the one most important ingredient — the sound of the station."

'Enthusiasm and Vitality'

"In each of the successful stations we visited, without exception," he said, "we found that they had a vital sound, an interesting and interested sound. A high degree of professional quality was apparent. Good production was an important thing. Announcers and performers knew what they were doing and were interested in doing it. The stations had enthusiasm and vitality."

The study showed that relative audience positions of the top-rated stations are not affected by such factors as market size, dial position, transmitting power, years-on-the-air, number of competing stations, joint newspaper or joint TV ownership, or population

ner. The TV personalities will treat the youngsters to lunch at school, a TV studio tour and dinner with their families.

Backing up the promotion will be minute spots on the channels, along with joint product commercials. The sponsors also plan to publicize the campaign with point-of-sale displays throughout the Metropolitan sections of New York.

changes in the market between 1950 and 1960.

It is vitally important, according to the study, to have strong morning ratings if total day-time leadership is to be achieved.

Five elements most mentioned by managers as decisive in the success of their stations were: news, 82 per cent; participation in community affairs, 82 per cent; promotion and advertising, 77 per cent; music, 68 per cent; personalities, 64 per cent.

Ruegg said more than 80 per cent of the stations offer editorials as a part of their programming. Contests in which the listener becomes an active participant loom large in the promotion activities of the successful stations.

7,000 Are Interviewed

In another part of the study, 7,000 listeners were interviewed in the seven metro markets where CBS o-o's operate: New York, Chicago, Boston, Philadelphia, St. Louis, San Francisco and Los Angeles.

Listeners were divided by the interviewers into the following types: talk-music, 22 per cent; news only, 12 per cent; classical-semi-classical, 16 per cent; popular music, 40 per cent, and Rock and Roll, 7 per cent.

Rock and roll listeners had the lowest education and income levels of all listener groups. The classical-semi-classical group had the highest, but is relatively small. Education and income levels of the talk-music listeners were slightly higher than average. Popular music listeners' was about average. The news-only listener had an average income but a low educational level. He is considered to be one who has an interest in the world about him but is not strongly habituated to the printed word.

AFA Prexy Speaks On Smaller Agency

C. James Proud, president of the Advertising Federation of America, will discuss "The Growing Importance of the Smaller Agency in Our Expanding Market," at a dinner meeting Tuesday of the League of Advertising Agencies.

The League is opening the meeting to all interested agency execs in New York. Reservations close Saturday. The meeting will be held at 6:30 PM at the New York Advertising Club.

Alex March in New York For 'Defenders' Helming

Director Alex March has arrived in New York to begin work of the first of seven episodes of "The Defenders" which he will direct. While on the Coast, March completed three segments of "The Untouchables."

Simultaneously, March will meet with writer Robert Alan Arthur relative to a motion picture co-production of "Race of Evil."

Fishburn on Gotham Staff Of ABC-TV Spot Sales

Junius Fishburn has been appointed to the New York sales staff of ABC TV Spot Sales, it was announced by James E. Conley, exec VP. Fishburn had been Midwestern TV manager and Midwestern manager of Metropolitan Broadcasting since 1957. Prior to that, he spent eight years with the Edward Petry Co. in Chicago.

S. G. Earnings Up 30%

(Continued from Page 1)

fourth quarter earnings were \$1,038,057, equivalent to \$.41 per share, for the highest fourth quarter in Screen Gems' history. During the last quarter of fiscal '61 year, per share earnings amounted to \$.33.

Named News Editor

Milwaukee — James Schlosser, a member of the Journal Stations news staff since 1947, has been named an assistant news editor of night shift news staff activities. He will continue to write and present evening newscasts.

Liz Montgomery Signed As 'Johnny Cool' Star

Producer-director Henry Asher has signed Elizabeth Montgomery for her first starring role opposite Henry Silva in UA's "Johnny Cool." Asher said he was impressed by Miss Montgomery after seeing her on several top dramatic TV shows.

Gloria Inks Through '67 As Arnold Spokeswoman

Gloria Okon has signed a new five-year contract as official spokeswoman for Arnold Bakers. She'll deliver all Arnold commercials on TV programs or spots in some 20 markets, continue her Arnold-sponsored weather show on WPIX and represent the company at sales meetings. Contract was negotiated with Donohue & Coe, Arnold's agency.

49 Stations Signed For CCA Franchises

(Continued from Page 1)

president John C. Gilmore announced yesterday.

Gilmore predicted September will be an equally big month, and said: "From all indications, CCA will have approximately 250 campaigns conducted during the Fall and Winter—a new record in our seven year history."

Fifteen of the radio and TV stations signing franchise agreements will be undertaking their first CCA campaign. They are: KCBQ, San Diego; KOMY, Watsonville, Calif.; WWIL, Ft. Lauderdale, Fla.; KYME, Boise, Id.; WTTV, Indianapolis, Ind.; WMRT, Lansing, Mich.; WENY, Elmira, New York; KTEN-TV, Ada, Okla.; KERP-TV, El Paso, Texas; WCFV, Clifton Forge, Va.; KBAM, Longview, Wash.; WAXX Chippewa Falls, Wisc.; WMIL, Milwaukee, Wisc.; WKTS, Sheboygan, Wisc., and WRIG, Wausau, Wisc.

Dodger-Giants Playoff (If) Is Fielded By ABC

(Continued from Page 1)

Siegel, exec VP of AB-PT and ABC said yesterday.

In a tie-breaking series, games will be played Oct. 1, 2 and 3, if a third is necessary. The ABC stations in Los Angeles and San Francisco will not carry the games, there, they will be carried by local stations regularly carrying Dodger and Giants' games.

L.A.'s Alcott on Rostrum At Anglo-American Fete

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Carroll Alcott, newscaster on KNX's five-a-week "Today in Los Angeles," was guest speaker at a luncheon for the British-American Chamber of Commerce this week. The affair was held at the Athletic Club here.

WBZ Newsmen Helps FBI Nab Suspect

Boston — The FBI has credited WBZ newsmen Art Gardner with aiding the capture of an alleged killer. During a newscast, Gardner described missing Carl Schirmer, Jr., of Wellesley. After the newscast, a tourist in Lumberton, N. C. phoned a report of an unidentified body. Gardner relayed the information to the FBI who then were able to link the murder to Arthur King.

AGENCY NEWSCAST

By RALPH TYLER

"The Rifleman" will again be sponsored by Procter & Gamble thru Benton and Bowles when it begins its fifth season on ABC-TV Oct. 1 with a two-part drama written by actor Robert Culp, former star of the "Trackdown." Series is produced by Jules Levy, Arthur Gardner and Arnold Laven.

Jax Beer, New Orleans, thru Doherty, Clifford, Steers & Shenfield, Inc., has bought Bill Cayton's hour special, "The Floyd Patterson Story," for 15 southern markets including Dallas/Fort Worth, Houston, Memphis and New Orleans. The special was bought for New York City by Schaeffer Beer, via Batten, Barton, Durstine & Osborn. The Big Fights, Inc., New York, said total U. S. markets scheduling the show now stand at 67. The film is sold for two telecasts, one before and one after the Sept. 25 heavyweight championship fight between Patterson and Sonny Liston. The Big Fights said it will supply material on the Patterson-Liston fight at no extra cost for cutting into the "Floyd Patterson Story" to bring it up to date after the bout.

A new product, Ready-Measured Bisquick, is being introduced this month in the East by General Mills. Advertising support will begin in late September with heavy TV commercials on NBC-TV's new hour adventure series, "Em-

Ownership Rules Eased

(Continued from Page 1)

believe the proposals have merit. Their adoption would, in fact, depart from the spirit and general purposes of our multiple ownership rules and serve to depreciate our judgment that ownership should participate in operation. It is particularly in these small corporate situations that opportunity is presented for stockholder influence, often without relation to size of stockholding.

"Any exception could, of necessity, therefore, only be extended to those situations where the small stockholder limits his participation to acquiescent ownership. This would unfortunately discourage the unity of ownership and management which the Commission has thought so desirable in the operation of a broadcast station."

Thought for Today

"Any of radio's financial plights in recent years usually have been blamed on competition from the birth of TV. This is probably the greatest broadcasting myth in existence today. Radio is not competing with TV. It is competing with more radio."

—Al Petker
Chairman.

AP Management Corp.

pire." TV support will continue in the form of straight Ready-Measured Bisquick commercials as well as tags on regular Bisquick commercials. The agency is Knox Reeves. The Tri-Nut Margarine account has been awarded to Kenyon & Eckhardt, Boston. Detroit world traveler George Pierrot began his new Fall season on WWJ-TV this week with a color film tour of "Japan Today." For the second straight year, Standard Federal Savings and Loan Ass'n, thru Denman & Baker, is sponsoring the series.

Red Radio Stations Triple Propaganda Hrs. Over '57

A USIA report has revealed that Communist clandestine radio stations tripled their broadcasts to the "free world" in the past five years. Total Red bloc broadcasts reached 3,680 hours weekly on June 30, 1962, an increase of 219 hours per week or over six per cent in six months. In the same six-month period, the Voice of America hiked its effort from 721 to 740 hours weekly.

'Community Affair' Back on Conn. Air

Stamford, Conn.—"Community Affair," hour live discussion program moderated and produced by Ethel Kveskin, returns Sept. 24, to its weekly slot on WSTC-AM-FM. Each session features a trio of renowned guests answering questions from the studio and home audience about national and international events, politics, the arts and communications.

Broadcast direct from the restaurant at Bloomingdale's in downtown Stamford, the program will be sponsored by Bloomingdale's, Clairol and Pitney-Bowes—returning from last season—plus American Cyanamid.

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

THE ASSOCIATED PRESS

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



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FRIDAY, SEPTEMBER 13, 1962

Indiana University Library
Bloomington Ind

PALEY ASSAILS MEDIA BLACKOUT

Big Spots on TV Highroad Pave Way for '63 Dodges

Dodge '63 passenger cars, via the largest spot TV campaign A. C. Thomson, an ad topper for the company. Campaign will run on all three nets and is divided into pre-announcement and post-intro phases.

First seg runs from Sept. 17-30 on over 250 stations in the 100

top Dodge TV markets nationally. Announcement commercials begin Oct. 1 and run into mid-November on the same station. Individual 20-second spots are sked-

(Continued on Page 7)

4-3 FCC Vote Okays Crosley-WIBC Pact

Washington Bureau of RADIO-TV DAILY

Washington — The FCC approved yesterday by four to three the agreement under which Crosley will continue operating WLWI, Channel 13, in Indianapolis, which the FCC had voted to award to WIBC, Inc. As part of the deal, WIBC, Inc., will buy WLWA, Atlanta, from Crosley.

Crosley was forced into a new

(Continued on Page 4)

Anthony Geoghegan Dies; Services in Manhasset

Requiem will be sung today for Anthony V. B. Geoghegan, 65, advertising pioneer and executive VP of Young & Rubicam, who died Wednesday at Nassau Hospital, Mineola, Long Island, after a short illness.

Tony Geoghegan had been in the advertising business since 1915, joining Y & R in 1924, its first year, as the agency's sixth employee. His first post with the

(Continued on Page 2)

WINS Hands a Welcome To Gotham's 1st ETVer

WINS Radio will broadcast a special "Salute to Channel 13" Sunday, with the program ending 30 seconds before Channel 13, New York's first ETV station, takes the air. Dr. Samuel Gould, president of the Educational Broadcasting Corp. which operates the new station, and WINS general manager Mark Olds will appear on the program.

BERMUDA'S RADIO NOW COMPETITIVE

Ronald Evans Managing New 500-Watter on Isle

Hamilton, Bermuda — ZFB-1, Capital Broadcasting's new 500-watt station, has begun commercial operations here, marking the first time this island has had two competing broadcasters. Two other stations, ZBM-1 and ZBM-2, are owned by Bermuda Broadcasting.

Owners of the new company are: Montague Sheppard, president and managing director; Dr. V. O'D. King, VP; Walter Robinson, secretary, and directors Ar-

(Continued on Page 8)

4 Star Distrib Baby A 3/4-Million-\$ Giant

Over \$750,000 in market-by-market sales has been grossed by Four Star Distribution Corp. in its first four weeks, even though most stations had already bought their needs some three months ago and their schedules were already set, according to VP-general man-

(Continued on Page 5)

Web Billings Higher For All But Seven In Product Groups

Twenty-two of 29 network product categories showed advertising increases in the first half of this year over '61, TvB reports.

Pacing the overall network gross time billings gain of \$40.5 million in the first half were substantial advertising gains in toiletries, drugs, smoking materials, food, confectionary and soft drinks and automotive.

Toiletries' billings increased in the first half of 1962 by \$13.3 million with a total of \$70.0 million reported. Drugs rose \$7.9 million to \$48.8 million; smoking materials were up \$4 million to \$43.6 million; food plus \$3.9 million to \$67.8 million; confectionary and soft drinks up \$3.4 million to \$14

(Continued on Page 4)

Somerset Is Program VP For Capital Cities Radio

Joseph B. Somerset, with Capital Cities Broadcasting's various stations since August, 1959, has been elected a VP of the company, in charge of programming for all its radio outlets. His previous post was program operations director for WPAT-AM-FM, serving



SOMERSET

metropolitan New York. Other radio outlets are WROW, Albany, N. Y.; WPRO-AM-FM, Providence, and WKBW, Buffalo.

Chi Chiefs' Emmy Pow Wow

Chicago—The five heads of Chicago TV stations have met for the first time ever to iron out wrinkles in the Emmy Awards. The meeting was held by the Chicago chapter of the Academy of TV Arts and Sciences.

Outcome is a list of recommendations to correct Emmy alleged voting abuses. The suggestions

will be presented to the Chicago academy board Sept. 21. Quintet unanimously agreed that in the future "only excellence will be

(Continued on Page 8)

House, Courts Bans Hit as Anachronisms By Industry Leader

By ARTHUR PERLES

CBS board chairman William S. Paley— whose public utterances have been rare in the past several years, yesterday lashed out at "stubborn and pointless discrimination" which bars broadcast news media from House of Representatives hearings and courtroom sessions.



PALEY

The vital task of informing the American people is being hampered, he declared, because "broadcasting is still wearing the manacles of somebody else's out-moded concepts" in these two important areas.

Branding the House ban and the American Bar Association's restric-

(Continued on Page 6)

Dr. Gould at Mike Today For Queries About ETV

Dr. Samuel B. Gould, president of Educational Broadcasting Corp., owner of WN-DT, New York, will answer listener's questions on today's "Speak-Up" portion of WCBS Radio's Allen Gray "At Your Service" program. WN-DT is to begin ETV programming Sunday.

MGM London Exec in N.Y. For Home-Office Talks

Lawrence P. Bachmann, in charge of production at MGM's Elstree Studios in England, arrives in New York today for conferences with MGM Home Office executives. While here, he will discuss current and future production program of the London studios, including the "Zero One" TV series, which premieres on BBC-TV Oct. 10. Bachmann will also meet with MGM Studio execs in Culver City.



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Requiem Mass Today For Tony Geoghegan

(Continued from Page 1)

agency was as head of its fledgling media dep't.

In broadcast media — in the days when radio, and later TV, were considered scientific toys — Geoghegan evaluated their immense potential. He is estimated to have supervised the spending of more ad dollars than any other man in the business.

He was a resident of Kensington, Great Neck, Long Island. Mass will be at 10 A.M. in St. Marv's Church, Manhasset. Burial will be in Holy Rood Cemetery, Westbury.

Alan King Toots Billing At UN Gen'l Assembly

Alan King, popular TV comedian, will headline the show at the UN today, sponsored by secretary general U. Thant to mark the opening of the General Assembly. With Anthony Quinn emceeing, the show will be brought to those unable to get into the auditorium, via a closed-circuit telecast. Guests include pianist Byron Janis, Theodore Bikel and folk singer Miriam Makeba.

COMING AND GOING

HUBBELL ROBINSON, CBS-TV senior VP, Programs, has returned from the West Coast.

STEVE NEVAS, Northeast Radio Network newsmen, back from Europe.

ADELA ROGERS ST. JOHNS arrives in N.Y. from the Coast tomorrow for radio-TV appearances on her book, "Final Verdict."

LOUIS TEICHER, CBS-TV music operations director, returned from a Coast trip.

STEPHEN B. LABUNSKI, WMCA VP and general manager, to White Sulphur Springs, W. Va., for West Va. Broadcasters Ass'n meeting.

ELLIS SARD, Trident Films president, to Hot Springs on vacation.

HANK ALEXANDER, of Video-Tape Unlimited, to Washington, D. C. for taping sessions.

WILLARD VAN DYKE, director, and film crew, back after three-weeks filming in Peru for "Twentieth Century."

Like Huntley Has Brinkley, Parsons Now Has St. Leger

A weekly half-hour "Sunday Seven O'Clock News" will bow Sunday on WPIX with the new team of Fred Parsons, and John St. Leger.

WFIL-TV SLICES 15-CANDLE CAKE

Philadelphia—Mayor Tate paid tribute to WFIL-TV recently at a reception marking the station's 15th year and yesterday, a host of ABC-TV stars flew in for a birthday party on the "Rex Morgan Show."

Construction continues on the new studios and offices and hq. of Triangle's radio-TV division. Roger W. Clipp, Triangle stations VP, said new facilities should be ready in the early part of next Summer.

ABC-TV Picks Brady For Night Programs

Ben Brady, executive in charge of programming, ABC TV western division, has been elected a network VP. He will report to Daniel Melnick, ABC-TV vice president in charge of nighttime programming.

Brady began his entertainment career while in law school by writing for radio and motion pictures. He practiced law in New York City for 10 years, then returned to the entertainment field as producer of "The Ken Murray Show" on CBS-TV from 1950 to 1952.

He then developed and produced the first Red Skelton series on CBS-TV. This was followed by the "Perry Mason" series, for which he developed the pilot film and produced the first 70 episodes. Brady was one of the founders of the TV Producers Guild of America in 1959 and served as its president from its inception until this year.

WPIX manager of news and public affairs Walter D. Engels said the new series will not be a review of the week, but will feature the latest hard news developments on the international, national and local scenes. News editor will be William W. Kennelly.

Parsons' broadcasting career began with WSB, Atlanta. After the war, he joined the news staff of WLW, Cincinnati, broadcasting news daily on radio and TV. In 1950, he moved to New York and became affiliated with MBS and later with NBC, working on "Monitor," "NBC News" and "Nightlines."

St. Leger has worked with WARC and WSAY in Rochester, N. Y., and WNDR, Syracuse. He was associated with WOR-Mutual for 10 years with on-the-air radio and TV news broadcasts and functioned in various production and administrative capacities.

Kingston 3 Harmonizes For United Fund Spots

The Kingston Trio, Phil Davis Musical Enterprises and Capitol Records have joined forces to produce 15 jingle spots for national and local radio on behalf of the nation's 2,200 United Funds and Community Chests.

'Let's Blow This One Up And See If It Floats ...'

WYNR, new McLendon radio station in Chicago, has hit New York with a carriage-full of colored balloons, proclaiming "The Greatest Combo Going — WYNR and H-R Reps." Pretty girls passed out the balloons to passersby and to agency executives at a WYNR and H-R Representatives luncheon in the "21."

FINANCIAL

(September 13)

NEW YORK STOCK MARKET

	High	Low	Close	Ch
Admiral Corp.	14 3/8	14	14	—
AB-PT	31 7/8	31 3/8	31 5/8	+
A. T. & T.	111 3/8	110 3/8	110 9/8	—
AVCO	23 7/8	23 1/4	23 1/4	—
CBS	38 1/8	36 3/4	38	+
Columbia Pic.	20 3/8	19 5/8	19 5/8	—
Crow-Coll.	25 3/8	24 5/8	24 5/8	—
Decco	39	39	39	—
Disney	29 3/4	29 1/4	29 1/2	—
East. Kodak	100 7/8	100	100	—
Gen. Prec.	37 3/8	36 1/4	36 1/4	—
General Tel.	20 1/2	20	20	—
Hazeltine Corp	21 1/2	21	21	—
Magnavox	36 5/8	35 1/2	35 1/2	—
MCA	44 1/2	43	43 1/2	+
M-G-M	34 3/4	34 1/4	34 1/2	—
Metromedia	147 1/8	143 1/4	143 5/8	+
Minn. M&M	51 3/4	50 5/8	51 3/4	+
Not. General.	6 3/4	6 1/2	6 3/4	+
Paramount	39 5/8	39	39 5/8	+
Plough	29 1/2	29 1/4	29 1/4	—
RCA	51	49 5/8	49 7/8	—
Taft	17 1/2	17 1/8	17 1/8	—
20th-Fox	22	21 5/8	22	+
United Artists	28 3/4	28 1/2	28 1/2	—
Warner Bros.	13 1/8	13 1/8	13 1/8	—
Westinghouse	27	26 5/8	26 3/4	—
Zenith Radio	57 7/8	56 1/2	56 1/2	—

AMERICAN STOCK EXCHANGE

Allied Artists	3 5/8	3 5/8	3 5/8	—
Capital Cities	17 1/2	16	16 1/4	+
Desilu	8 1/8	8 1/8	8 1/8	—
Esquire, Inc.	7 3/4	7 5/8	7 3/4	+
NTA	1 1/8	1 1/8	1 1/8	—
Reeves Sound	4	3 3/8	4	—
Screen Gems	17 7/8	17 3/4	17 7/8	+
Technicolor	12 1/4	11 7/8	11 7/8	—
TelePromPter	7 3/8	7 3/4	7 3/4	—
Trans-Lux	13 1/2	13	13	+
TV Industries	1 1/2	1 3/8	1 1/2	—

* OVER THE COUNTER

	Bid	Aske
Jerrold	5 1/2	6 1/2
Meredith	21 1/2	24 1/2
Seven Arts	8 1/4	9 1/2
Sterling	1 1/2	2
Transcontinent	10 1/4	11 1/2
Wametco	25 1/2	27 1/2

* Courtesy of National Association of Security Dealers.

Segregation Debated In 2-Hr. 'Open End'

Four Albany, Ga., leaders in the town's segregation battle will appear on Metropolitan Broadcasting's WNEW-TV Sunday to argue their points of view on "Open End," moderated by David Susskind.

Titled "Albany, Georgia: A Town in Torment," the two-hour discussion program will have as its guests Albany Mayor Asa Kelley; James Gray, editor of the Albany Herald and owner of the town's only TV station; Dr. W. G. Anderson, president of the Albany Movement, and C. B. King, VI and legal counsel of the Negro group.

Blaufox Recuperating

Radio pioneer Paul Blaufox is recuperating following an operation Wednesday at the Boulevard Hospital in Long Island City.

'KO' AIMED AT ILLITERACY ON KMOX-TV 'FIGHT CARD'

St. Louis—"P.S. 4," seen on KMOX-TV six mornings a week year-round since January, 1960, will launch a campaign Monday to wipe out illiteracy in the St. Louis area. Monday through Saturday, the morning educational series will emphasize teaching functionally illiterate people to read, spell and write. All programs, except the Saturday broadcast which will be a review of the five-day lessons will be re-broadcast on KETC, the city's ETV station, Monday through Friday evenings.

Parker Wheatley, KMOX-TV's public affairs director, said there are an estimated 66,996 persons in the metropolitan St. Louis area classified as "functional illiterates."

"It is our objective," he said, "to help raise their educational standards through these broadcasts by way of supplementary self-help material which will be nailed free of charge to those who request it."

"More important," he continued, "those who need the help may receive it within the privacy of their home, at what has proved to be a most convenient early morning hour, without the embarrassment of revealing their handicap."

Buddy Womick Selected As WSPA Program Chief

Spartanburg, S. C.—Buddy Womick has been appointed program director at WSPA. Formerly program manager at WESC, Greenville, Womick is a past VP of the Associated Press Broadcasters. At the time, Womick was with WOOD here.

Krasner on Sales Swing Thru East for Douglas

Lawrence B. Krasner, general sales manager for The Jack Douglas Organization, Hollywood, is in New York City while on an eight-week business trip to markets east of the Mississippi.

ETV Exec Charges AFTRA With Endangering WNBT

AFTRA is endangering the successful opening of WNBT, New York City's educational outlet on Channel 13, it was charged yesterday by Dr. Robert C. Anderson, chairman of the Joint Council on Educational Broadcasting. He said "the obstructive action of AFTRA" reflects a misunderstanding on the part of the union about ETV stations, "which are not operated for profit nor controlled by any special interest group, including organized labor."

Meet: Weary Willie



The famed circus clown who is currently filming his "Emmett Kelly Show," 39 TV half-hours for children arrives at New York's swank Park Lane in a Rolls Royce for Seven Arts general sales meeting.

Hearing Set on 4 Bids For Miami Channel 10

Miami—A hearing has been set on the application of L. B. Wilson Co. for renewal of its license to operate WLBW-TV here, along with competing applications for the channel by Civic TV, South Florida TV and Miami TV.

Wilson originally received a short license on Channel 10 when the FCC took it away from Public Service TV for alleged unethical activities. Specification was made that new applications would be considered when Wilson's license expired.

Mrs. Beckjordan Chosen As Canadian Outlet Rep

Mrs. Elisabeth M. Beckjorden has been appointed station-network-personal rep of KCND-TV, Winnipeg, Manitoba, Canada, according to an announcement by Charles K. Bundlie, the station's director of operations.

Pact Takes 'Romper' O'seas

Youngsters in Australia, New Zealand, the Philippines, Hong Kong, Thailand and Malaya will soon watch "Romper Room" in their own language via an agreement signed by Romper Room International and Fremantle International. The 10-year pact licenses Fremantle to franchise the series for live and local production in each of these countries.

Under the agreement, the foreign stations will be provided

Daystar Productions Firms 6 TV Projects For '63 Sale-Season

West Coast Division of RADIO-TV DAILY Hollywood — Daystar Productions has affirmed six new TV projects in association with United Artists TV and ABC for the '63 selling season, according to Daystar exec producer Leslie Stevens.

Included in the six projects is a series created by Stevens, one joint venture with outside creators and four spin-ons from "Stoney Burke." All but one are 60-minute shows. The new projects are:

"Mister Kingston," a "glamor-suspense" series based aboard a luxury ocean liner. Pilot will be financed entirely by ABC and UA TV, with Stevens to produce and direct from his own script. Pilot rolls Oct. 17.

Science-Fiction a Theme

An untitled science fiction series to be produced jointly with Troy-Schenk Productions. Pilot will be filmed early in December, with Alex Singer and Frank Moss to co-produce. Singer will direct from Moss' script.

"Kincaid," a spin-off created by Barbash, detailing the work of a big city police officer assigned to the juvenile division. Show goes into production Oct. 31.

"Border Town," a spin-off probing the relationship between an American sheriff and a Mexican peace officer in adjoining border towns. Shooting will start Nov. 8.

An untitled series, to be done as a spin-off, based on the adventures of a weapons expert. Stevens will pen the screenplay, with pilot to roll Nov. 19.

"Tack Reynolds," a spin-off out of the already completed "The Mob Riders" segment of "Stoney Burke." Stock car racing is subject of half-hour show which stars Michael Parks. Stevens directed from his own script.

Seeks New UHF in Ohio

Lima, O. — Citizen Communication Co. has applied for a new TV station on UHF Channel 73 here.



in the public interest

WGAL-TV

STEINMAN STATION
Chair McCollough, Pres.

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

Representative: **MEEKER**

Desilu Sales to Host Int'l Confab in L.A.

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Desilu Sales' representatives from four foreign countries will join those from domestic offices at the company's first annual international sales convention Sept. 24-26 at the Bel-Air Hotel and Desilu Gower Studios, it was announced by VP-general manager Richard Dinsmore.

Among those who will address the sales personnel, in addition to Dinsmore, will be execs of the parent Desilu Productions including president Desi Arnaz; VP Lucille Ball, and Edwin E. Holly, administration VP, secretary and treasurer.

Baird Takes Sales Reins Of New Syracuse TVer

Syracuse—Robert M. Baird has been appointed sales manager of WNYS-TV, the city's newest channel. He was formerly engaged in radio and TV sales with the Blackburn & Co. from 1948 to 1959.

Previously, Baird had served as manager of KTLX, San Angelo, Tex.; assistant commercial manager of KRLD-AM-FM-TV, Dallas, and manager of the Dallas and Atlanta offices of the John E. Pearson Co., national radio sales reps.

Crosley-WIBC Pact OK'd

(Continued from Page 1)

contest for the Indianapolis station when the appeals court ruled the Crosley's original victory was invalid because FCC Commissioner T. A. M. Craven voted without hearing oral argument. WIBC won the second contest, and this time Crosley was set to appeal to the courts.

The agreement which ended the long and bitter battle was the one the FCC formally approved yesterday. Crosley will pay WIBC \$100,000 for reimbursement of its expenses in the fight for Indianapolis Channel 13. WIBC withdraws its application for that channel, and buys WLWA from Crosley for \$2.2 million plus book value of working capital.

Chairman Minow and Commissioners Bartley and Ford dissented on the approval.

Ivory Tickler Templeton 'Musical Theatre' Guest

Alec Templeton will talk about his career as a concert pianist, composer and musical satirist and perform at the piano in the guest-slot Sunday on "The American Musical Theatre" over WCBS-TV.

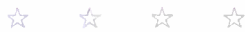


By TED GREEN

• • • NBC music director Paul Taubman commuting between his Old Westbury estate and his TV chores via helicopter . . . Don Morrow did such a good job as the Gaslight Club's Santa that he'll be its Uncle Sam at the Fourth of July party in December . . . Mongo Santamaria leaves in late October for TV appearances in South America . . . Merv Griffin formulating plans to beam his show from the West Coast for two weeks in December . . . Earl Wrightson taping two "American Musical Theatre" segments weekly to free him for a Winter concert tour . . . Latest kick among the teen set is listening to the police radio and trying to beat the cops to the crime scene . . . Honey Sanders set for a "Dr. Kildare" opus scheduled for the late Autumn.



• • • Joe Feagins, former prexy of Music Productions of America, has formed his own production company, Joe Feagins Productions. Within the last month his outfit has written TV copy for a one-minute Kinney Shoes "Back to School" commercial, a one-minute "Fall Fashions" TV commercial plus taping same at Videotape. At present, they are writing and producing three one-minute "Village on the Green Homes" radio commercials for Gero & Bierstein Advertising, plus creating and producing a music jingle for the account . . . Larry Harding, promotion manager of WBT, Charlotte, N.C., in town for the CBS Affiliates meeting, ogling the stem's pretty gals and comparing 'em with the home-bred kind. Harding admits New York gals are a mite prettier.



• • • Meet: C. George Henderson, a video pioneer who is the new VP-general manager of WSOC-TV, Charlotte. Henderson has served in sales and management capacities for many stations and ownership groups since the early days of the medium. After WW II service, he became sales manager of WLWC, in Columbus, O. By 1953 he was general sales manager of all Crosley Broadcasting stations. He was a charter employee of WSOC-TV and most recently was general sales manager. A leader in promoting his medium, and his industry in general, Henderson was president of both the Advertising Club of Charlotte and the Columbus, O. Advertising Club. He serves on the board of TvB, the Charlotte Carousel and his local C of C. He was district governor of the Advertising Federation of America . . . Dick Clayton, newest addition to the WINS talent lineup, will make his New York radio debut Monday, in the 6-10 AM time slot.



• • • Helen Chioles, CBS-TV press coordinator, has been tabbed as chairman of the drama and motion picture committee of the Women's Press Club of N. Y. C. She'll also serve as press and radio co-chairman . . . If you've got nothing better to do these evenings, wander into the Living Room where the singing of California's Ruth Olay is a sheer thrill . . . TV chimpanzee Kokomo, Jr., is the only chimp who can actually pronounce the word "Mama" with undisputed clarity . . . And what's more, he says it with feeling! . . . Aside to you Flushingites and Jackson Heights cliff dwellers: Charles Aknin, owner-host of the Charles V Restaurant, opens his new Chateau Charles V in Jackson Heights next February.



• • • Advance word on Eddy Manson's score for the forthcoming NBC-TV "River Nile" is so exciting that two major record firms are bidding for rights to record the score in album form . . . Cal Stadlen, executive veep of ATU Productions, just returned from a swing around several Midwest TV stations, and is ready to make an important announcement concerning his firm's "syndividual" film commercials . . . Carol Haney has been signed to do the choreography for the first five Perry Como NBC-TV colorcasts, beginning Oct. 3.

Syndie Outlet Sales For 'Rebel,' 'Casper'

With the sale of "The Rebel" to stations KTVK, Phoenix, and KGO-TV, San Francisco, recently, the Goodson-Todman production has now been sold in 54 markets since its syndication by ABC Films this Summer.

ABC Films has also chalked up recent sales of "Casper the Friendly Ghost" to KETV, Omaha, and KCRG, Cedar Rapids, bringing the market count up to 70. The cartoons, 170 in all, were made in the post-1950 era.

JFK, Jackie Top Roster Of 'Arts Pageant' Guests

Joining the President and Mrs. Kennedy, "An American Pageant of the Arts" has signed a list of new guests to its roster of stars appearing on the two-hour, closed-circuit telecast Nov. 29. The additions include Harry Belafonte, Pablo Casals, Florence Eldridge, Benny Goodman, Dorothy Kirsten, Frederic March, Alexander Schneider and Richard Tucker of the "Met."

Produced by Robert Saudek, the special features Leonard Bernstein as host, and themes the contributions of all regions of the country to the performing arts. The show will originate from Washington, D. C., New York, Chicago and Los Angeles, with half the proceeds going to the fund for a National Cultural Center in the capital city.

Network Billings Rise

(Continued from Page 1)

million, and automotive plus \$1.7 million to a total of \$24.9 million.

Leading network advertiser in the first half was Procter & Gamble with gross time billings of \$24,855,975, compared with \$24,185,477 last year. Leading brand on network television was Anacin Tablets with billings of \$5,436,213 this year against \$5,035,181 last year.

Network billings are compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by TvB.

1st '62-3 Nat'l Arbitron Gives 'Golf Series' 10.5

Results of the first National Arbitron Survey for the 1962-'63 season, which used NBC-TV's "World Series of Golf" for its test, gave the program a 10.5 national rating between 5:30-6 PM on Sept. 9. This means that of the 49 million TV homes in the U. S., 5,145,000 were tuned to the program, said ARB.

NEW POST-50'S SG PACK SOLD TO WEB'S 4 O&O'S

Screen Gems has concluded a long-term licensing agreement with four CBS O-Os—WCBS-TV, New York; WCAU-TV, Philadelphia; WBBM-TV, Chicago, and KMOX-TV, St. Louis—for their telecast of 73 post-'50 Columbia features never released to TV and just made available by SG.

In announcing availability of the package and its first sales, SG syndication VP Robert Seidelman pointed out the films represent only a portion of Columbia Pictures' production during the 1950s, and there are no present plans to release the additional backlog to TV.

He said all of the CBS stations paid "record" prices for the new, first-run post-50s, and it is expected they will begin telecasting them soon after the first of the year on their "Late Show" and "Early Show" programs. The deals provide for multiple runs over a period of years, in each instance.

Seidelman noted that Screen Gems' 210-title "Post-'48" Columbia package was also released simultaneously with the announcement of its sale to the CBS O-Os almost two years ago. Now in over 100 markets, he said that package was the largest group of post-'48 features from a major studio to be released to TV.

Four Star Grosses High

(Continued from Page 1)

ager Len Firestone.

He said several stations took Four Star properties with strong star appeal and changed existing schedules to fit them in; others are buying the shows in anticipation of the January "fall-out" and are being given options to start airing up to Oct. 1, '63.

Mrs. Ike, Art Linkletter To Award Bake-off Prize

Mrs. Dwight D. Eisenhower and Art Linkletter will present the \$25,000 cash award to the grand-prize winner of the 14th annual "Pillsbury Grand National Bake-Off" Tuesday on CBS-TV. The program will pre-empt "Art Linkletter's House Party."

Sponsors Backstop WQXR Primetimers

Sponsorship has been purchased of 14½ hours of WQXR's 19½ hours night program sked from 8 to 11:15 PM Monday through Saturday. The sales, covering 11 hour programs, four half-hour programs and six quarter-hour programs, account for 74 per cent of the station's programming in primetime.

Among the sponsored programs are broadcasts of the Boston Symphony and Philadelphia Orchestras, Symphony Hall, Music Magazine, Stereo Time, The Showcase and The New York Times Late News Roundup.

Sponsors identified with the programs include Smith, Barney & Co., investment firm; GE; Ampex; Japan Air Lines; Steinway & Sons; Harmon Kardon, hi-fi components; Panagra; RCA Victor; H. H. Scott, hi-fi components; London Records, and Chemical Bank New York Trust Co.

Reade-Sterling Maps Future Development

A blueprint of future plans will be released to the TV and motion picture industries soon by the newly formed Walter Reade-Sterling, Inc., company, according to chairman Walter Reade, Jr., and president Saul J. Turell.

The new company was formed after an exchange of over 94 per cent of the outstanding shares of Sterling Television for the stock of Walter Reade-Sterling. This also resulted in Walter Reade, Inc., privately held for over 50 years, becoming a publicly owned company.

Sterling had been primarily a creator and distributor of product for TV. Walter Reade, Inc., operated a circuit of conventional and drive-in theatres and placed film product in theatres thru its affiliate, Continental Distributing, Inc.

Walter-Reade-Sterling, in addition to its TV and motion picture interests, operates a vending and concession business. The firm is

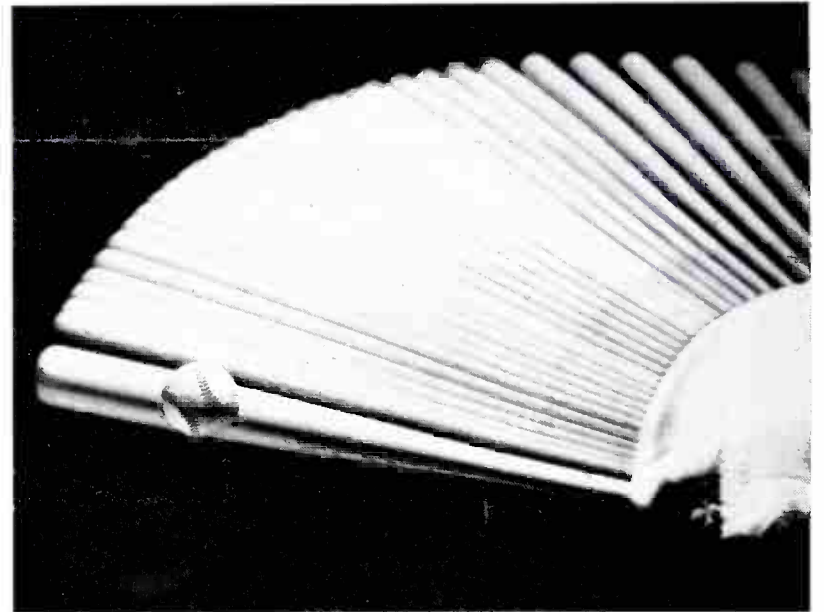
CANINE A WEEK FOR 'BREAKFAST'

Don McNeill's ABC Show
To Give Away 52 Dogs

A dog will be given away each week for a year to families in 52 different cities as a new feature on ABC Radio's "Breakfast Club," starting Thursday. The promotion will be part of the campaign of William Cooper & Nephews, makers of Pulvex pet care products, as it becomes a sponsor on Don McNeill's morning variety program. Geyer, Morey, Ballard is the agency.

The sponsor, in cooperation with humane societies in each of the cities, will decide which family should receive the pet.

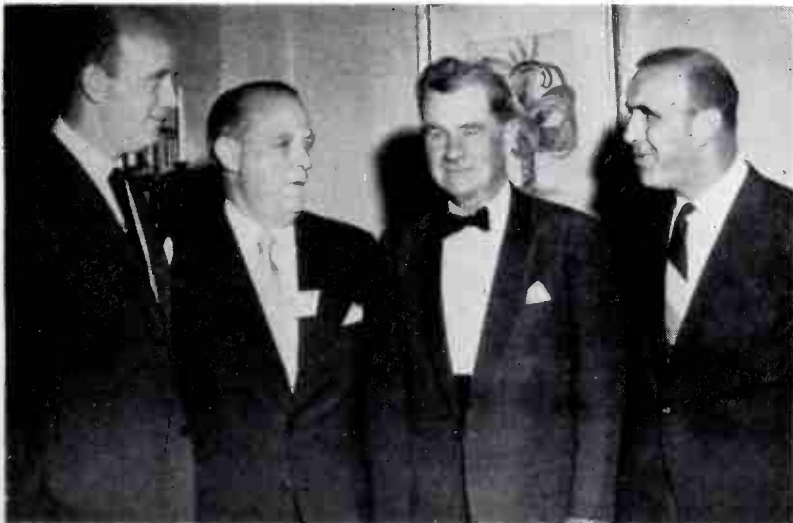
also active in the educational and the 16mm film rental fields. The Screen News Digest, produced by Hearst Metrotone News and distributed thru Sterling, is one of the largest sponsored public service operations in the nation's schools.



WORLD SERIES ON COLOR TV DURING BIGGEST COLOR WEEK EVER!

World Series Baseball . . . the most colorful sports spectacle of them all will be the big feature during ALL COLOR WEEK, October 1-6. Color all week . . . every morning, every afternoon and every night right up to sign-off. In short, it'll be the biggest, most colorful spectacle in TV history. Color TV is running up some big scores, and it can win some big ballgames for you, with movies, cartoons, variety, sports, drama and news specials. Inquire today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

Caucus-Time at Convention



Caucusing for discussion of newscasts and air editorials at recent New York State Broadcasters Ass'n meeting in Saratoga Springs are: Thomas Murphy, Capital Cities Broadcasting exec. VP; Sam Slate, CBC Radio manager; Lowell Thomas, news commentator, and Herb Mendelson, WKBW, Buffalo, general manager.

Philly TV Takes Backers 'Cruising Down the River'

Philadelphia—WCAU-TV played host on a cruise along the Delaware River this week to promote its prime-time special on the Port of Philadelphia, "Bound for Philadelphia," to be aired Tuesday. Sea-faring guests included city officials, and sponsors.

Marx Magic Midway Hosted by Kirchner

"Marx Magic Midway," a new Saturday morning series combining circus, variety and magic acts and starring Claude Kirchner as ring-master-host, will bow on NBC-TV Sept. 22. Louis Marx and Co., the toy manufacturer, will sponsor the program thru Ted Bates.

Kirchner is a 25-year vet of radio and TV, and was ringmaster of "Super Circus" on ABC-TV for eight years.

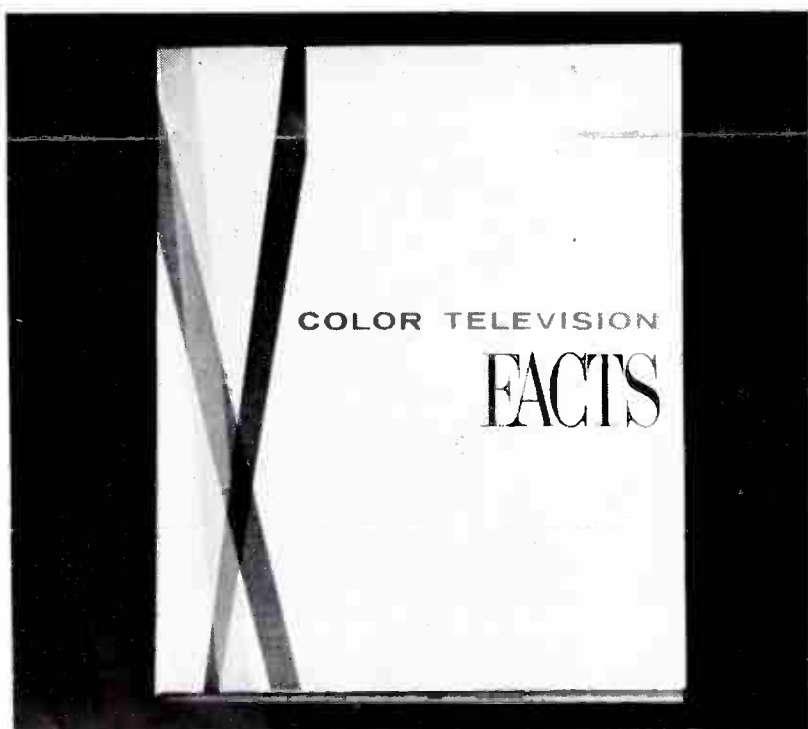
Viveca Lindfors Tops Debut of Hr. 'Nurses'

Viveca Lindfors will guest in the opening segment of "The Nurses," new CBS-TV hour series which stars Zina Bethune and Shirl Conway and bows Sept. 27. Titled "Night Shift," the segment concerns the emotions, mental attitudes and experiences of mothers-to-be in the maternity wing of a large metropolitan hospital.

Sponsors are Johnson & Johnson, via young & Rubicam; Pillsbury Mills, thru Campbell-Mithun, and Whitehall Labs Div. of American Home Products and B&W Tobacco, both via Ted Bates & Co. Executive producer of the series is Herbert Brodtkin, with Arthur Lewis, producer. "Night Shift" was written by John Vlahos and directed by David Greene.

Sports for Women, Too

St. Louis—Shirley Adams is assisting the play-by-play and doing the color for Intercity League baseball broadcasts on WGNU, Granite City.



NOW—COLOR TELEVISION FACTS!

A new fact book on Color TV is ready for you. In addition to "New Dimensions in Color," the new 1962-3 color schedule, it includes a comprehensive factual history of Color TV, plus a full study of methods used in marketing color receivers. A section is devoted to Color TV's impact on the broadcaster, and another section to broadcast equipment. You won't want to miss this study of one of America's fastest growing industries, broadcasting movies, cartoons, variety, sports, drama and news specials. Call B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KNXT's probing documentary "Burden of Shame: The Child Molester" airing tonight is earmarked for parents. Drama points up factors contributing to the warped psyche of the psycho, his treatment at a state hospital, attempts at rehabilitation and possible controls. It is narrated by actor James Whitmore and, in part, by an actual sex offender. Whitmore suggests a 24-hour clinic not operated by the police to which a would-be-molester may turn when under "compulsion."

☆ ☆ ☆ ☆

• • • Among recent personnel changes are: Russ Powell added to KNX radio news bureau . . . Jack Pohle named account executive in CBS Radio spot sales department . . . Bob Arthur begins microphone duties on KNX radio . . . Herbert Jellinck hiked to Director of Budgets and Cost Control, Western Division, for ABC . . . Edward Moise named program production co-ordinator of KCOP . . . Gary Owens joins KMPC as a featured deejay Oct. 1.

☆ ☆ ☆ ☆

• • • As a prelude to the title fight in Chicago's Comiskey Park scheduled for Sept. 25, KHJ-TV will present the "Floyd Patterson Story" Sept. 24.

☆ ☆ ☆ ☆

• • • KHJ Radio is running a contest on deejay Paul Compton's nighttime program. The weekly winner may invite ten friends to dinner and drinks at the plush Millionaire Club. Additionally, the Club sends a limousine to pick up the group . . . This week an entry was received from New Philadelphia, Ohio! Problem now is: what if that entry wins?

☆ ☆ ☆ ☆

• • • Executive producer Jack Webb this week resumes filming of his "General Electric True" drama anthology after a short hiatus, with producer Mike Meshekoﬀ rolling "Man With a Suitcase," top-lining Erika Peters, Bill Berger and Werner Klemperer . . . Aaron Spelling has been assigned by executive producer Dick Powell to produce F. Scott Fitzgerald's "Crazy Sunday" for Four Star's "The Dick Powell Show" series.

☆ ☆ ☆ ☆

• • • As part of its inaugural coverage next week KMEX-TV will carry the Mexican Independence Day parade from Los Angeles which Gov. Brown, Richard M. Nixon and other notables will attend. Mexican film star Aturo de Cordova will act as grand marshal of the parade. Event beams Sept. 16 in conjunction with kickoff ceremonies scheduled for that day of the all-Spanish-language UHF outlet telecasting on Channel 34.

Radio a 'Fabulous Invalid'

(Continued from Page 1)

ative Canon 35 as "unreasonable, pointless discrimination in every way we can until it goes the way of every other survival of the dark ages."

"Hearing chambers and court-rooms closed to direct coverage by major news media are wholly inconsistent with the democratic objective of an informed people.

"In this day of quiet, inconspicuous broadcasting equipment, it is ridiculous to say that these sessions can be open to anybody who can crowd into the room but must be closed to everyone else who could witness the proceedings, or revealing excerpts of them, through broadcasting. All of us—in broadcasting and outside of it—ought to fight this stubborn and

Paley's remarks were addressed to the ninth annual CBS Radio Affiliates Ass'n convention in New York.

Referring to radio as "this fabulous invalid," Paley cited these figures on set increases in the last decade to prove it is "fundamentally pretty healthy":

105,300,000 sets in use in 1952—183,800,000 sets ten years later; 41,800,000 radio homes in 1952—49,500,000 ten years later; 23,500,000 car radios in 1952—46,900,000 ten years later.

ABC Cameras Roam In Peak Remote Sked

ABC-TV is setting a record this month for handling remote telecasts, the largest number in its history. The net has scheduled 42, not including those remotes for the four daily news programs.

In sports alone, ABC-TV is covering 28 remotes, including the world rowing championships in Lucerne, Sumo wrestling in Japan and auto racing in Manza, Italy, for "Wide World of Sports." Its roving cameras will pick up AFL football games from San Diego to Boston and boxing matches from Philadelphia to Las Vegas.

Two "Adlai Stevenson Reports" and a number of remotes for ABC-owned channels have been added to the sports schedule for this month alone.

Nutmeg Outlets Air Free 8 Pre-Election Debates

Hartford—A series of eight pre-election debates between Democratic and Republican candidates is under way here, made possible by an offer of free air time on WTIC-AM-TV. The debates are televised live each Sunday, until Oct. 28, then rebroadcast later in the day. The oratorical match between Abraham A. Ribicoff and Horace Seely-Brown for the Senate seat has been set for Oct. 21.

Concluding the series will be a debate between Gov. John N. Dempsey and his Republican challenger, John Alsop.

Spot Drive for Dodges

(Continued from Page 1)

ded in prime time for both Dodge and Dart, and a 60-second commercial featuring both cars appears on such programs as NBC's "Tonight" show and "CBS Reports."

Dodge will also use nine ABC-TV programs, with teasers in "The Untouchables," "The Valiant Years," "Stoney Burke," "Leave It to Beaver" and "The Roy Rogers-Dale Evans Show," and introductory commercials to run on "Going My Way," "Ozzie & Harriet," "McHale's Men" and "Father Knows Best" as well as "Valiant Years," "Stoney Burke," "Leave It to Beaver" and Rogers-Evans Show."

Individual Dodge commercials also will be aired on NBC's "Empire" series, which bows Sept. 25, and thru the World Series—both sponsored by Chrysler Corp.

DJ Has 'Em Hopping

San Antonio—Bob Sinclair, KT-SA deejay, is sponsoring a series of record hops at the Moose Lodge. All proceeds go to the El Carmine Mission.

Disk Spinning

By CARL MOS

MGM/Verve Records has started the Bossa Nova dance craze with their Stan Getz and Charlie Byrd album of "Jazz Samba" says Sol Handwerker, promotion director, adding that a single release from the "Desafinados" album is racking up pop DJ plays nationwide.

RCA Victor announces completion of its "Adventures in Music" series with the final two albums of its ten-volume series, presenting 78 composers in 117 compositions. The first educational library to be recorded by a major symphony orchestra, and organized by Gladys Tipton, professor of music education at Columbia University's Teachers College, it is designed to give children in grades 1-6 a well-rounded understanding of leading composers.

Philips Records is launching a national consumer contest, in which the three grand prize winners will have a choice of a famous sports or compact car from France, England, Italy, Germany on the U. S. The 150 runners-up will be awarded a collection of a dozen Philips albums. The three winning dealers will also be awarded cars . . . Eydie Gorme of "Yes My Darling Daughter" fame, recorded two more singles for Columbia Records, "As Long as He Needs Me" and "Where Is My Love?"—both from the London stage hit, "Oliver," due for Broadway this season.

Epic Records reports outstanding sales for television star George Maharis' second album, "Portrait in Music," with over 60,000 copies sold in less than a month. The actor's first album, "George Maharis Sings," is also on best-seller charts . . . Frank Sinatra's recording of Anthony Newley's "What Kind of Fool Am I" for Reprise, makes a total of 11 artists who have disked the song from London stage hit, "Stop the World, I Want to Get Off" . . . Allied Record Co., St. Louis, has acquired full rights to the Robert Rheims Catalog, a best seller for 17 years making the charts with two LPs—"Merry Christmas Carols," organ and chimes, and "We Wish You a Merry Christmas" by the Robert Rheims Choraliers . . . RCA Victor Records announces that its entire catalog of deluxe Soria Series packages and all new Soria releases will carry a manufacturer's nationally advertised list price of only \$1 more than regular Red Seal albums, regardless of the number of records per album.

Station Reps Open Hinterland Centers

Broadcast Time Sales is establishing five branch offices in areas which it terms "unrecognized advertising centers"—cities in or near clusters of actual and potential radio advertisers.

Two of the branches, in Milwaukee and Pittsburgh, opened recently. Three more offices will open by the end of the year, and research is now going on to decide where to spot them.

All of the offices will be staffed by BTS sales personnel, who will sell radio not only for BTS stations, but as a medium as well. The radio rep firm has for many years maintained offices in New York, Chicago, Los Angeles, San Francisco, Detroit and Philadelphia.

Goldie Signs 3

New York—Goldie Goldmark, Goldie Records president, has signed singers Gene Avery and Johnny Appalachian, and pianist, De Maio, to record for his label.

Bronx Prexy Proclaims Sunday as 'Car 54 Day'

Bronx borough president Joseph F. Periconi has signed a proclamation designating Sunday as "Car 54 Day." The date marks the return to NBC-TV of the "Car 54, Where Are You?" comedy series for its second season.

Suzuki: 'Si To Go Latin'

Pat Suzuki, of "Flower Drum Song" fame, has been signed by producer Milton H. Lehr for "Broadway Goes Latin," ITC's new half-hour series on WPIX.

Miss Suzuki, who will perform her numbers from the above show and "The Hot Mikado," joins a roster of headliners including Xavier Cugat and Abbe Lane, Katyna Ranieri, The Platters, Tito Puente, Carmen McCrae, the DeCastro Sisters and Barbara McNair.



COLOR TV SET SALES SIZZLE AT RECORD-BREAKING PACE!

Color TV set sales for RCA Victor showed an astounding 139% increase for the first six months of '62 as compared with the same period last year. Enthusiasm and demand for Color TV still outstrips set supply . . . despite two new RCA plant additions this year and the entry of 11 other set manufacturers into Color TV. It's growing fast, broadcasting movies, cartoons, variety, sports, drama and news specials. Find out how Color TV can pay off for you from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

Five Station Chiefs Make Emmy a Lady

(Continued from Page 1)

recognized."

Chicago chapter president Jack Brickhouse said there was such station manager dissatisfaction after the last awards dinner, that

Hollywood—Academy Trustees meet today through Sunday at Beverly Hills. Thirty of the academy's 33 trustees, representing eight of the nine chapter cities, will be on hand.

continuation of the ceremonies became his number one problem.

Station heads at the meeting were Clark George, WBBM; Sterling Quinlan, WBKB; Ward L. Quaal, WGN-TV; Lloyd Yoder, WNBQ; and Dr. John Taylor, WT-TW.

One for the Gals

San Antonio—Joan Bryant will begin a weekday women's show Monday on KENS-TV.

AGENCY NEWSCAST

By RALPH TYLER

Roman Products Corp., makers of frozen Italian foods, kicks off a 13-week spot TV campaign this week via Smith/Greenland Co. The drive will be held in the East, with each market skedded for round-the-clock coverage with an average of 300 TV spots during the campaign period. The commercials will show the time and announce it in Roman numerals. For example, against a video background of a clock with Roman numerals and a package of the company's pizza, the announcer says, "The correct Roman Pizza Time is XXX past VIII." It may be a little confusing at first to the man who wants to know if it's time to go to work. The markets are New York, Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Scranton-Wilkes-Barre.

Philip Baecker, William T. Noble and William A. Sharon have been elected VPs of Benton & Bowles. Baecker, supervisor of sales pro-

Thought for Today

"One picture worth a thousand words? You give me 1,000 words and I can have the Lord's Prayer, the 23rd Psalm, the Hippocratic oath, a sonnet by Shakespeare, the Preamble to the Constitution, Lincoln's Gettysburg address, and I'd have enough left over for just about all of the Boy Scout oath and I wouldn't trade you for any picture on earth."

—Dallas Williams,
R-TV commercials producer

motion in the marketing development dep't, joined B&B in 1956 as a copywriter. Prior to that he was an account exec at Tracey, Kent & Co. Nobel, who came to B&B as a trainee in 1946, is currently supervisor of merchandising and field testing in the marketing development dep't. Sharon, recently returned to the agency after a year's active Army duty, is manager of personnel. He joined B&B in 1956, having been associated with NBC, R. H. Macy and Stern Bros. in personnel administrative positions.

Brown & Williamson Tobacco will use TV extensively to introduce a new king-size, non-filter cigarette called Coronet. Sales will be limited initially to test markets in the South Bend and Evansville, Ind., areas. Action scenes of U. S. Marines filmed on regular maneuvers will be highlighted in the commercials.

FCC Okays Walton Bid For New Ind. Daytimer

Indianapolis, Ind.—Luke Walton, formerly with WISH here, has been awarded an FCC permit to construct a 250-watt daytimer. Walton plans to build a 300-foot tower on the Board of Trade Building in downtown Indianapolis and plans to return to the air himself with sports and public affairs programming.

Last June, with Stokes Gresham, Jr., Dr. Fritz Morris and Dr. J. Williams Adams, all of Indianapolis, Walton bought WMRT, Lansing, Mich., an ABC affiliate.

Perkins Top Voice

Norfolk—Joe Perkins has been appointed chief announcer for WTAR-TV. He came to WTAR in 1953, and has since done announcing, emcee work, sports and news.

Silverbach Top Exec For 20th-Fox Syndie

Twentieth Century-Fox TV is expanding and realigning its sales organizations, with international



SILVERBACH

sales director Alan Silverbach to become director of both international and domestic syndication sales on Oct. 1. It was announced by sales VP George T. Shupert. Reps in the firm's 43 foreign offices and four domestic divisions will report directly to Silverbach.

In addition, Western division manager William L. Clark is being transferred to New York to head up the Eastern division, and domestic sales manager Howard Anderson has resigned to take a three-year administrative assignment in Los Angeles Oct. 1 in the missionary system of the Church of Jesus Christ of Latter Day Saints (Mormon).

Shupert said expansion of the domestic sales staff is being prompted by the response to "Adventures in Paradise," placed in syndication this year, plus the continuing sales of "Hong Kong" and "Five Fingers," combined with the recent release of the "Century 1" movie package, consisting of 30 features.

Humble Oil Underwrites NET's 2nd Series on Bard

N. E. T. will again present this year its 15-part series, "An Age of Kings," underwritten for the second season by Humble Oil and Refining Co. Based on seven Shakespearean dramas, the series, produced by the BBC, will appear on "Festival of the Arts," seen on the net's 60 affiliated stations.

Dr. Frank Baxter, English professor at USC, will host the programs, giving introductory remarks on the history, geography and genealogy involved in the dramas. Target date for the New York area is Feb. 1, 1963.

ZFB Now Competitive

(Continued from Page 1)

nold Francis, Terry Brannon and Gilbert Darrell.

Station manager is Ronald Evans, formerly at WDEI and WILM, Wilmington, Del., and with the ZBM stations here. William Davis is sales manager and Al Seymour is chief announcer.

Foreign news will come from Associated Press. Sheppard said the station's signal will carry to the U.S. eastern seaboard and Canada's maritime provinces.



11 OTHER MAJOR TV SET MAKERS NOW RIDING COLOR TV BANDWAGON

In the past year, eleven other major TV set manufacturers have jumped on the fast-rolling Color TV bandwagon built by RCA. And they're investing in Color with millions of dollars of their advertising funds. Demand for RCA Color picture tubes has also required two new plant additions this year. The Color TV picture is bright today with broadcasts of movies, cartoons, variety, sports, drama and news specials. For information call B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."



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VOL. 91, NO. 54

MONDAY, SEPTEMBER 17, 1962

10 CENTS

LOCAL AD \$ IN BIG SWING TO TV

UN Honors Two Men of Peace Via Telstar

A UN TV program this morning will honor the double anniversary of the deaths of Dag Hammarskjold in '61 and Count Folke Bernadotte in '48 while on peace missions. Program will be transmitted via Telstar. Single production for both sides of ocean will originate in New York, Paris and Uppsala, Sweden.

Negro Models Break Thru In TV Commercials for Fall

Negro models are making a breakthrough in TV commercials this Fall, according to Ophelia De Vore, Del Marco model agency president. She said Negro models will be used for the first time in TV commercials for Gillette razor blades, Artra Skin Tone Cream, Feen-A-Mint and

(Continued on Page 7)

Combs Plots Vidskein With British 'Indies'

George Hamilton Combs, Mutual news commentator, it was learned, is planning a TV program series which will not be inconsistent with his MBS commitments. Recently returned from a weekend visit to London, Combs is at work on plans for a European camera crew and a possible tie with independent



COMBS

(Continued on Page 6)

Shapiro Back on Air

Dallas—General manager Mike Shapiro yesterday returned to the air in a new hour monthly series on WFAA-TV. He gave an inside look at the Fall skeds of all four Dallas-Ft. Worth vid outlets.

NAB HYPOS SKED FOR '63 CHI MEET

New, Better Programming Planned for Annual Confab

NAB's 1963 convention committee has recommended several steps to provide new and better programming for the broadcasting industry's annual meeting Mar. 31-Apr. 3 in Chicago, and to enlarge the types of associate members eligible to attend. Everett E. Revercomb, NAB secretary-treasurer and convention manager, said actions taken at a Convention Committee meeting in Chicago are as follows:

Appointed a subcommittee to look into a guide staff development of new ideas for programs at the convention sessions; ap-

(Continued on Page 3)

CATV's Foes, Pals Tackling 'Dilemma' At SERT Seminar

The "crisis and dilemma" confronting broadcasters as CATV mushrooms will be dealt with by friends and foes of community systems at a Southeast Radio-TV Seminar meeting in Atlanta Oct. 16.

Kenneth A. Cox, chief of the FCC's Broadcast Bureau, heads the speakers. Others are William Dalton, National Community TV Ass'n president; Hollis Seavey, NAB assistant for governmental affairs, and Washington attorney E. Russell Eagen.

"We will hear everything anyone has to say about CATV, yes, no or otherwise," said SERTS chairman Raymond E. Carow, WALB-TV, Albany, Ga.

"Some broadcasters view CATV as an unfair ogre about to gobble

(Continued on Page 8)

Wynn Oil's Winter Pitch On Six NBC Radio Shows

West Coast Bureau of RADIO-TV DAILY Los Angeles — Wynn Oil Co. launches a massive drive on NBC Radio Saturday to promote its friction-proofing products. Campaign will air 42 times each week on six shows. Order was placed via Erwin Wasey, Ruthrauff & Ryan in this city.

FM Web's 1st Sponsor: GE

General Electric becomes the first advertiser to sponsor a coast-to-coast, hour network Borge's GE Music Theatre." It will premiere Oct. 3 on the new 40-station QXR web and is to be broadcast each Wednesday night. Agency is Y & R.

GE is using the series on behalf of its monochrome and color TV

(Continued on Page 6)

Home-Town Agencies Warned of 'Invasions' By Top-Notch Firms

By ARTHUR PERLES

The big swing to TV is on for local retail and manufacturing advertisers.

Setting the tempo all through the nation are a number of top-flight ad-spenders. They're channeling dollars-to-build-business into video at a swifter clip than toward any other medium.

Responsible, in large measure, are these present-day phenomena—Population shifts, ad-



CASH

(Continued on Page 6)

Albuquerque AM & FM Sold; Price: \$175,000

Washington Bureau of RADIO-TV DAILY Washington — FCC's Broadcast Bureau has approved sale of KD-EF - AM - FM, Albuquerque, by White Oaks Broadcasting from KDEF Broadcasting for \$175,000. Also approved was 70 per cent sale of WHFI-FM, Birmingham, Mich., by G. H. and H. G. Meadowcroft to 14 purchasers for a total of \$150,500.

Illness Hits Dick Powell During Video Promo Tour

Los Angeles—Dick Powell was forced to cancel appearances in the remaining two cities of his current tour — Cincinnati and Houston—publicizing Four Star's "The Dick Powell Show" due to an allergy-like illness and returned to Los Angeles for treatment.

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Bob Considine Shifts To ABC 'Newscope'

"On the Line with Considine," sponsored by Mutual of Omaha on radio-TV for 11 years, will debut on ABC Radio Oct. 1 with a new format.

Featuring syndicated columnist Bob Considine, the five-minute commentary will be heard as part of ABC's "Newscope." Considine had been on NBC Radio.

In addition to his daily commentary, Considine will be an active member of the ABC news department. Mutual of Omaha is represented by Bozell & Jacobs.

IT'S SURPRISING—
How fast a single error can generate a claim for damages for alleged

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PIRACY — PLAGIARISM —
INVASION OF PRIVACY —
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7 R-TV Outlets Cited By RTNDA as Tops In News, Editorials

West Coast Bureau of *RADIO-TV DAILY*
San Francisco — Four TV and three radio stations were cited today by the Radio Television News Directors Ass'n for outstanding performance in broadcasting editorials, spot news and reporting of community problems. They will receive their awards Thursday during the RTNDA int'l convention at the Sheraton-Palace Hotel here. The convention runs Wednesday thru Saturday.

Drawn from Many Areas

Winners are WBBM-TV, Chicago; WTVJ, Miami; KLZ-TV, Denver; KTLA (TV), Los Angeles; KDKA, Pittsburgh; WGN, Chicago, and KPRC, Houston. They will receive their awards from NBC News VP Julian Goodman, an RTNDA director. Main speaker will be White House press secretary Pierre Salinger.

WMMB-TV was cited for the Best Editorial Documentary, "The Wasted Years," which dealt with high school dropouts and increase in juvenile crime; WTVJ, for Best Editorial on a Regular Basis, "You Can Fight City Hall," the station's successful campaign for reinstatement of a city manager fired without cause.

Fire Reporting Honored

KLZ-TV, for Best Reporting of Community Problems, its coverage of problems posed by commercial jet aircraft at Denver's Stapleton field; KTLA, for Best Spot News Reporting, its coverage by live TV of the Bel Aire residential fire in Hollywood.

KDKA, for Best Editorial, a series on strip mining-legislation; WGN, for Best Reporting of Community Problems, coverage of welfare aid problems; KPRC, for Best Spot News Reporting, its coverage of Hurricane Carla.

Videotape Center Lifts 3 To House Producers

Ed Grower, Dick DeMaio and John Hoffman have been appointed house producers at Videotape Center, according to John B. Lanigan the firm's VP and GM.

Will 'Man of World' Tune Be Another 'Peter Gunn'?

Hollywood's Henry Mancini wrote the theme music for Independent Television Corp.'s upcoming series, "Man of the World," starring Craig Stevens. The first Mancini effort for Stevens, the "Peter Gunn" music, topped the million-mark in record sales and won Downbeat's award for best jazz record of the year.

COMING AND GOING

ED SULLIVAN, who was in Las Vegas recuperating from surgery, returns to N. Y. today to prepare for the fall season.

BARRY GRAY, WMCA commentator, to Paris, Rome, Capri and Florence on a two-week vacation.

BILL STEINBACH, KDLA newsmen, to Miami Beach from Philadelphia, to cover the United Steelworkers convention.

HOWARD SCOTT, MGM's album A & R head, tripping to Spain, France and England.

BILL DANA in N. Y. tomorrow to tape Sullivan guest shot.

JOHN S. HAYES, Post-Newsweek Stations president, to Boston today to speak for city's United Fund.

ALFREDO ANTONINI, CBS music director, due in from guest conducting Radio Italian Symphony Orchestra in Milan.

DAN MEENAN, WMCA reporter, to Syracuse for Democratic convention.

Lady Day's Husband Sues Net Over Show

Louis McKay, husband of the late Billie Holiday and administrator of her estate, has filed a damage suit in New York Federal Court against CBS for its broadcast of "Camera Three Presents: For Miss Holiday." The suit also names several individuals connected with the program as defendants.

'Offensive Image' Charged

The complaint alleges the broadcast infringed the copyright of "Lady Sings the Blues," in which McKay claims 50 per cent ownership as Miss Holiday's heir. The complaint also said the characterization "tended to create a lawless and offensive image of the late Billie Holiday as a criminal and narcotics addict with whom the plaintiff McKay acted in violation of law and morals."

IRTS Course to Aid Newcomers in Field At TB & S Seminar

This season's Time Buying and Selling Seminar, sponsored by the International Radio and Television Society (formerly RTES), will feature added career emphasis, with a special wind-up session aimed at helping the newcomer chart his career in the agency, rep, advertiser or network field.

The evening course, will begin Oct. 30 and be taught by industry execs in eight 90-minute classroom sessions on Tuesdays, except for Election Day, when it will be given Nov. 5. They will be held from 5:30-7 PM in a studio at CBS Radio on E. 52nd St.

Research Emphasized

Also on tap is "A Look Behind the Media Plan," with the session augmented to provide insight for young buyers and sellers of time into marketing considerations which direct the choice of media and markets. There will also be stepped-up emphasis on the role of research in media planning.

Seminar Committee chairman is Chris Rashbaum, research-promo VP, Harrington, Righter & Parsons.

Marty Gets Chicago Pad For TV Get-Togethers

Chicago—WBKB will premiere its new series with Marty Faye, "Apartment 7-A—Marty's Place," on Saturday. The informal format allows guest stars to sit around and socialize at Marty's pad high atop the Windy City, on the station's 12th floor. Guests are required to bring a gift, and will be encouraged, though not required, to perform.

So far Oscar Peterson, Steve Lawrence and Margaret Whiting have been set for the kick-off show, with the Smith Brothers adding comedy to the opener.

Excellent fulltime facility. Good potential and liberal terms to the qualified buyer. Not an absentee situation.

**HAWAII
\$300,000**

Fulltime AM located in a top summer-winter resort area. Ideal for an owner-manager-sales manager. Good terms.

**CALIFORNIA
\$150,000**

BLACKBURN & Company, Inc. RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building
Atlanta: Healey Bldg.

Chicago: 333 N. Michigan Ave.
Beverly Hills: Bank of America Bldg.

FCC Ends Comedy of Errors Involving CBS

Action Finally Closes 5-Yr. Case Regarding Relinquished Channel

The curtain has finally dropped, with complete exoneration, on a long-ago case in which nothing more substantial than coincidence appeared likely to cause CBS trouble. The action closing the last puff of smoke from the old "sensation" was a complicated one.

The FCC has decided not to disturb a Mar. 27, 1957, award to CBS of a TV channel which it no longer occupies. The Commission stated there was nothing to warrant any action in the matter, which meant suspicions were found completely groundless.

The whole thing started after CBS won St. Louis Channel 11 in competition with four others; the possibility of a long legal battle developed. CBS saw an easier way: It bought Channel 4 and permitted a combination of three losing applicants to have 11. St. Louis Amusement preferred to fight, so court proceedings were on.

Commission Makes Shift

At about the same time, the FCC decided to move Channel 2 from Springfield, Ill., to St. Louis, and Harris Subcommittee probings dug up alleged unethical pressures. Somehow, the Channel 4-11 maneuvering could have been tied into the Channel 2 situation.

At this stage, CBS suffered from still another unfortunate circumstance: a misguided friend, an original Eisenhower backer suffering from delusions of political power. A neighbor of Frank Stanton's though then employed by NBC, he promised to come to the rescue. Stanton told him CBS had nothing to hide and pleaded with him not to go to Washington. Stanton even phoned him at the Washington airport but all to no avail.

Commissioner T. A. M. Craven once claimed he threw the dogooder out of his office. CBS quickly established it had no part of the "helper."

Latest action amounts to complete exoneration of CBS by a commission which would not have so acted if there had been even a shred of suspicion remaining.

Ohio TV Series Anchors Marriages on the Rocks

Columbus, O. — WBNS-TV here has premiered its new "House Divided" series, dealing with marital problems and their solutions. Seen on Tuesday night, the program casts local talent as married couples, airing their conflicts before two counselors who seek remedies for the "rift."

New, Better Schedule Being Set Up by NAB For '63 Chi Confab

(Continued from Page 1)

pointed another to arrange for entertainment at the convention banquet, and voted unanimously to recommend to the NAB board of directors that NAB associate member film producers and distributors and transcription companies be permitted to exhibit in the regular convention exhibition halls at the Conrad Hilton Hotel in Chicago.

A subcommittee was also ap-

NAB president LeRoy Collins has named Roy E. Morgan to the board of directors of the Association for Professional Broadcasting Education. Morgan is VP-GM of WILK, Wilkes-Barre, and succeeds William Holm, former GM of WLPO, LaSalle, Ill., who has left broadcasting.

pointed to recommend to the full committee the recipient of NAB's 1963 Distinguished Service Award. Its members are James D. Russell, KKTU, Colorado Springs; Ben Strouse, WWDC, Washington; Willard Schroeder, WOOD, Grand Rapids; Gordon Gray, WKTV, Utica, and George T. Frechette, WFHR, Wisconsin Rapids.

Clairol Buys Half-Time Of MGM's 'Eleventh Hr.'

The Clairol Division of Bristol-Myers Co., through Foote, Cone and Belding, has purchased alternate-week sponsorship in "The Eleventh Hour" series, to debut on NBC-TV Oct. 3.

The series stars Wendell Corey as Dr. Theodore Bassett, a psychiatrist dedicated to treating people and their myriad problems. MGM-TV produces the program, with Norman Felton as exec producer.

Will Radio Rescue Chi Ork?

By JACK RUSSELL

Chicago—Although the Chicago Orchestral Ass'n has officially cancelled the '62-'63 season, the listening public may yet save the symphony. Spearheaded by the Chicago American and supported by WGN and other stations, contributions are pouring in and the financial question of the wage demands of the orchestra members committee



REVERCOMB

FCC Grants 1-Year 'Damocles Sword' Renewal

Calhoun, Ga.—WCGA has been handed a short-term license renewal by the FCC in a case involving mostly technical violations with some overtones of alleged overcommercialization. After correction of a number of technical irregularities, the station was granted a one-year renewal to see whether it will be operated in compliance with FCC rules.

Whole World Is 'Bio' Beat To Corral Actuality Footage

West Coast Bureau of RADIO-TV DAILY

Hollywood—A continuing, world-wide search for off-beat actuality film is involved in producing "Biography," half-hour TV series about this century's headline names. This painstaking phase of Official Films' "Biography," produced by David L. Wolper, was underscored in Hollywood by Jack Haley, Jr., series producer, and in New York by Seymour Reed, president of Official. Both stressed the criteria of selection in determining suitability of personality as for biotreatment; stature of character, availability of interesting footage, and stills and TV entertainment values.

VACCINE JINGLE OFFERED OTHERS

Song Calls Attention To Sabin Sunday Drive

A 12-second jingle calling attention to the Sabin polio vaccine campaign is being offered to radio and TV stations by its producer, the Peter Frank Organization, Hollywood, and WTVN, Columbus, O., for whom the jingle was originally made.

Gene D' Angelo, WTVN general manager, said the jingle was used successfully in the recent Columbus Sabin Sunday inoculation drive.

Redgrave Will Star In Tribute To Bard

Sir Michael Redgrave, voicing excerpts from Shakespeare's plays, will star in the NBC News production of "Shakespeare: Soul of an Age" Nov. 30 on NBC-TV with Sir Ralph Richardson as guest narrator.

Lincoln-Mercury, thru Kenyon & Eckhardt, and Liggett & Myers, via J. Walter Thompson, will co-sponsor the hour show, being color-filmed in England, Wales, Scotland and France in the footsteps of Shakespeare and many of the characters of his plays. Producer-writer is Lou Hazan.

Thereafter, it takes four to six weeks to complete only the preliminary research for a "Biography" episode. Production of the finished half-hour seg occupies three and one-half months from D-Day (Decision Date) to answer print. Among the following tasks are scripting, a world search for footage, assembling, editing, dubbing music and sound-effects and narration by Mike Wallace.

DeGaulle as Young Officer

The quest for the uncommon always is of top concern. For an episode on Franco, shots were found in Spain showing El Caudillo as an actor. A shot of Werner von Braun pictures him going over construction blueprints with German officers at Penemunde. Gen. DeGaulle is seen in the 1930's as a lowly officer teaching at a military academy.

"Biography" film scouts have gone to the Vatican, British Admiralty, the Kremlin, among other places and to private and public sources throughout Europe, the Far East and Australasia.

A second year of production for "Biography," now in preproduction, is crystallizing a new international blueprint for unique footage. The world is the show's beat and so is its source of hard-to-find film supply.

Buffalo TV on TAC Rolls

Buffalo—WGR-TV here has become a subscriber member of TV Affiliates Corp., it was announced by Van Buren W. DeVries, station VP and general manager.

may be met

Broadcasters were to meet with James C. Petrillo to discuss the union's demand for a full grievance procedure similar to that in other cities.



A FAREWELL TO OLD FRIENDS

Well, the kids in our shop are walkin' a lot taller these weeks, thanks to "ACROSS THE SEVEN SEAS". And now, as this series begins to sweep across the country and throughout the world, I must confess that even I am able to cut down 14 Miltowns per day. It's nice to have a hit around the house, and any producer who is able to take a click "in his stride" is faking.

But now, speaking as an avid TV fan, the coming weeks spell Auld Lang Syne, for it's time to say goodbye to some recently acquired friends.

I'm going to miss "CAIN'S HUNDRED", some of the most delightful nuts who never belonged to The Syndicate—but it was fun pretending. And I still think that Mark Richman deserves singlehanded credit for the loyal following this series built up.

And "LAWMAN" isn't going to be easy to give up. Marshall Troop and his deputy hit our family hard; and their virtuous playmate, Peggie Castle, sure poured a drink with a lovely hand.

"MAVERICK"—truly in a class by itself among Westerns. It took off like a rocket and never seemed to stop. Impish, puckish, delicious!

Kit lost many a pound watching "THRILLER" (while munching potato chips), and once I got the habit, Mr. Karloff was tougher to quit than heroin.

The good guys at the "87TH PRECINCT" had their day, but alas, the dawn came too soon. And while we're at it, put me down for a bucket of tears in behalf of "BACHELOR FATHER"—and those gorgeous bachelorettes. (The guy who cast that show each week must be ready for the bridge! The only chap I've ever envied more is the one who picks the beauts on "THE MITCH MILLER SHOW"!)

Well, these dear TV friends and many others will be gone, and I am genuinely sorry to see them go.

But fortunately, not all of our TV pals have left the glass menagerie. Marshall Dillon will be back; and Paladdin, Perry Como, Mitch Miller, Jack Paar, lovely Joey Bishop, Naked City, Ed Sullivan, Hazel, Car 54, Ozzie and Harriet, Lawrence Welk, and a dozen other pets.

Welcome back old pals, and farewell, dearly departed. And many, many thanks. How very, very much we love you.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • French-Canadian singer Yvan Daniel may make his straight acting debut in a "Naked City" stanza . . . Singer-actor Allan Chase wowing at the Living Room . . . Al Nevins and Don Kirshner, Tin Pan Alley's music publishers, who produce independent records for the top record labels, have formed their own label—Dimension—and have a hot chart hit with "Locomotion," the first release by Little Eva . . . Jerry Shane, the young comedian currently at the Copacabana, has been signed to four Ed Sullivan guest shots on the basis of his recent appearance on "Talent Scouts" . . . Betty Grable is considering offers to do guest stints on TV variety shows next season . . . Sid (Steak Pit) Allen thinks a newly wed is a fellow who hasn't yet faced cold facts or cold cuts.

☆ ☆ ☆ ☆
• • • We witnessed the grand sight of Santa Claus flying in "from the North Pole" by helicopter to assist the De Luxe Reeding Toy Co. to officially open its plant in Elizabethport, N.J. Prexy Henry Orenstein, who conceived the successful idea of selling his toys only thru food outlets, told this reporter that De Luxe spent over \$2-million advertising toys on TV last year. Trade talk has it that the figure will be close to \$5-million for '63 . . . Lou Rossillo of WNCN-FM succeeded in getting his station to broadcast live from the Coliseum covering the International Food Show, with Frank Waldecker at the microphones . . . Producer Bill Hobin excited about the new surprise guest shots each week on the "Sing Along Show," beginning the end of the month.

☆ ☆ ☆ ☆
• • • Meet: Barbara Wilkens, publicity sales promo director for Trans-Lux Corp., one of the youngest veterans of the TV industry. During her college days, she received a commendation from the U.S. government for a radio program she conducted on the veterans' station, KV-AC, in Los Angeles. At the advanced age of 18, she graduated from UCLA and secured her first job as program director of a Storecast Station (WMMW-FM). At WMMW-FM, she also wrote and presented a very successful cooking program. Her mother was the only listener aware that Barbara didn't know how to cook. She joined ABC Film Syndication in New York, as assistant advertising sales promo manager, and was later promoted to publicity director. During her ABC stint, she made an unforgettable PA tour with "Sheena, Queen of the Jungle." The envy of every male press agent, Barbara would gladly have exchanged Sheena for Tarzan. In 1958 she joined WNTA-TV as publicity director, and was then named sales promo director of NTA Spot Sales.



BARBARA

☆ ☆ ☆ ☆
• • • Have you heard Command's Stereo 35 mm album with the Ray Charles Singers? — just great . . . Singer Leslie Scott suggests they cast the astronauts in that new musical "Nowhere to Go But Up" . . . Jimmy Dean's fabulous rating on his "Tonight" show week are having widespread effects. Every personal appearance (nine cities in the past 10 days) is breaking attendance records from Massachusetts to California. He'll be at the Chicago World's Fair of Music about the time his new album, "Portrait of Jimmy Dean," is released from Columbia this month.

Tele-Tape Back with 'Payoff'

After a week's production at Mount Airy Lodge in the Poconos and three weeks at the Astor in New York, Tele-Tape Production returns to New York with the "Big Pavoff" for a three-week stand at the Plaza Hotel. With one tape cruiser in full time operation on Walt Framer's "Big Payoff," Tele-Tape is rushing completion of its second unit.

New facilities include Four

Marconi Mark IV cameras, two Ampex VTRs equipped with Amtec and Intersync, film and slide chain, 16-channel audio console with dual channel audio tape recorder and turntable. These facilities will be installed in a custom built tractor-trailer "Tape Liner."

\$4.7-Mil. Ford Grant To Aid Int'l TV Swap

A "unique concept in TV exchange with foreign countries" will result from the \$4.7-million Ford Foundation grant to the National Educational Television and Radio Center, John F. White, NERTRC president, told National Audience Board this week.

In outlining the use that will be made of the part of the \$4.7 million grant earmarked for overseas TV, White said it will enable NERTRC

to establish film banks of its educational programs for telecast in the English-speaking countries and to dub and remake appropriate program series in French and Spanish for use in French Africa and Spanish America. The grant gives us the opportunity to acquire and to produce new programs that illustrate the rich and artistic life of America.

"We also like to show our neighbors in Africa, Asia, and Latin America what life is like on an American campus; how our children go to school; how an American community works; what are our social aspirations; what an American farm is like; how the arts flourish; how our democracy works. We would like to come

Carroll an Account Exec for H-R Radio Rep Firm

Thomas Carroll has joined Hill & Knowlton Representatives as account executive, it was announced by James Alspaugh, VP of the radio rep firm. He comes to his present post from Radio-TV Reps, where he was executive VP-sales manager during nearly nine years with the company.

300 FM STEREOCASTERS BY JAN 1: FCC'S KASSENS

At the rate the FCC is now receiving notifications by FM stations of conversions to stereo, their number could go as high as 300 before next Jan. 1, according to Harold L. Kassens, chief of the commission's Aural Existing Facilities Branch. He also predicted that FM stereo will ultimately replace monophonic FM.

NBC Newsmen Vanocur Addresses Mich. Admen

Saginaw, Mich. — NBC News commentator Sander Vanocur will be principal speaker here Wednesday at a dinner given by WNEM-TV. He will address reps of some 250 local, regional and national advertisers, at the affair, head as a salute to the heavy NBC color programming schedule being carried by the station during this Autumn.

He pointed out that, although the size of monaural record libraries impedes conversion of large stations, new outlets do not have this problem and the majority will be stereo. He made his forecast at a press conference following his appearance before a joint business session of the Electric Industries Association's Radio and Phonograph Sections.

Kassens also said the FCC believes that broadcasters now operating marginal AM stations will be encouraged to convert to FM when they realize that the new frequency assignment plan will assure them of guaranteed service areas protected against interference.

Bill Andrews Sees Biggest L. A. TV Year

West Coast Bureau of RADIO-TV DAILY

Los Angeles — This will be the biggest year in Los Angeles TV according to KCOP general sales manager Bill Andrews, just back from a five-city swing to preview the station's Fall programming schedule for agencies and clients. He notes that all seven stations here are "as near being SRO as they have ever been in the history of the industry."



ANDREWS

Smee, Clayton to WINS In News, Talent Posts

Westinghouse Broadcasting has appointed Jack Smee news editor of WINS, reporting to news director Jerry Landay. Smee, since 1953, has been a staff writer for the New York News, and received the By-Line Award of the Newspaper Reporters Ass'n in 1959 for "fast and accurate local reporting."

Meantime, Dick Clayton, newest addition to the WINS talent lineup, has made his New York radio debut in the 6-10 AM time slot as a replacement for the resigning Lonny Starr.

Golden Gate

... and its environs

By BILL SHEA

San Francisco — TV's big brass around the Gate continues to hammer away with editorials on matters considered vital within and also outside the industry. Recently KPIX's Phil Lasky sounded off on the Brown-Nixon on-again-off-again political debates with acidulous comment hardly flattering either of the candidates. Now comes Harold P. See, KRON's general manager, who really ripped loose against the American Bar Association. He teed off on its Canon 35 ukase and against banishment of KRON's cameramen from the recent national conference of state trial judges. See said:

"It was a strange spectacle in which judges themselves voiced assumptions they would never admit in evidence in a cause being heard in their courts. In effect, Canon 35 legislates against broadcasting. The Canon infers that since broadcasters may not broadcast the entire proceeding, they would tend to select the more sensational elements. This contention ignores the obvious fact that responsibility in reporting depends upon the ethics of the reporter and the company which employs him and has nothing whatsoever to do with the basic characteristics of any medium. From a presidential election campaign to a count-down at Cape Canaveral, no medium can exceed television for accuracy, veracity and clarity. Employing sight, sound and motion, TV contains the thing itself with a completeness of detail which is unmatched. It is not uncommon for TV to cover delicate heart and brain operations during the conduct of which the least disruption or distraction could lead to tragedy.

"Do judges actually believe that TV, which has schooled itself to stern disciplines of the operating room, is incapable of behaving with the required circumspection and caution in a court of law?

"In Canon 35, ethical conduct is extended dangerously into the realm of legal rights. It presents the American bar in the curious light of enacting laws which affect all of us . . . and it must be opposed because the enactment of law resides entirely within the legislative branch of the government. There are profound Constitutional safeguards which separate the legislative and judicial branches . . . and in any case, we surely should not permit the usurpation of this function by a professional organization, even if that organization happens to represent the Bar."

Toy Makers Label Ads 'Handle with Care'

Toy advertisers are "bending over backwards" to guarantee that their TV advertising leaves no room for misinterpretation, Ideal Toy Corp. director of advertising Melvin Helitzer told a New York meeting of TV children's shows emcees. The meeting launched the company's "Operation MC," in which executives will visit 51 U. S. cities to acquaint on-camera salesman with Ideal's TV toys and commercials planned.

Retail Price Unmentioned

At the request of the FTC and Better Business Bureau, Helitzer said, this year's commercials will drop mention of the national retail list price. Toy commercials will have fewer "imaginative play scenes" and more demonstrations, he said. When battery-operated toys are shown, an announcement will appear on each commercial that the batteries are not included and must be purchased separately.



TV personalities and execs at Ideal Toy's "Operation MC" (l. to r.) are: Claude Kischner, WOR-TV; Tom Gregory, WNEW; Joe Bolton, WPIX; Herb Sand, Ideal Sales VP, Gaylord, an Ideal TV toy; Jack McCarthy, WPIX; Fred Scott, WNEW, and Todd Russell, WPIX.

Philosopher Opening 'Top Teacher' Series

"Great Teachers of Our Time," a new weekly educational series of half-hour programs which present eminent scholars from colleges and universities in the metro New York area, bows on WP-IX Sept. 30.

Guest on the first program will be Dr. Houston Peterson, professor of philosophy at Rutgers, author of such books as "Havelock Ellis: Philosopher of Love," "The Melody of Chaos," and "Huxley, Prophet of Science." The series is produced by WPIX in cooperation with New York U. and directed by Marvin Long.

Pat Is Audience 'Envoy' For 'Dale Young Time'

Cleveland — Patricia L. Jaffrin has been appointed director of audience relations for WJW-TV's new "Dale Young Time," which bows Oct. 1 as a live daytime Monday-thru-Friday program.

Miss Jaffrin will handle special PR for the show and will serve as a general aide to Dale Young, writer-announcer Jim Doney, producer-director Ken Clark and the station's promo dept.

Combs and 'Indies' Sign

(Continued from Page 1)

dent British TV producers.

Series contemplates at least four different programs and will not be limited to documentaries. New drama and entertainment programs will be included in the production.

His backing is believed to come from foundations which prefer, for the present, to retain their anonymity but are interested in a non-profit, or low-cost basis raising of TV program standards.

Combs is known to be looking at scripts and seeking camera and tape crews operating from independent studios. Production is likely to start in December.

Reporting for WJRT

Flint — Edgar E. Backus has joined the WJRT news staff, where he will be responsible for the nightly "11 O'Clock News." Backus was formerly with WK-LZ, Kalamazoo.

Velleman Puppet Troupe Bows on Canadian Video

Ottawa — Veteran puppeteers Leo and Dora Velleman will debut their "Fignewton Frog and Dora" puppet troupe on CJOH Sept. 25. The program was originally created in 1959 for KMOX-TV, St. Louis.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • The So. California Broadcasters Ass'n has licensed a new station for a special broadcast one time only on Thursday. It will be for the regular luncheon meeting at Michael's in Hollywood. The station's call letters, DJMC, signify the ad agency, Davis, John, Mogul and Colombatto. Airing will be on closed circuit and available only to members of SCBA and the press. Principals Bob Davis, Don Johnson and Bob Colombatto will present an agency story via radio techniques. "Taped" and delayed material will make up a capsulized day in the life of DJMC.

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• • • Edward Binns has been signed by producer Marc Daniels to join guest star Glynis Johns in "Sweet Sue," a segment of Four Star's "Saints and Sinners" series starring Nick Adams with co-stars John Larkin and Barbara Rush . . . Comedian-actor Larry Storch will appear as guest star of the "Car 54 Where Are You?" segment being filmed this week in New York.

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• • • Dr. Albert Hibbs will host the new "Exploring" series which will be presented on NBC this season . . . Writer Allan Sherman to produce and direct the annual Television Writers' Award Dinner Show at the Beverly Hilton Hotel December 6 . . . Cloris Leachman, Frank McHugh, Steve Brodie and Billy Mumy have been set for featured roles in the "Keep An Eye On Santa Claus" hour segment of the "Going My Way" series . . . Veteran newsman, Frank Edwards, who has reported news for well over a quarter century, joins KABC-Radio's news staff effective September 17.

☆ ☆ ☆ ☆

• • • Auditions for an actress to play the femme lead in "Tragedy in a Small Town" will be conducted this week at Television City Arizona by casting director William Hall. Picture, first to be produced under joint aegis of TCA and Glenn Productions, Inc., will be lensed this Fall at TCA's Phoenix studios and on location at Gilbert, Arizona.

TV Ogling Grass-Roots Ads

(Continued from Page 1)

vent of shopping centers and discount houses.

Bygone methods of attracting store traffic have gone by the boards as established retailers, for instance, realized they needed new "pitching" devices to sell their wares. Documenting these statements are "breakthru" examples furnished RADIO-TV DAILY by TvB over the week-end:

R. H. Macy, thru Grey; Sears, Roebuck, via Ogilvy, Benson & Mather; Woodward & Lothrop, Washington, with Hardwood Martin agency; Cooperative Zion Mercantile Institute, a department store in Salt Lake City, via David W. Evans & Associates, and the D. H. Holmes store, in the same city, with Swigart & Evans.

Four Examples Cited

Classic instances of national producers of goods who tested locally, then spread out on sight-and-sound air-time are: Lestoil, which emerged from Holyoke to join the top 100, Texize, whose humble start was in Greenville, S. C.; Matey, introed by J. Nelson Prewitt in Rochester, and Aerosol Corp.'s launching of spray starch in Boston.

All this means that local agen-

cies may henceforth anticipate increased competition from big agencies for the local accounts, TvB prexy Norman E. Cash admonished the Grand Rapids (Mich.) Advertising Club on Friday.

"Either local agencies are going to rise to the challenge, or the bigger agencies are going to come in and fill the need on the local scene," he told them.

FM Network Signs G.E.

(Continued from Page 1)

General Electric's radio-television marketing operations manager, said "studies of the QXR audience show it to consist largely of community leaders and 'influentials' most likely to welcome trend setting products."

James Sondheim, QXR president, cited recent research findings by Media Programmers, show QXR's nearly two-million audience has \$14.7 billion annual spending power.

Chester M. Ross is chairman of Novo Broadcasting, Inc., a division of Novo Industrial Corp. which acquired the network from the New York Times last April.

Broadcast Pioneers Appoint 3 to Board

William K. McDaniel, executive VP, NBC Radio; Frank Pellegrini, executive VP of H-R Representatives, and Arthur Simon, advertising manager of RADIO-TELEVISION DAILY, have been appointed to the Executive Board of the Broadcast Pioneers, New York Chapter.



McDANIEL

McDaniel said that among the major Pioneers projects he and his fellow officers will be working on this year are the newly formed Professional Committee which serves as clearing house for broadcast personnel seeking job change, and the Broadcast Foundation, which aids former industry people in need.

Ass'n Films Offering Space Probe Review

Association Films is making available free to schools, community organizations and TV stations the documentary film, "You Share in Space," reviewing America's space exploration past and future. The 28-minute film was produced by the National Aeronautics and Space Administration as a public service.

Sequences in the film describe our nation's space aims from the launchings of weather and communication satellites to forthcoming landings on the moon.

Tinted Telecasts on Tap For Missouri U. Outlet

St. Louis — The Missouri U. station, KOMU-TV, has begun telecasts of network color programs. Dr. Edward C. Lamber station director, said \$40,000 in equipment was installed, but the new facilities won't permit origination of local color shows.

Keeping Up With Jones

Jacksonville — Charles (Chil) Jones has joined the WPDQ sales staff.

Classic Autos 'Soup Up' For Indiana AM's 'Tour'

Indianapolis—WFBM's "Fourth Annual Antique Auto Tour Saturday and Sunday, has set Terre Haute, nearly 200 miles away, as the destination for the classic cars. Some 135 old-time vehicles will make the trip, highlighted by the opening of the "Early Wheels" Museum in downtown Terre Haute.

PIGSKIN PARADE

ABC-TV has begun its second year of "All-Pro Scoreboard," which will follow the network's telecasts of AFL games thru the championship tilt. Sponsors are Bristol-Myers, via Doherty, Clifford, Steers & Shenfield; B&W Tobacco, Keyes, Madden & Jones; Gen. Mills, Knox Reeves, and Simoniz Co., Dancer-Fitzgerald-Sample. . . . All Boston Patriots AFL games are being carried this season on a network consisting of WEEI, Boston; WHAY, New Britain; WMAS, Springfield; WBRK, Pittsfield; WNEB, Worcester; WEAN, Providence; WGIR, Manchester; WPOR, Portland; WABI, Bangor; WLAM, Lewiston, and WDEV, Waterbury. Vt. Sponsors are Zay Department Stores and the Lincoln-Mercury Dealers of New England.

Ten outstanding high school football games in the suburban Philadelphia area will be aired on Rahall's WNAR, Norristown, Pa., Saturday thru Thanksgiving Day, sponsored by World Mutual Health & Accident Insurance Co. of Penna., King of Prussia, Pa. . . . KGO-TV, San Francisco, will televise an exhibition tilt on its "High School Football" Saturday, between South San Francisco High and San Lorenzo. The prep coverage is sponsored by PG&E.

Penn State football on WCAU, Philadelphia, which gets under way Saturday, is completely sold out with sponsorship by Ritter Products-Food Fair, via S. E. Zubrow Co., Philadelphia, and Knights Insurance Co., via Sykes Advertising, Pittsburgh. . . . WNAC, Boston, will air the full schedule of Harvard grid tilts this season for the fourth consecutive year. Sponsors are the First National Bank of Boston and the Old Colony Trust Co.

HOW TO LOOK AS SUCCESSFUL AS YOU ARE

You can look as successful as you are, or would like to be, if you talk immediately to the PR-oriented advertising man, who put that profitable patina on one of the world's largest television networks.

Box 203
RADIO-TV DAILY
1501 Broadway, NYC

Radio-TV 'Divorce' Urged by Labunski

White Sulphur Springs, W. Va. — Radio should divorce itself "loudly and publicly" from TV to defend its own legitimate interests, WMCA general manager Stephen B. Labunski told the West Virginia Broadcasters Ass'n here. "Radio and TV do not belong together in trade groups and industry associations," he said, "or in representations before governmental agencies, because they have very little in common, and there is a great deal which divides them — legitimately and properly. TV is often a burden to radio, and it's time to recognize it."

Asks Forceful Action

"Radio broadcasters," he continued, "can act forcefully and unequivocally only if they are unencumbered by companions who have interests which are either different from theirs, in conflict with theirs, or in some cases diametrically opposed to theirs. Nothing short of a clear point of view about this, followed by vigorous implementation of policies which are good for radio, will begin to solve the various problems which plague radio today."

Negro Models Slated For Video Commercials

(Continued from Page 1)

Sulfur-8. Gillette has previously used Negro sports stars in its TV commercials, but this will be the first in which models will be used, she said. Several other companies have used Negroes in spot commercials on a limited basis, but most of these have been celebrities.

The commercials of Artra, Sulfur-8 and Feen-A-Mint, all products of Pharmaco, will be seen on a 30-minute Sunday morning program of gospel music on TV stations in New York City; Charleston, S. C.; Washington, D. C.; and Augusta, Columbus and Macon, Ga. Campaign will last for 13-weeks and may go to other cities if successful.

It's Home Week in Ohio For New Miss America

Cleveland—The new Miss America, Jacquelyn Mayer, will visit two Cleveland Broadcasting stations next month, WERE here and WLEC in her hometown of Sandusky. The national beauty owes a good deal of her success to WLEC, which sponsored her in the Miss Ohio and Miss America contests.

FCC Chides WLEE on Promos But Withholds Penal Action

Raleigh, N. C.—The FCC has decided not to make an example of WLEE here (formerly WSHL) for engaging in practices the commission didn't like during its first day under new ownership but it chided the outlet and is sending all stations copies of the letter administering the spanking as a warning of sterner action in the future.

WLEE, on its first day of new ownership, is alleged to have repeatedly played the same record, interspersed with some smutty remarks.

In the letter to WLEE, which the commission said it is circulating to all broadcasting stations as a warning, the FCC said the fact that the promotional practices complained about were relatively brief in duration doesn't justify them, that such misuse of the broadcast license raises serious questions of licensee responsibility.

Parade Publisher Speaks At Legion Ad Post Lunch

Arthur "Red" Motley, president and publisher of Parade Publications, will speak on "There Are More Than Two P's In Prosperity" at today's luncheon meeting of Advertising Men's Post No. 209, New York City.

Cap'n Cottle Takes Helm As 'Ruff, Reddy' Sets Sail

Capt. Bob Cottle, who has been a children's performer on WHDH-TV, Boston, for the last five years, will star as the new host when "The Ruff and Reddy Show" returns to NBC-TV as a color series Sept. 29.

Learn Gov't, Physics On NBC-TV College

NBC-TV's "Continental Classroom" begins its 1962-63 season Sept. 24, offering two-semester college-level courses in "Atomic Age Physics" and "The Structure and Functions of American Government."

Dr. Peter H. Odegard, professor of political science at the University of California at Berkeley, will teach the American Government course. The Atomic Physics Course is presented by the network in cooperation with the American Ass'n of Colleges for Teacher Education.



BOB & RAY, PLUS FRED: Fred Bernard of Hartford's WTIC, right, smiles at the antics of his two new colleagues on WTIC Radio, Bob Elliott and Ray Goulding, who will bring Hartford and Connecticut-oriented Bob & Ray material to the Fred Bernard Show beginning Sept. 17. Bob & Ray will appear on WTIC from 3:30 to 6 p.m. Monday through Friday, along with Wally Ballou, Webley Webster, Mary Backstage, Word Carr, Mary McGoon and all the rest. Advt.

Foreign Nations Enter Second N.Y. Festival

England, France, Belgium, Finland and West Germany, among other countries, have entered product in the second International Film Festival of New York, which will be held Sept. 25-27 at the Bar-bizon-Plaza Hotel as a highlight of the annual Industrial Film and Audio-Visual Exhibition.

Awards are to be given for the best production in each category, as well as for such special achievements as Best Direction, Best Musical Sound Track, Best Special Effects, Best Photography and Best Art Work. Winners will be announced at a luncheon Sept. 26.

Hallmark Toasts 12th Year With 'Teahouse' in Color

NBC-TV's "Hallmark of Fame" will open its 12th season Oct. 26 with a colorcast of "Teahouse of the August Moon," featuring John Forsythe, David Wayne, Miyoshi Umeki and Paul Ford. Hallmark Cards, through Foote, Cone & Belding, are sponsoring the TV adaption as the first of at least four 90-minute productions this season.

CATV 'Crisis' Tackled

(Continued from Page 1)

them up and these broadcasters feel there is a crisis. Others are going into CATV operations and believe CATV bodes no evil for our free system of telecasting. Then there's the radio broadcaster who would like to know what CATV means to him. Definitely we have a crisis and a dilemma here, it just depends what side of the fence you're on."

Carow said Charles Batson, VP and managing director of WIS-TV, Columbia, S. C., will speak for telecasters who favor community TV. Ben Williams, executive VP, WTOG-TV, Savannah, Ga., where a \$1.2 million CATV system is being built, will oppose CATV. Fred Weber, VP of Rustcraft Broadcasting Co., also will appear on the panel to discuss pros and cons of CATV.

FCC OKs Stereocasts

Washington Bureau of RADIO-TV DAILY
Washington — Dynamic Broadcasting has been granted subsidiary communications authorization on a multiplex basis for its WAMO-FM, Pittsburgh, in an action by the FCC's broadcast bureau.

JUDSON 6-7070
ABBEY MAILING SERVICE
 Complete Mail Campaigns
 Mimeographing • Multigraphing • Offset
 Addressing • Mailing
3-Hour Service
 121 West 46th Street, New York 36, N. Y.

AGENCY NEWSCAST

By RALPH TYLER

The stock brokerage firm of Edwards & Hanly has contracted for sponsorship of the WNBC Radio 7:05 newscast featuring Dwight Weist. The firm, with its main office in Hempstead, L. I., has been expanding its operation for the last few years with the installation of offices in New York City and surrounding suburban areas. Weist has done news commentary for over 25 years, 13 of them as the voice on the "March of Time" radio series.

* * *

Homelite, a division of Tectron, Inc., will sponsor three Saturday newscasts on Mutual Broadcasting starting Oct. 13. The ten-week net sked, which markets Homelite's initial appearance in broadcasting, was bought via Sutherland-Abbott of Boston . . . James Steward, who works on the Union Carbide Consumer Products Co. account, has been appointed a VP of Wm. Esty Co., which he joined in 1953. Previously he was employed by Y & R in New York and J. T. Baker Chemical Co., in Phillipsburg, N. J.

* * *

The 15-minute bowling program, "Kegler's Korner," resumes Oct. 6 on WEBR, Buffalo, under sponsorship of Erie County Savings Bank. Show is used as a vehicle to promote the bank's special Bowling League Accounts services . . . Robert Gernert and Gene Fairly have joined the New York office of Foote, Cone & Belding. Gernert, who had been with McCann-Erickson, will serve as senior account executive on the Lever Brothers Pepsodent account. Fairly, formerly co-partner of William John Upjohn Associa-

Herridge Back to CBS For Series on History

Robert Herridge is returning to CBS-TV as producer of "The Fighters" for 1963-'64, a new half-hour weekly series about American history, "told in terms of the great and colorful personalities who fought for a principle, an issue, a way of life or a decision that influenced the nation's destiny," it was announced by CBS News president Richard S. Salant.

With a distinguished name host to set the scene for each episode, the series will be a presentation of the CBS News public affairs dep't and produced by CBS-TV's program dep't under the supervision of Hubbell Robinson, senior VP-programs.

Thought for Today

"I doubt if anyone can point to a single instance in history in which a fairly successful effort on the part of an industry to exercise reasonable self-control and to adopt standards of performance in the public interest has resulted in the government's assumption of those standards as a system of involuntary controls for the industry. On the other hand, there are instances too numerous to mention of the excesses and mal-practices of an industry leading to strict legislation and controls."
—Robert D. Swezey, Director
NAB Code Authority

tions, has been assigned to Menley & James Laboratories as account executive.

* * *

St. Louis Sideglances: Pet Milk Company will begin a gigantic advertising campaign, including a heavy program of 60-second spots on TV, in late September to invade the New York market with its SEGO Liquid Diet Food. The campaign will be handled by Gardner Advertising, agency for Pet's Milk Products Division . . . James A. Van Sant, account executive of Lemoine Skinner Jr. Public Relations, has been elected a VP of the company . . . Raymond T. Gurnard has been elected executive controller, and Thomas Atkinson added to the creative art staff, it was announced by Charles Claggett, president of Gardner Advertising Co.

Uncle Pete's Stories Spun at Phila. Zoo

Philadelphia—The Philadelphia Zoo will be the scene of a new tot TV series, "Uncle Pete's Zoo Stories," premiering today on WRCV-TV. Pete Boyle will serve as guide and storyteller. In addition to the weekday series, the best daily sequences will be assembled for a 30-minute repeat each Sunday.

"Uncle Pete's Zoo Stories" will be produced in cooperation with the Zoological Garden, the Board of Education, the Free Library and the Academy of Natural Sciences.

Boyle has been a Philadelphia television personality since 1947.

RAHALL RADIO STATIONS



Staffed by WIDE-AWAKE PERSONALITIES

dedicated to PUBLIC SERVICE in the communities which they serve!



No. 1 RADIO
Tampa - St. Petersburg, Florida
Sam Rahall, Manager



No. 1 RADIO
Allentown-Bethlehem-Easton, Pennsylvania
"Oggie" Davies, Manager



No. 1 RADIO
Beckley, West Virginia
Tony Gonzales, Manager



No. 1 RADIO
Norristown-Philadelphia Area
John Banzhoff, Manager

above stations represented nationally by H.R. . . . New York

also WQTY

our station coming up fast in JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



VOL. 91, NO. 55

TUESDAY, SEPTEMBER 11, 1968

Indiana University Library
Bloomington Ind

10 CENTS

NEW DAY: SCRIBES ABOVE STARS

CANADA STARTS GETTING TOUGH

Four Stations Threatened
By 'Criminal' Charges

Special to RADIO-TV DAILY
Montreal—The Board of Broadcast Governors has begun hiring lawyers to press charges against four radio stations allegedly contravening Canadian broadcasting regulations. The charges, under the Criminal Code, will be pressed locally and will be the first time in Canadian Broadcasting history that action of this kind is taken.

If convicted, the licensees would face fines of up to \$500 or three months in jail or both. On previ-

(Continued on Page 12)

Si Goldman Acquires Pioneer Vermont AM

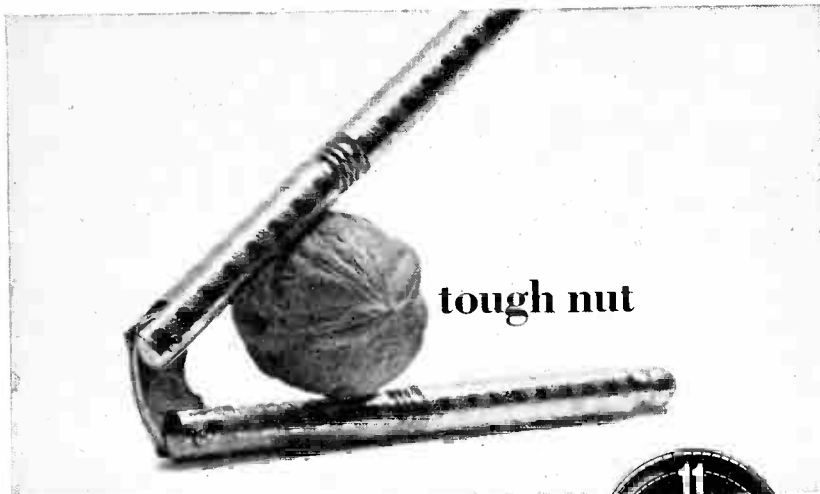
Burlington, Vt.—Sale of WCAX Radio, one of the country's pioneer operations, to the James Broadcasting Co. for \$300,000 was announced yesterday by C. P. Hasbrook, president of WCAX Radio and chairman of the board of WCAX Television.

James Broadcasting Co., headed by Simon Goldman of Jamestown, also operates WJTN, AM and FM, James-

(Continued on Page 10)

Joseph Parsons New GM Of FMer in Los Angeles

West Coast Bureau of RADIO-TV DAILY
Los Angeles—International Good Music, Inc., has appointed Joseph F. Parsons general manager of its KFMU here, and added Mal Ewing and Richard J. Baroda to the sales staff. Parsons will also continue as sales manager, a post he has held for the past three months. National sales for KFMU, which airs in stereo eight hours daily, will be handled by QXR and FM Spot Sales, Inc.



tough nut

Advertisers must have the extra impact of local spot television to crack the tough New York market. WPIX-11 offers the best combination of market-cracking opportunities—Minutes in Prime Time in a quality "network" atmosphere.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

NBC-RKO Swap Talk Opens; Philco Jockeys for Points

Washington Bureau of RADIO-TV DAILY

Washington—Strategy was the keynote yesterday as the first prehearing conference was held in Washington on the RKO-NBC proposal to trade their Boston and Philadelphia outlets, complicated by Philco's application for a new TV station on the channel now occupied by NBC in Philadelphia.

Only one major point was settled, involving an agreement by NBC and Philco to go over the

(Continued on Page 4)

Station Manager Blamed For Contest Troubles

St. Louis—Allegations of contest irregularities against KWK here aren't sufficient to warrant cancellation of its license, FCC hearing examiner Forest L. McClenning ruled in an initial decision yesterday. He laid the blame to the station manager, rather than to ownership, finding president A. M. Spheeris to have "a reputation in his community for truthfulness, honesty and good character..."

Telstar Sets Stage For N.Y., Chi Meets

Telstar and international TV in general will be stage center at upcoming meetings in Chicago and New York.

In New York, FCC chairman Newton Minow is expected to stress world communications developments when he speaks Sept. 27 at the first International Radio

(Continued on Page 11)

Brown, Hofmann on Rolls Of Executive Institute

Martin Brown, treasurer of American Broadcasting-Paramount Theatres, and Peter W. Hofmann, manager of business analysis, RCA, both of New York, have been elected to membership in the Financial Executives Institute.

Quality Writing Seen Raising Drama Level Over 'Star Concept'

By ARTHUR PERLES

The crystal "bawling" of many press critics who have already written off this season's video drama output as so-so at best yesterday got smacked on its snooty schnoz by Dick Berg, Hollywood TV Academy chapter president, who is the producer of "ABC-TV's Alcoa Premiere."

Without derogating acting talent, Berg said the star concept is rapidly giving way in dominant thinking here to what he termed "a subtle renaissance of qualitative writing for prime-time dramatic TV programs."

The carpers may still have to eat their newsprint if Berg's analysis for the National Audience Board, Inc., holds up.

He sees one shortage still remaining for the scripters—the absence of anthology shows. Yet—and "curiously enough," he continues:

"As more of us from the anthology field penetrate supervisory areas in production, the trend

(Continued on Page 10)

Pitt TV Locks Up Sales On Marie Torre Newscast

Pittsburgh—Marie Torre's 15-minute participation in KDKA-TV's daily "Noon News" has been completely sold out, according to sales manager Henry V. Greene, Jr., who reports that the daily 15-minute news program featuring Al McDowell has been sold to

(Continued on Page 9)

Farm Director 'Hoe Down' Where Skyscrapers Sprout

There's one answer to the old song "How're You Going To Keep Them Down on the Farm?"—you can't. When the National Ass'n of TV-Radio Farm Directors meets tomorrow it will be amid the asphalt and concrete of New York City, where, incidentally, advertising agencies grow like corn stalks in Iowa. Theme is "Farm Advertising."



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COMING AND GOING

MILTON R. RACKMIL, Universal president, has returned to N.Y. following business conferences on Coast. DON ROSS, KNX newscaster, off on vacation. JAN MURRAY to West Coast to tape "My Fifteen Blocks." ALVIN G. FLANAGAN, VP, and BOB BROWN, sales manager of Mullins Broadcasting Co., in L.A. for meetings with agency and sponsor reps. WILLIAM DOZIER, Screen Gems' West Coast chief, and his wife, ANN RUTHERFORD, in town for business meetings. DAVID LIPTON, Universal VP, in New York for advertising and publicity conferences.

FINANCIAL (September 17)

NEW YORK STOCK MARKET table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Esquire, Inc., etc.

Industry Must Devise Ways To Hypo Its Need: Machcinski

Lansing, Mich.—TV's continued growth and acceptance by national advertisers and agencies should not be taken for granted, Stephen A. Machcinski Jr., VP-general sales manager of Young Television Corp., has told the board of directors of TV Corp. of Michigan, owners of WILX-TV here.

He said that TV as an industry—and spot TV in particular—can look forward to a record-breaking fourth quarter, one that will more than equal last year's pace-setting period. But this is not the time to sit back and count our chips; rather to continue to devise fresh ways of making our service demanded even more by the public and our commercial time coveted that much more by advertisers. Machcinski also presented new market research data prepared for WILX-TV by the computer firm of S. J. Tesauero & Co., Detroit. Thru a special national cross-tabulation of the 1960 Population and Housing Census Data Young TV projected the Tesauero findings to the latest 18-county Lansing TV area household data in Standard Rate & Data Service.

\$3.8-MIL. DROP IN ATV'S PROFIT \$14.1-Mil. Before-Tax Total For British Firm's Year Special to RADIO-TV DAILY

London—Associated Television's profits dropped by \$3.8 million for the year ended last April. Profits, before tax, were \$14.1 million. Chairman of ATV, Sir Robert Renwick, said the fall in profits was due to greatly increased cost of operations, reduction in advertising revenue and losses by subsidiaries during the early days of the companies' development. Sir Robert had this to say in reply to persistent attacks being made over here against alleged excessive profits by commercial TV companies: "The people concerned in promoting commercial TV lost a considerable amount of money in pioneering work before and after the war, and even after the start of independent TV. It should not be forgotten that, if risk capital had not been put up six years ago, we should not have had commercial TV in Britain."

AWRT Selects Philly For Next Convention

The Sheraton-Philadelphia Hotel will be the site of American Women in Radio and Television's 1963 annual national convention May 2-5, with the general chairman to be Alice Lynne Mooney, president-elect of the Philadelphia AWRT chapter. The event was announced by AWRT president Martha Crane.

Miss Mooney is media director of Bauer-Tripp-Foley, a newly formed Philadelphia agency resulting from the recent consolidation of Richard A. Foley Advertising with Bauer & Tripp.

Wolper's Next Lensing Set for Sammy Cahn Bio

Hollywood—A documentary on Sammy Cahn, Academy Award winning lyricist, has been set as the next segment to be filmed by Wolper Productions for UA-TV's "The Story of" series. The half-hour telefilm, "Story of a Songwriter," will be directed and produced by Mel Stuart, supervising producer of the series.

British 'Names' Form Cross-Channel Team

London—Two of Britain's leading TV commentators, Richard Dimbleby and Wynford Vaughan-Thomas, have clinched a deal with TWW Ltd. to form Trans-Europe Television to make TV programs on the Continent. The plan is to send a \$236,000 mobile TV unit to the continent to produce and record programs for any station in the world. It will also use Telstar for transmissions. Robin Scott, general manager of Trans-Europe Television, recently attended a demonstration of the mobile unit.

Jerry Jumps Into Big Time

Young TV and nightclub comedian Jerry Van Dyke has been signed to an exclusive long-term contract with CBS-TV. Hubbell Robinson, the net's senior VP for programs, said a pilot for a weekly comedy series starring Van Dyke currently is under development.

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

Robinson further revealed that Van Dyke younger brother of Dick Van Dyke, will guest on regular CBS-TV series during the coming season.

Plattsburgh Tower Ups U.S., Canadian Range

Plattsburgh, N. Y. — WPTZ-TV here has erected a 2,004-foot tower, boosting its transmitting power to 25,100 watts, maximum. The station is repped by Blair TV Associates.

Situated in Clinton County, across from Vermont and Quebec, the power boost means increased range in six new counties in the U. S., as well as greater Canadian coverage. The outlet estimates the tower will bring an increase of 37 per cent in the number of homes reached.

Boyette 'ENCO Reporter'

San Antonio — Pat Boyette is now the full time KENS-TV nightly "ENCO Reporter." Boyette recently joined the station as an announcer, succeeding George Scharman.



erlin-

TONIGHT!
NBC-TV 10:00-11:00 PM

Repeat Performance of the Documentary Classic

HOLLYWOOD:
THE GOLDEN YEARS

A 1-Hour Spectacular on the Movies' Most Fabulous Era

Your Host
GENE KELLY

Produced and Directed by
DAVID L. WOLPER

The Story of the Movies' Silent Era, its home town and its people, from its beginnings to the coming of sound. An exciting story, told with intimate behind-the-scenes films and excerpts from its most memorable motion pictures.

Associate Producer JACK HALEY, JR.
Music by ELMER BERNSTEIN
Script by MALVIN WALD

Production Supervised by MEL STUART
Story by SIDNEY SKOLSKY
Edited by PHIL ROSENBERG

Sponsored by the Procter and Gamble Company

'Wonderful World' Skeds Beethoven Bio

Walt Disney has skedded a two-part musical biography of Beethoven, starring Karl Boehm, for the NBC-TV programs of Nov. 18 and 25 on his "Wonderful World of Color" series.

The biography, "The Magnificent Rebel," was filmed in Vienna in color and recorded in stereophonic sound. Musical portions, played by the Berlin Symphony, include the composer's "Fifth Symphony," "Moonlight Sonata," "Pathetique Sonata," the "Sonata No. 1 in F Minor" and the "Sixth (Pastoral) Symphony," and parts of "Fidelio" and the "Ninth Symphony."

The series is sponsored by Eastman Kodak and RCA.

WBC Names Merrick Co. For 'Steve Allen' Promo

Westinghouse Broadcasting Co. has retained Mike Merrick Associates as directors of a special promotional campaign for "The Steve Allen Show," seen nightly in New York on WPIX. The Merrick firm will work directly with WBC's public relations department in New York as well as on the Coast.



By TED GREEN

• • • Veteran bandleader Sammy Kaye has the TV wheel of fortune spinning, and will revive turn-of-the-century tunes tonight on CBS-TV's "Variety Gardens" special; switches to WOR-TV as a premiere guest Oct. 1 on Joe Franklin's new afternoon "Memory Lane" stanza, and, on Oct. 15, crosses over to NBC-TV as guest bandleader for a one-week stint on "The Merv Griffin Show." (Just how much swingin' and swayin' does air-time permit?) . . . Key Training Service, Miami Beach (correspondence courses), has contracted thru Metlis & Lebow for a saturation spot schedule on WMCA and WNJR.

• • • John Box says it would seem that one of the surest ways for a personality in the radio broadcast field to achieve a spot in the nation's top three markets is to earn their spurs with the Balaban Group. In the last three years alone, almost a dozen air personalities at the John Box stations have moved into the largest metro markets. Latest is Dick Clayton, top-rated personality at WIL, St. Louis. Clayton joined Box five years ago and moves up to Westinghouse, WINS, in New York. Others in the line-up of successful Balaban alumni: Gary Owens (WIL) now at KFWB, Los Angeles; Roger Barkley (KBOX, Dallas) now program director at KLAC, Los Angeles; Dan Ingram (WIL) and Sam Holman (WIL), both at WABC, New York; Jack Carney, who started with Box seven years ago and was the dominant personality at WIL for three years, is now at KSFO, San Francisco; while Mort Crowley and Clark Weber, both from Balaban's WRIT, Milwaukee, are at WLS, Chicago. John, we think you have a point.



BOX

• • • Jan Murray off to the coast to begin work on the pilot of "My Fifteen Blocks," new Danny Thomas-Sheldon Leonard situation comedy in which the tall comedian will star. Both Thomas and Leonard, with the latter producing the show, believe Murray is perfect for the role. Jan also has a nightclub schedule all lined up and will be in a number of top spots . . . The Huntley-Brinkley show is covering the Americana Hotel opening with a helicopter from which an NBC cameraman will shoot New York's newest silhouette from every angle. Another crew will film the interior, including the huge Imperial ballroom . . . Aside to the many callers regarding the whereabouts of one of the industry's well thought of agents, Milt Wohl; he has now opened his own Agency on West 44th Street.

• • • Talented Barbra Streisand is set for the Fanny Brice role in Julie Styne's new musical. Barbra's manager, young Martin Erlichman, on the Coast to prepare for Barbra's appearance on Dinah Shore's TV show and negotiate other TV offers . . . Overheard at Billy Gwon's: "So you want to give your kid a college education? Let him spend two weeks in the Catskills" . . . Comedian Lucho Navarro, who hails from Chile, learned first-hand about our "good neighbor policy." After appearing on the "Tonight" show, Lucho was deluged with bookings that take him well into March, including six appearances on the Ed Sullivan show . . . WWRL's Fred Barr and "Doc" Wheeler are busy lining up their Fall Gospel Caravan at Harlem's Apollo Theatre. This marks their 24th appearance there.

• • • WCBS Radio's Jack Sterling off today on a two-week golfing holiday. He will dig divots at Fred Waring's Shawnee-on-the-Delaware, returning Oct. 1. Ed Joyce and Bill Randle replace him, during his absence . . . WPIX weather girl Gloria Okon celebrating her third anniversary with the New York indie . . . Singing star Gloria Lambert goes into production with Mitch Miller's "Sing Along" next week for the 1962-'63 season . . . Sportscaster Chris Schenkel starts his 11th year as play-by-play announcer when the New York football Giants open its season Sunday in Cleveland . . . Barbara Dana plays Beverly in "Naked City" on ABC-TV tomorrow. Season-opening episode, titled "Hold For Gloria Christmas," stars Burgess Meredith . . . The Ivy League Trio bid farewell to Uncle Sam as they complete their Army service Saturday. They'll make up for lost time with bookings set in Washington, Chicago and a string of college concerts. Keep the good eye on this trio. We predict great things for them.

Hi-Fi Show Promos On Air, Underground

A saturation spot campaign on prime time TV and both AM and FM radio will begin the week before the annual New York High Fidelity Music Show to be held Oct. 3-6 at the N. Y. Trade Show Building.

The show will support its on-air campaign by "going underground." More than 1,000 posters in IND, IRT and BMT subway stations will be up by show time featuring the symbol of the exposition, a "New Dimension In Sound '63" sphere. Katz, Jacobs Co. is the agency.

19 Guest Stars on Tap For 'Red Skelton Hour'

Producer Cecil Barker has set 19 guest stars through December for "The Red Skelton Hour," which debuts on CBS-TV Sept. 25.

Guest stars for the opening show are Harpo Marx and Virginia Grey, with Mahalia Jackson as special guest star. Other guests for forthcoming shows include Juliet Prowse and Phil Harris; Ray Bolger and Brenda Lee; Jackie Coogan and Kay Starr; George Gobel and Karen Morrow; Mickey Rooney; Charles Ruggles and Jane Powell; Eve Arden and Cesar Romero; Janis Paige and Stubby Kaye, and Bobby Rydell and Audrey Meadows. Seymour Berns is the director.

One Point Is Settled In NBC-RKO Swap Talk

(Continued from Page 1)

list of papers dealing with NBC-RCA anti-trust problems which NBC would be willing to make available to Philco. Philco has asked for a subpoena deuces tecum on which chief hearing examiner James D. Cunningham will be required to rule if agreement isn't reached.

Report Slated Oct. 3

Report on progress will be made at the next prehearing conference, set for Oct. 3. Philco also wants anti-trust documents relating to RCA-NBC from the Justice Dep't. files. The Justice Dep't. has decided not to participate in the proceedings, and Westinghouse Broadcasting has asked for permission to withdraw.

Cunningham and all parties expressed strong backing for the idea of starting the actual hearing on the scheduled Oct. 22 date and for concluding them as rapidly as possible. But doubts crept in, and there was some acknowledgement of the possibility that the battling could go on until Spring.

STORER TELEVISION SALES has the facts about

WJBK-TV

THE

No. 1 BUY

IN

DETROIT

WJBK-TV
DETROIT



2

A STORER STATION

Time-Lifers Chart Own TV Production Unit

Execs of 5 Stations Meeting in San Diego On Future Operations

News and program directors from Time-Life Broadcast's five radio-TV station will convene in San Diego for a three-day meeting Sept. 24-26 to consider—among other things—establishment of a TV production unit to serve the five stations; expansion of the Washington and New York broadcast news bureaus' functions, and joint program and promo projects.

Weston C. Pullen, Jr., Time's TV for broadcasting, said the session will be hosted by execs of San Diego's KOGO-TV-AM-FM; VP-GM William E. Goetze TV program director Burke Ormsby, news director Pat Higgins and radio program director Dick Roberts.

New Yorkers to Attend

Attending from Time - Life Broadcasting's New York headquarters will be general manager Frederick S. Gilbert; Manfred Gottfried, former managing editor of Time magazine, now editorial consultant to the broadcasting division; Richard McCutchen and John St. Leger of the N. Y. broadcast newsbureau; John F. Dowd, Time, Inc., editorial counsel.

Participant from the other Time-Life operations will include: Stan Brown, Charles Roberts, James Bennett; WFBM-TV-AM (Indianapolis), Warren Wright, Jerry Chapman, Robert Gamble, WO-OD - TV - AM (Grand Rapids), Richard Cheverton, Peter Kizer; WTCN - TV - AM (Minneapolis), Sheldon Peterson, Mort Rosenman, and from the Washington newsbureau, Bill Roberts.

4 Saddled as Guesters On 'Virginian' Series

Barry Sullivan, Carol Lynley, Tom Tryon and Shirley Knight have been signed for guest roles in "The Virginian" series which bows tomorrow on NBC-TV. Sullivan will appear in "The Woman from White Wing" seg, while the others are slated for the "A Far and Fetching Sound" episode.

Great Lakes TV Granted Satellite in Oil City, Pa.

Erie—Great Lakes TV has been granted a new TV station on UHF Channel 64 in Oil City, Pa., to operate as a satellite of WSEE-TV here. The grant is subject to final action on the proposal to substitute Channel 39 for 64, with commissioner Bartley dissenting on grounds that the satellite would involve overlap with commonly owned WSEE.

Ben Wickman Heads TIO Station Services

Ben Wickman has been appointed manager for station services of the Television Information Office of the National Ass'n of Broadcasters.

Wickman has been in TV broadcasting since 1952, when he joined WJW-TV (then WXEL), Cleveland, as program director. He was named general manager of the station in 1955, after its acquisition by Storer Broadcasting Co., and served in that capacity until May, 1961, when he resigned. Since then he has been associated with Show Corp., film and program distributors, as directors of national sales.

Aubrey to Represent TV As Advisor to Academy

CBS-TV president James T. Aubrey, Jr. has been appointed to the Board of Advisors of the Musical Theatre Academy of New York, an organization that specializes in training aspiring young actors for the musical theatre.

Academy director Philip Burton said Aubrey's service on the board would add counsel from an important area of the entertainment field. The board already includes many theatre notables.



AUBREY

King Broadcasting Ups Earl Reilly, Bill Clark

West Coast Bureau of RADIO-TV DAILY
Seattle — Earl F. Reilly, Jr., has been named local sales manager of KING-TV, with William Clark succeeding him as manager of KING Radio.

Reilly has been affiliated with KING since 1951 and has served as both a radio and TV account exec. He has been station manager the past three years. Formerly program director of KING, Clark is currently VP and GM of WCUE, Akron.

3 TV Translators Sold

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's broadcast bureau has approved sale of TV translator stations K70AL, K73AD and K77AV, serving Palm Springs and Desert Hot Springs, Calif., by Palm Springs Translator to H & B Communications for \$40,000.

W. COAST'S KTTV ON 24-HR. SKED

Station Aims 2:30-8:30 Pix At Late Workers, Insomniacs

West Coast Bureau of RADIO-TV DAILY

Hollywood — KTTV today becomes the only TV station in the nation with 24-hour programming with the debut of "The All-Night Show," featuring selected film hits from the MGM library, it was announced by Dick Wollen, KTTV program VP.

Program will be aimed at the more than 500,000 swing-shift workers, restaurant and bar employees, maintenance people and insomniacs in the Southern California viewing area, as well as the early risers, it was pointed out by Wollen.

Mary Martin To Fly Again

Mary Martin will star again in her famous "Peter Pan" role in a two-hour NBC-TV colorcast Feb. 9, the fourth TV presentation of Sir James M. Barrie's classic, it was announced by Mort Werner, the web's program VP. Sponsors will be Timex, via Warwick & Legler, and Lipton Soups, via Young & Rubicam.

Stars Cyril Ritchard

The Richard Halliday-Edwin Lester production stars Cyril Ritchard as Captain Hook and was originally staged, choreographed and adapted by Jerome Robbins. The entire NBC-TV color tape production (originally broadcast Dec. 8, 1960) was under the personal direction and supervision of Vincent J. Donehue. Two live NBC-TV color casts (in 1955 and 1956) preceded the color tape version.

Fordham Cites ETV Pioneers

The Fordham U. Communication Arts Dep't has presented "in memorium" plaques and citations to two ETV pioneers—former FCC commissioner Frieda B. Hennock and Franklin Dunham, former radio-TV chief of the U. S. Education Office. Miss Hennock died in June 1960, and Dunham in October, 1961.

The Rev. William K. Trivett, S. J., chairman of the Fordham dep't, presented one plaque and citation to the surviving family of each of the deceased, and one to a representative from the government agency with which each was affiliated.

Miss Hennock was the only woman who has served on the FCC,

It's 5-Camera Chain For Cleve Ork Start

Cleveland — Inaugurating the third season of Cleveland Orchestra telecasts, KYW-TV will cover the opening 1962-'63 concert from Severance Hall scheduled here for Oct. 4.

Producer-director Don Rumbaugh will be in charge. He plans to use five cameras for the performance, with one mounted behind the orchestra for head-on shots of conductor George Szell to allow viewers to see the conductor's facial expression while in action.

The opening program includes selections by Strauss, Schumann, Verdi and Stravinsky.

'Wide World of Sports' Saddles Rodeo Telecast

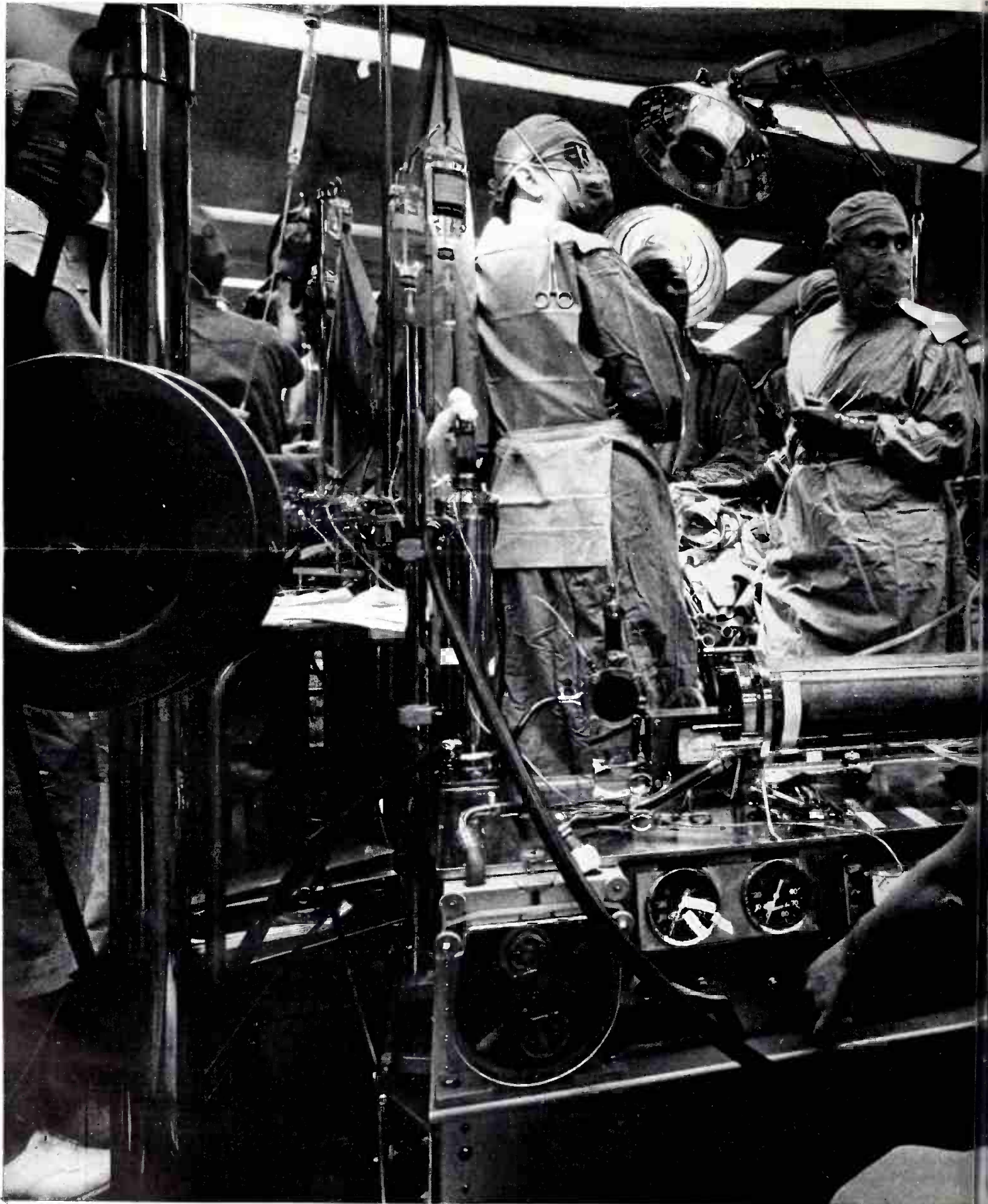
Finals of the Pendleton Round-Up Rodeo, with many of the country's top rodeo cowboys competing for cash prizes at Pendleton, Ore., will be presented Saturday on "ABC's Wide World of Sports." Bill Flemming will describe the events with Lex Connelly and Clem McSpadden handling color and interviews.

FMer Integrates Drills For Russian TV Course

In conjunction with WNBT's "Russian for Beginners" course, which bowed last night, WFUV-FM this week begins language drill sessions on Tuesday and Thursday nights. The programs are designed to facilitate aural appreciation of the language and supplement the TV course. Tatjana Kamendrowsky, Russian tutor at Fordham U., will conduct the FM sessions, marking the first time New York radio and TV have been integrated in a single course.

having been named to succeed Clifford J. Durr in 1948 for a seven-year term. She was also a partner in the New York law firm of Choate, Mitchell & Ely. Dunham, prior to joining the government, had been the long-time educational director for NBC, a job he assumed in 1930. He also inaugurated the music dep't at Fordham U.'s School of Education, and during WW II established the Star-Spangled Network, a radio system serving the U. S. Armed Forces.

In Chicago



...the 305-acre Medical Center District comprises \$270 million worth of facilities including the nation's largest concentration of hospitals, medical research and education. Shown here, in preparation, is a heart-lung machine in Presbyterian-St. Luke's Hospital where many surgical innovations have originated.



In Chicago

WGN

RADIO

reaches more homes* and cars** than
any other Chicago radio station!

*NSI—Feb. & Mar., 1962

**Chicago Auto Radio Audience Survey—1961



—the most respected call letters in broadcasting

WGN IS CHICAGO

Times News Staff Airs WQXR Reports

Appearing for the first time on a regularly scheduled series, New York Times correspondents and reporters will be heard in a series of WQXR commentaries on the background of the news every Monday, Wednesday and Friday evening, scheduled to begin Oct. 1.

The series will draw on the entire Times staff, both in the U. S. and abroad, for the 10-minute commentaries. Format for the program will remain flexible in order to follow the news closely. Reports from newsmen overseas will be beamed over special broadcast circuits for direct transmission from various new sources in Europe.

H-R TV Prexy Headley On TvB Director Board

Frank M. Headley, president of H-R Television, has been elected to the TvB board of directors by the bureau's station rep membership, succeeding Lewis H. Avery, president of Avery-Knodel, who has resigned. Avery's two-year term on the board, to be filled by Headley, runs until November, 1963.

Headley has been president of H-R Television since 1950, and previously served as president of Headley-Reed Co. He has also been a special agent for the FBI and was manager of the radio division of Kelly-Smith. He is a past president of the Station Reps Ass'n, a co-founder of the National Ass'n of Radio Station Reps and a charter member of the Int'l Radio and TV Society (formerly RTES).

Mayes Co. Makes Bruton Ops Chief of Okla. Outlet

Fort Worth, Tex.—Bob Bruton, program director of KXOL here since 1959, has been promoted to operations manager of KTOK, Oklahoma City. Both stations are owned by the Wendell Mayes radio organization. Bruton joined KXOL in October, 1956, as a deejay, and was made chief announcer in 1958. He started in radio in 1955 with KJIM here.

Elliott Heads Up Publicity Of Retarded Youths Drive

Atlanta, Ga. — King Elliott, WSB newsman, is publicity chairman for the 1962 fund drive of the Atlanta Ass'n for Retarded Children. Elliott will gear his ARC volunteer work toward promotion of the annual Georgia Tech preview football game in September. Funds from the game are contributed to AARC.

Public Can Dial 'Opinion' On Gotham's VD Concern

Following the broadcast of "Old Curse, New Concern," WCBS documentary on New York's venereal disease problem, listeners will get a chance to air their views on "Opinion Please" Thursday. The program will be concluded with a 15-minute session of public reaction to the in-depth probe of this city's growing social menace.

237 WILL CARRY TV ECON COURSE

Carnegie Tech Professor
Guides College Series

A group of 237 CBS-TV affils and NET stations have signed to carry the 160-lesson series, "College of the Air," dealing with "The American Economy." Last season, 196 outlets carried the series presented by Learning Resources Institute. Co-sponsors are the American Economic Ass'n, the Joint Council on Economic Education and the National Task Force on Economic Education.

Dr. John R. Coleman, professor of economics at Carnegie Institute of Technology is the TV economics instructor.

Barrett to Host 'Caravan' In Switch to New Outlet

Cleveland — Ron Barrett is joining WJW as host of the six-a-week "Caravan" show. Barrett has been in Ohio broadcasting for the past nine years, having started at a station in Lorain-Elyria, then at WGAR. He later joined WDOK and finally KYW.

33 Outlets Colorcast 7 Arts' Post-'50 Pix

Five more stations have ordered color prints of Seven Arts' Warner Bros. features for Fall telecasting, making a total of 33 colorcasting the films, including 15 new this year, it was announced by operations director Herbert G. Richek. Of the 15 new outlets, 8 are NBC primary affiliates; 5 are CBS primary affiliates, and 2 are ABC primary affils.

4 NBC Primary Affils

The five new signees include four NBC primary affils—KSD-TV, St. Louis; KING-TV, Seattle; WSYR-TV, Syracuse, and KGW-TV, Portland, Ore.—and one ABC primary affil—KREM-TV, Spokane. Richek said Seven Arts is currently offering 107 Warner Eros. post-'50s in color: 23 in Vol. 1; 16 in Vol. 2; 25 in Vol. 3; 21 in Vol. 4, and 22 in Vol. 5.

WGBS Will Be at Cape When Schirra Lifts Off

Miami, Fla. — WGBS radio will cover the planned six-orbital space ride of Walter "Wally" Schirra direct from Cape Canaveral Sept. 26. The station will air live the entire orbital shot, providing color background and feature stories before and after lift-off.

The coverage of the flight of the "Sigma VII" will include direct reports from NASA tracking stations in Hawaii and California fed directly to WGBS news at the Cape. WGBS coverage will be carried by more than 90 independent radio stations through the services of Radio Press International.

Top Chi Video Brass Huddle



Five heads of Chicago TV stations meet with officers of the TV Academy chapter in the Windy City to discuss ways of improving Emmy award procedures (as reported in Friday's RADIO-TELEVISION DAILY). L. to r.: Lloyd Yoder, WNBQ; James Beach, Foote Cone & Belding 1st VP; Clark George; WBBM; Jack Brickhouse, chapter president; Walter Schwimmer, chapter 2nd VP; Ward L. Quaal, WGN-TV; Sterling "Red" Quinlan, WBKB, and John Taylor, WTTW.

Mexican Videofile

By PEDRO MARIO AMARO

Mexican actors are forming cooperatives to wax serials and other drama material for sale over XEW and other Mexican stations. Latest venture is the "Proa Cooperative." It includes radio actors Antonio Gonzalez, Salvador Carrasco, Jose Antonio Cossio, Emma Thelmo, Velia Vegar, Luis Manuel Pelayo and Luis Punetes. Initial cooperative, "Alfa," headed by Carlos Gonzalez Duenos, has been busy since its inception some months back.

* * *

Campaign to cutback on American series over Mexican channels continue unabatedly. Now it is Mexican TV writers who demand a limit on purchases of foreign shows and a boosting of live programs as well as sustained production of series . . . Darren McGavin, who portrays Mike Hammer on TV, has signed for personal appearances in Mexico in theatre, night club and TV presentations for two weeks beginning Sept. 28.

* * *

Clemente Serna Martinez, president of Radio Programas de Mexico, is touring Latin America to set up distribution facilities for programs waxed in Mexico. Principal material is serials but includes other drama subjects and some musicals. Martinez has already talked with station managements in Panama, Argentina and Chile, hopes to blanket the entire area.

* * *

The Film Bureau has levied a stiff fine of \$4,000 against the "Detective Number One" series, which released an unauthorized segment, "The Missing File." Carmen Baez had turned this segment down on grounds that it ridiculed the Mexico City Police Dept. But the episode was telecast, and Miss Baez imposed heavy fine so that "in the future program producers, sponsors and agencies may become aware that we are serious in penalizing transmissions not authorized by the Bureau."

Miller Directs 'Smashup' For 'Armstrong Theatre'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Robert Ellis Miller has been signed to direct "Smashup," an episode of CBS-TV's "Armstrong Circle Theatre," to be aired on Oct. 10, with taping to start in New York tomorrow. Stars of segments will be Lonny Chapman and Tim O'Connor, in the script by Bob Van Scoyk. Bob Costello will produce.

7 'Repertoire' TVers For Each CBS O & O

Each of the five CBS o-o TV stations will produce seven segments of the 35-program "Repertoire Workshop" series to begin on the five outlets in January. This was disclosed as program directors of the O-Os met at the St. Regis in New York to map initial plans for the series, designed to encourage the development of and provide additional TV exposure for local creative talent.

Present plans call for each station to conduct auditions, with schedules and individual program formats still to be set. Applicants from all areas of the performing arts will be considered, and auditions will be promoted in each market via on-air and newspaper announcements. Although not commissioning scripts, stations will invite writers to submit existing material for possible production.

Attending the planning session were CBS-TV stations VP Craig Lawrence and CBS-TV stations program services VP Hal Hough, plus the five program directors: Dan Gallagher, WCBS-TV, New York; Leon Drew, KNXT, Los Angeles; Charles Hinds, WBBM-TV, Chicago; Alvin Hollander, WCAU-TV, Philadelphia, and Donald Markley, KMOX-TV, St. Louis.

Pitt TV Locks Up Sales On Marie Torre Newscast

(Continued from Page 1)

Mellon Bank via Fuller & Smith & Ross.

Greene also reports full sponsorship participation in programming shuffles, which include new time periods for the "Early Show," movies, "Wyatt Earp," "Tombstone Territory" and an additional 30-minute news program at 7 PM Saturday, and that the "Steve Allen Show" is filled to capacity.

In addition, Gallo Wines, via BBDO, has purchased one-half of the election returns; the J. P. Stevens Co., via Fletcher Richards, Calkins & Holden, picked up major-minor sponsorship of pre-game NFL programs, and Brookline Savings, via Lou Sautel Agency, bought post-game NFL shows.

WGN Skeds Six Remotes From Farm Power Show

Chicago — WGN will broadcast six remotes from the Burwell farm near Gibson City, Ill., the site of the 1962 Farm Power Show currently under way. The annual event is sponsored by the M&W Gear Co., of Anchor, Ill., with WGN helping to stage various programs and fair entertainment.

AGENCY NEWSCAST

By RALPH TYLER

Brand Names Foundation, Inc., having moved to new, larger mid-Manhattan quarters, is at work on its annual promotion of the next Brand Names Week, May 16-26 in '63. The week has become known as the fastest-growing merchandising event during the last several years. Scheduled by retail firms in virtually every category, the promotion has been especially successful in the grocery field. Last year, stores doing nearly one-third of the nation's total grocery volume participated in the promotion.

If actor-announcer Allen Swift appears to be something of a split personality these days the blame should be put on a TV commercial he just finished doing for Dutch Master Cigars. On it, swift portrayed the voices of Adlai Stevenson, a Russian and Ed Sullivan. Agency was Pappert, Koenig & Lois.

Corn Products Co., thru Lennen & Newell, New York, has bought United Artists TV's new Fall release "The Story of—" on WNBC-TV starting Oct. 16. The Miniwax Co., via Rose Martin, Inc., has purchased a saturation spot campaign as a market test exclusively with WHLI, Hempstead, Long Island, daytimer.

Leo Burnett Co., Inc., has appointed Robert A. Milford to its New York staff as a TV commercial producer. Previously he was a commercial producer at McCann-Erickson for four years. Before that he was producer at Kudner

Thought for Today

"In the countries of Asia, Africa and Latin America there are thousands of young idealistic people who want more from TV than the ideals of Tombstone and Dead Man's Gulch. If we in the West fail to help these people to make better use of TV they can turn for their ideals elsewhere."

—H. Carleton Greene
BBC director-general

Agency, Inc., and at William Esty Co.

St. Louis Scene: Several advertising, radio and TV leaders have offered to assist the City of St. Louis in its 200th anniversary celebration in 1964. While the city will not embark on a world's fair type of celebration, Mayor Raymond Tucker voiced the hope that a series of events should depict all phases of the Mound City's life. Volunteers include the Advertising Club of St. Louis, TV stations KSD-TV and KTVI, radio stations KSD and KMOX and Gardner Advertising.

Dominion Seven-Up Ltd., thru Vickers & Benson Ltd., Toronto, has purchased sponsorship of the radio broadcast of the Patterson-Liston championship bout.

Lincoln Center TVer Crowns CBS, N.Y. Philharmonic Ties

When Leonard Bernstein's baton strikes up the New York Philharmonic Sunday, inaugurating Philharmonic Hall, the first completed building at the Lincoln Center, CBS-TV cameras will record the event in a special two-hour broadcast, "Opening Night at Lincoln Center."

With the transmission of that first TV signal from Philharmonic Hall, a highpoint in a relationship will have been reached.

Started 32 Years Ago

It all began Oct. 5, 1930, when the young CBS Radio Network broadcast the opening concert of the Philharmonic's 1930-'31 season. This Oct. 6, CBS Radio will begin its 33rd consecutive year of Philharmonic concerts.

The bonds became strengthened in 1940 when the Philharmonic began recording for Columbia Records, a division of CBS. Actually, this was a homecoming: In 1917 the orchestra recorded for the Columbia Gramophone Co., ancestor of the present-day Columbia Records.

Phila. FM Outlet Beams Salzburg Mozart Gala

Philadelphia — WPBS-FM, in cooperation with the Broadcasting Foundation of America, will air a series of 90-minute concerts from Europe's great music centers on "World Music Festivals," beginning Sunday.

The first concert will be from the Salzburg, Austria, January Mozart Festival and will feature the orchestra of the Camerata Academica of the Salzburg Mozarteum conducted by Bernhard Paumgartner.

To WTMJ-TV Sales

Milwaukee — George Babick, former H. J. Heinz Co. sales rep, has joined the WTMJ-TV sales staff.



MEDIA DIRECTOR CHEERED!

SHOWS
WHLI Island*
—4TH LARGEST MARKET IN U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Gas Station Sales than 25 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

PAUL GODOFSKY, Pres. Gen.-Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gill-Perna

Celeste Holm to Guide Home-Decorating Spec

Celeste Holm will host "Home Decorating News—A Report" on WNBC-TV Sunday and again on Sept. 28, sponsored by the New York Telephone Co. Appearing with her on the half-hour color-cast will be N. Y. designer William Pahlmann. They will tour model rooms and present a coordinated collection of home furnishings—Palazzo.

La Rosa Using TV For Scholarships

V. La Rosa & Sons manufacturer of macaroni products, will begin a 16-week "La Rosa Scholarship Award" contest in the metropolitan area Oct. 1, with heavy promotion on six of New York's top children's TV shows: "Merrytoons" (WOR-TV), and "Romper Room," "Cartoon Playhouse," "The Sandy Becker Hour," "Just for Fun" and "Wonderama" (WN-EW-TV).

La Rosa each week will also award five pedigreed Beagle or Cocker Spaniel puppies registered by the American Kennel Club. The \$2,500 college scholarship grand prize will be awarded to one of the weekly winners at the close of the contest.

To introduce the contest, La Rosa has launched a "count-down" teaser TV campaign, consisting of daily announcements on WN-EW-TV and WOR-TV on each of the 14 days before the contest officially opens.

CBS News Staff Changes In 'Musical Chairs' Way

Arthur F. Kane has been named manager of live and video tape production at CBS News. He formerly was production supervisor, assigned to the net's news division by the operations dept.

In other CBS News staff developments, Gerald Slatter will succeed Kane as production supervisor; Robert Camfiord has been named a director; Edward L. Lawson succeeds Camfiord as film control officer, and Frank FitzPatrick, supervisor of film traffic, has been appointed manager of administration for CBS News in Washington.

William Covell succeeds FitzPatrick, and Clyde Bennet has been appointed assistant supervisor of film traffic.

WEDDING BELLS

Schaefer-Wright

Paul Schaefer, WOAI-TV cameraman-newsman, was married to Sylvia Wright in San Antonio.



By PETER C. DAVALLE

• • • Perry Mason, always one of BBC-TV's most popular programs, has just received incontrovertible proof of the Corporation's gratitude. It's to be one of the regular series, both from Britain and the U. S., which the BBC will screen on Sunday nights in a determined bid to entice viewers away from the rival commercial channels. It's to get a peak-hour slot. Previously, Perry Mason got a Saturday night spot . . . Bowing in October is the BBC-MGM series "Zero One," of which great things are expected in the U. S. . . . Also back in October (this should put the BBC back in the Top Ten ratings !) is another series of "Dr. Kildare."

☆ ☆ ☆ ☆

• • • Chubby Checker and Little Richard have been signed for guest spots in ABC TV's "Thank Your Lucky Stars" program on October 13 . . . Caroline Blakiston, Lady Pierson Dixon's former social secretary in America, plays a leading role in a new TV series for children, "City Beneath the Sea"; she plays a scientist . . . Ex-world middle-weight champion Sugar Ray Robinson puts on a six-minute singing act in this week's televised Palladium Show. Reported fee: £2,000.

☆ ☆ ☆ ☆

• • • Prince Chula Chakrabongse of Siam, a cousin of Siam's king, has been signed by Westward TV as a reporter for its magazine program "Westward Diary" . . . "Daily Mail" TV critic Peter Black, who has edited the British Film Institute's hard-hitting TV quarterly "Contrast" since it started publication last year, has quit the editor's chair. Reason is stated to be a disagreement about the publication's attitude to the Pilkington Committee's report which trounced commercial television.

☆ ☆ ☆ ☆

• • • Border Television, Britain's smallest commercial TV station (it goes into 120,000 homes) has made a profit of \$280,000 before tax during its first year of operations. Border chairman John Burgess, in a statement, condemns the networking system which "leaves the smaller stations with a feeling of impotence." But he adds that one of Border's regular programs, "Borderline" has been bought by, and networked to, many other regions.

'Crystal-Bawlers' All Wet?

(Continued from Page 1)

continues. Such writers as Rod Serling, Reginald Rose, Stirling Silliphant, David Shaw and Howard Rodman have had a meaningful hand in dignifying the level of film TV."

These men, he maintained, are primarily dramatists, "concerned with the problems arising from human conflicts" and they have "brought a new vitality to programs with continuing characters."

The success of their efforts—in terms of ratings, reviews and renewals, Berg said, has "improved the climate and receptivity for original playwriting" so that top writers may once again have "a dependable livelihood doing their best work."

As a healthy manifestation of this trend, he cited, the case of authors working with him on "Alcoa Premiere," including Broadway's Saul Levitt ("The Ander-

sonville Trial"). James Lee ("Career") and Roger O. Hirson ("Journey to the Day").

Citing the role of industry and advertiser in this revival, Berg said:

"Along with this reaffirmation of the writer's importance has been a growing tendency on the part of networks, agencies and studios to spearhead new projects with the installation of creative talent before the secondary talents."

With "due respect to my actor friends," Berg considers this development "a forward step."

Re-catapulting the writer into first position is putting him "in a status he has traditionally enjoyed in the theatre," according to Berg, who observed:

"There is little being done in any theatrical medium at the moment which is not being tackled by our industry."

Chicago Ad Man Tallies Correct 'Listening Miles'

Yankton, S. D.—Bob Parker, of Chicago's Aubrey, Finlay, Marley and Hodgson, Inc., has walked off with first prize on WNAX's "Listening Miles" contest, conducted for ad agency people. He won a transistor radio for coming closest to the total mileage of U. S. Highways 81, 75, 20 and 16, where the station could be heard. He estimated 3,317 miles, just 6 miles over the actual figure.

2 NBC 'White Papers' Explore Red Growth

A significant period in recent Soviet history, spanning the years between 1952-58, will be examined in a dual "NBC White Paper" this Fall on NBC-TV. The two programs, "The Death of Stalin" and "The Rise of Khrushchev," will be presented within a few days of each other.

These "White Papers" will be the first and second in a quartet of major NBC-TV programs during the new season dealing with communism and its challenge to the free world. Irv Gitlin will supervise production of the Creative Projects effort produced by Fred Freed.

Vermont AM to Goldman

(Continued from Page 1)

town; WDOE, Dunkirk, N. Y.; WGGO, Salamanca, N. Y., and WWYN-AM and WERC-FM, Erie, Pa.

WCAX-TV was not involved in the transaction which was handled by Haskell Bloomberg, broker, of Lowell, Mass. Alfred E. Spokes, general manager of WCAX Radio, will continue in that post under James, and become an officer of the corporation and participate in the ownership of the station.

Hasbrook said WCAX-TV will retain its call letters and the radio station will operate under new call letters following approval of the transaction by the FCC. The station operates on 620 kc at 5,000 watts.

R. E. Hughes Buys Control Of Dallas Advertising Co.

Dallas—R. E. Hughes has purchased controlling interest in Sanders Advertising Agency here, it was jointly announced by J. M. Sanders and Hughes. Hughes was formerly general sales manager of Lone Star Boat Co., and, more recently, owner of the R. E. Hughes Co. He plans a reorganization, with the firm offering market research, territory analysis, hiring and training program, forecasting and market testing.

Texas Outlets Unite For Charity's Sake

Beaumont, Tex.—Three TV stations and six radio outlets in the Beaumont-Port Arthur area have cooperated in a half-hour program promoting the annual United Appeals drive, titled "U. A. Unicast."

The program originated from the KFDM-TV studios and was seen simultaneously in WBMT-TV and KPAC-TV. The audio portion of the show was carried by KFDM, KTRM, KJET and KACY of Beaumont, and KPAC and KOLE of Port Arthur.

The unicast featured leaders of the UA campaign with testimonials by individual representative donors to the campaign. It was produced by Robert McManus, production manager of KFDM-TV, and John Stegal, production manager of KPAC-TV.

Ritter Upped to Manager In Hoosier TVer Shift

Evansville, Ind. — WTVW has announced changes in its staff involving promotions and additions. James L. Ritter, formerly local sales manager, has been promoted to station manager, with Al Saucier taking over the former post. Saucier was previously a sales rep.

New additions include Bob Wallis, Bob Brock and Russell Barnett to the sales staff, and Jerry Birge as sports director.

EAST-CENTRAL WOMEN HAND MIKE TO SERLING

Worthington, O. — Rod Serling will be among the guest speakers at the East Central Area Conference for American Women in Radio and TV here Friday thru Sunday.

Serling will be heard at a banquet sponsored by the Columbus radio and TV stations on Saturday. Helen Zelkowitz, president of the Hi-O chapter of AWRT, is also serving as chairman of the conference. Her co-chairman is Marianne Tomlinson, director of women's activities for WRFD, Worthington.

Panels and Workshops

The program includes panels on "If It's Good, Tell It," and "Getting In, Staying In," and workshops on "Good Local Programming" and "My Best Idea in Programming." Robert T. Mason, general manager of WRMN, Marion, will speak on "Freedom and Responsibility in Communication."

Trio of Stars Ride High At Texas Prison Rodeo

Huntsville, Tex. — Rex Allen, known as "Mr. Cowboy," and his horse Koko, Anita Bryant and Dan Blocker, who portrays "Hoss" Cartwright on the "Bonanza" series, will be among the stars to appear each Sunday during October at the 31st annual Texas Prison Rodeo.

Allen appears Oct. 7, Miss Bryant on Oct. 14 and Blocker on Oct. 28.

Stan Shpetner Producing Screen Gems TV Pilot

Screen Gems will produce a pilot based on American and British commando activities during WW II, aimed for the 1963-64 season. Stanley Shpetner will produce "The Commandos" as an hour drama. Shpetner is currently producing "Hano's Doll" for Columbia Pictures.

Fremantle to Market Borge Specs O'seas

Six hour specials produced by Victor Borge will be distributed in the overseas markets by Fremantle International. The agreement has been signed between Geoffrey Seldon, president of VBS Associates, Wyn Nathan of TV Marketeers and Paul Talbot, president of Fremantle International.

The specials, four of which are already in the can, are "The Best of Borge," "The Jim Moran Show," "The Story of James Dean," "Jazz Music," "Genius at Work" and an original musical comedy, "Money Is Not Everything."

R-TVers and Admen In Weekend Retreat

The annual weekend retreat for men who are members of the Catholic Apostolate of Radio, TV and Advertising will be held Sept. 28-30 at Mount Manresa, the Jesuit Retreat House on Staten Island.

Sponsors of the retreat say it is held to provide members with an opportunity to withdraw from the hurly-burly of everyday life to take a spiritual inventory of themselves. There is no charge, as the work of the retreat masters is supported by gifts, men giving what they can afford. Reservations may be made through John J. Conway at NBC, or Edward T. Burns, 745 Fifth Ave., New York.

Ozzie & Harriet Series Enters 2nd TV Decade

ABC-TV's "Adventures of Ozzie and Harriet," one of TV's longest running series, begins its 11th year Sept. 27, starring the entire Nelson family: Ozzie, Harriet, David, Rickey, and June Blair being added in her real-life role, David's wife.

Sponsors will be the American Dairy Ass'n through Compton Advertising; Armour, Foote, Cone & Belding; Chrysler-Plymouth, N. W. Ayer; Dodge Div., BBDO; North American Philips, C. J. LaRoche; Warner - Lambert, Ted Bates and Lambert & Feasley.

Telstar Meetings Set

(Continued from Page 1)

& TV Society "Newsmaker" luncheon of the season.

"What Happens After Telstar," will be one of the main topics discussed by scientists and engineers in Chicago at the 92nd Convention of the Society of Motion Picture and TV Engineers, Oct. 21-26.

The convention will discuss the establishment of a single standard for the number of electronic scanning lines to a picture, one of the technical hurdles that has to be jumped before intercontinental TV programming can become a reality.

WNJR Campaign Jolting Teeners Using 'Goofballs'

Newark — WNJR is currently conducting a campaign aimed at metropolitan area youngsters as an all-out drive against the sale and use of "goofball" substances which teenagers have been using to get "high." In cooperation with the Newark police department, the station is airing announcements warning parents and youngsters of the dangers of certain "so-called, harmless drugs."

News Flashes From Coast-to-Coast

KBTR Keeps Kids Posted

Denver — With the start of school, KBTR has begun the "Mile High Back-to-School Bulletin Board," an hourly broadcast feature containing pertinent information for students and parents. All local school districts have provided the station with facts and figures concerning registration, bus schedules, new courses and other related information.

Sutton Farm Director

Wheeling, W. Va. — Lee Sutton, veteran WWVA announcer, will assume the duties of farm director for the station. Sutton has done considerable farm broadcasting in the past, working in cooperation with the farm directors of KMA, Shenandoah, Ia.; KWTO, Springfield, Mo., and KFH, Wichita.

Nichols Tops Production

Ft. Wayne — William B. Nichols has been appointed production director of WKJG-TV.

With the station since 1958, he will also work with the sales department in coordinating advertising production planning with agencies and clients.

Corrigan Program Head

Wheeling, W. Va.—John J. Corrigan has been named WWVA program manager. Corrigan joined the station in 1958, and for the past three years has been farm director and "1170 Club" host. Currently, he has been in charge of the supervision and production of the "WWVA Jamboree."

Ludden Back in School

Austin—Allen Ludden, "Password" moderator, will emcee the Texas "Ex-Students Ass'n" annual "Distinguished Alumni Awards" banquet on Oct. 19. Ludden is a Phi Beta Kappa graduate of the university.

Another for 'Hour'

Towanda, Pa. — WTTC has joined the stations of "Our Lady's

Hour" Network. The program, in its 12th year, is produced in the WEJL studios in Scranton, under the direction of the Rev. John R. Ferguson, diocesan radio-TV director, and is also carried by WBAX, Wilkes-Barre; WNAK, Nanticoke; WVPO, Stroudsburg, and WWPA, Williamsport.

WCKR Realigns Staff

Miami — Cy Swingle has been upped to general sales manager, and Bill Viands has been named sales coordinator of WCKR. Buddy Holiday has assumed the chores of chief announcer, along with his early morning show. Elliott Nevins and Pete Connors have exchanged air periods, with Nevins doing the 10 AM-2 PM slot, and Connors, the 2-7 PM slot.

Back with Books

Dallas—Evelyn Oppenheimer is resuming her Sunday book reviews on KRLD, starting her 16th consecutive series of radio programs.

Toronto at Ringside Via Closed Circuit

Special to RADIO-TV DAILY

Toronto — Trans Canada Telemeter has cinched arrangements to present three top boxing events on closed circuit TV here: the Floyd Patterson-Sonny Liston heavyweight championship fight, Sept. 25; the Gene Fullmer-Dick Tiger middleweight championship fight, Oct. 16; and the Archie Moore-Cassius Clay heavyweight contest, Oct. 23.

The Patterson-Liston fight, originating from Chicago, will be seen at the 14,000-seat Maple Leaf Gardens on a 45-foot Eidophor screen. The other two will be piped to some 5,500 Telemeter pay-TV homes in Toronto as well as a 1,500-seat downtown theatre.

Huey, Hagmann Gain In WFAA-TV Sales Lift

Dallas — Ward Huey, Jr., has been promoted to WFAA-TV's sales staff and Bill Hagmann has been named sales service director. Huey replaces Al Levin, who shifted to KGO-TV, San Diego, as an account exec.

Huey worked as an account exec and copy writer for Glenn Advertising before joining WFAA-TV in 1960. Hagmann began his TV career as a cameraman for KCMC-TV, Texarkana, Tex., and also served as a projectionist-director at KLTW before joining WFAA-TV in 1958 as a cameraman.

'Trails West' Syndication Corrals 30 Quick Sales

"Trails West," the Rav Milland-hosted series of 52 retitled "Death Valley Days" episodes, has chalked up sales in 30 markets three weeks after its syndication. The announcement was made by Peter M. Robeck, proxy of Robeck & Co., distributors of the half-hour series for the U. S. Borax and Chemical Corp. and McCann-Erickson.

The Robeck organization also distributes "Pioneers" reruns for Borax, currently in 150 U. S. and Canadian markets.

Danny Thomas to Attend St. Louis Leukemia Meet

St. Louis—Danny Thomas will arrive here Oct. 24 to attend the convention of his favorite charity, ALSAC, Aiding Leukemia Stricken American Children. Danny is founder and president of the organization, which sponsors St. Jude Hospital in Memphis. He'll climax the five-day meeting with a one-man show for the several thousand attending.

Mark Wilson Wand Poofs 'Allakazam Magic Land'

Magician-host Mark Wilson launches "The Magic Land of Allakazam" when his children's show debuts on ABC-TV Sept. 29. This is the program's third TV year. Sponsors are Louis Marx, through Ted Bates, and Lakeside Toys, via Kerker-Peter-son.

Hartford's WTIC-FM To Go Stereo Oct. 14

Hartford, Conn. — WTIC-FM will begin broadcasting musical programs in stereo, Oct. 14, it was announced by Paul W. Morency, president of the Travelers Broadcasting Service Corp., which has erected a new FM antenna and installed a multiplex transmitter located on its Avon Mountain property.

Bernard L. Mullins, VP for radio programs, is currently negotiating the purchase of stereo tapes produced by some of the nation's leading symphony orchestras, and music director Robert E. Smith is choosing stereo records to be added to the 80,000 records included in the WTIC library.

WTIC-FM began operations as WIXSO in 1940, and was one of the first FM stations in the United States. Morency was one of the organizers and a first director of FM Broadcasters, Inc., which was formed in January, 1940.

Canada Bearing Down

(Continued from Page 1)

ous occasions, when wishing to discipline erring stations, the BBG merely issued a public warning or reprimand. The BBG said that until it is ready to prosecute, it will not make public the station call letters, nor say what regulations it claims have been broken.

Seat-Mate Is Mutual 'Scoop'

Mutual Broadcasting's press director, Frank Zuzulo, was Johnny-on-the-spot on a plane trip back to New York from the two-day MBS Affiliates Advisory Committee meeting in Jamaica, West Indies. He tells it this way:

"The front page banner of the Sunday paper I was reading featured the release that day of the two newsmen and a London student of Cambridge U. from a jail in Cuba, where they had been held for several days. I noticed that the photo in the paper looked like the fellow sitting next to me on the plane, and sure enough it was Nicholas Lacey of London, one of the trio just released from solitary confinement in Cuba. "I introduced myself and asked

Dozen Sponsors Sign For 'Stoney' Series

Twelve sponsors have purchased "Stoney Burke," a new hour series starring Jack Lord in the title role as a saddle-bronc rider. The skein, created by Broadway playwright Leslie Stevens, bows Oct. 1 on ABC-TV.

Sponsors are Alberto-Culver, via Compton Advertising; P. Ballantine & Sons, thru William Esty Co.; Bristol-Myers Co., via Y&R; Bulova Watch, via Sullivan, Stauffer, Colwell & Bayles; Conso'lated Cigar, thru Lennen & Newell; Dodge Division, Chrysler Corp., thru BBD&O; Lincoln - Mercury Division of Ford, via K&E; North American Philips, thru C. J. LaRoche; Pepsi-Cola, via BBD&O; Pharmacrast Labs., thru Papert, Koenig & Lois; Schick Safety Razor, via Norman, Craig & Kummel, and U. S. Rubber, thru Fletcher Richards, Calkins & Holden.

Herb Sheldon to Voice Kids' Cliffhanger Segs

Producers Jerry Hammer and Gil Gates have entered in partnership with TV entertainer Herb Sheldon to produce "Storyland Classic," a syndicated children's show consisting of five-minute "cliff-hanger" segments.

Format of the show includes projection of stills with Sheldon's commentary. However, the stations will be able to buy the films without the soundtrack so that local station personalities can use the series within an existing format. The filmwork will be done at Medallian Studios in New York.

Two Seek TV Licenses

West Coast Bureau of RADIO-TV DAILY
Washington — The FCC has received applications for a new TV station on Channel 3 in Salem, Ore., from Telecasters, and one from TV Broadcasters for a new station on UHF Channel 26 in West Lebanon, N. H.

DAILY 'KILDARE' ON COMIC PAGES

King Features Signs 103 To Carry Soon-Due Strip

MGM-TV's "Dr. Kildare," which through the years has reached the public as a TV series, a radio series, in motion pictures and in book form, will appear in still another medium—a daily comic strip—starting Oct. 15. King Features is distributing the six-a-week strip under license from MGM-TV, producers of the NBC series starring Richard Chamberlain and Raymond Massey. Ker Bald is the artist-writer.

Although initial publication date is a month away, 103 newspapers in the U. S. and overseas have already signed as subscribers to the comic strip. "Dr. Kildare" was introduced to TV audiences as a new series last fall.

WCAU Staffer's Talk Opens B'nai B'rith Yr

Philadelphia—WCAU-TV business and news commentator Bill Hart will deliver an address at the opening meeting of the B'nai B'rith Mastbaum Lodge Sept. 25, sponsored by the Industrial Valley Bank as a public service. Hart will discuss "The Business Page," dealing with the economic situation here and abroad.

Bill Hart presents a daily roundup and news analysis as well as summary of the business world.

New Rochester Channel Buys 282 Pix via HTS

Rochester, N. Y.—WOKR, which began operations Saturday on Channel 13, has closed a deal for 282 films from the library of Hollywood Television Service, syndication wing of the Republic Corp.

The buy includes 140 films of HTS' "Constellation Features," the entire catalogue of "Roy Rogers—Gene Autry Features," including 137 action-westerns, plus five in the company's "Shock Features" package.

One DJ Proves Braver Than 10 'Bearded' Lions

Birmingham—As a WSGN promo for the city's Shrine Circus, the station's bearded deejay, "Fearless Big Pete," bearded a bevy of lions in their den during four performances of the lion act. The amateur tamer proved a dramatic "mane to beard" or "a bearded disk jockey has more nerve than a cage full of lions."



Indiana University Library
Bloomington Ind

DISTRIBS CREATE OWN NAB SHOW

PULLOUT BY FILM FIRMS ENDS ON FRIENDLY NOTE

By ARTHUR PERLES

Fed up with alleged stepchild treatment accorded them at National Association of Broadcasters annual conventions since '58, 18 top TV film distributors have organized their own industry-sponsored exhibit, to be held in Chicago next Spring while the NAB is in session there.

Without acrimony — but determined to end scattering of their displays in a variety of locations remote from the convention's main traffic flow, the syndicators five months ago banded together and later committed themselves to a "Television Film Exhibit — 1963." It will occupy a total of 21 suites on the second floor of the Pikes-Congress Hotel while the NAB meets in nearby Conrad-Hilton from Mar. 30 thru Apr. 3.

NAB president LeRoy Collins
(Continued on Page 6)

VIDSHOWS LIGHT WM. MORRIS EYE

Talent Firm Urges Clients to Create and Produce

There's a new—even brighter—gleam in the William Morris Agency eye. It reflects the talent firm's latest move to channel its clientele's creative energies into production of vidshows on film and live.

Drive follows a series of recent agency meetings in the Morris HQ at Beverly Hills over a two-week span, with top level execs in shirt-sleeves discussions. Creative output and sales activities are being

(Continued on Page 7)

TV Academy Charter For Buckeye Capital

Columbus, O., has become the newest chapter of the National Academy of TV Arts and Sciences in an action taken by the board of trustees, meeting in Beverly Hills, Calif.

Merv Durea, program manager of Croslev Broadcasting's WLWC in Columbus, is president of the new chapter, which joins the academy with 125 members representing all stations, advertising groups

(Continued on Page 7)

ITC Worldwide Deal On Canadian Series Precedes Production

Independent Television Corp. yesterday announced it has become the first major U.S. TV film distributor to enter into a pre-production agreement for worldwide distribution of a Canada-made series. A pact was signed with Pied Piper Ltd. and Allan Wargon Ltd. for the new "Mr. Piper" skein, ITC executive VP Abe Mandell said.

Agreement provides for ITC co-production in Canada and worldwide distribution of 39 segments of the series in color. Although it has just gone into production, show has already been sold to CBS for telecasting over its

(Continued on Page 8)

Westinghouse Loses Bid To Quit NBC-RKO Case

Westinghouse has lost its bid to bow out of the case involving NBC's application to trade its Philadelphia stations for RKO's Boston stations, also involving Philco's application for the channel on which the NBC Philadelphia station operates.

However, while the FCC's review board was refusing to per-

(Continued on Page 6)

SYNDIE'S SPOKESMEN



SEIDELMAN

RICH

New Oral Plea Asked In Boston Ch. 5 Case

Boston — A new oral argument in the Boston Channel 5 case has been asked by J. Joseph Maloney, Jr., attorney for Greater Boston Television, one of three remaining applicants for the channel now occupied by WHDH in the case remanded to the FCC for reconsideration because of allegations of improper activities.

Maloney pointed out that Craven
(Continued on Page 6)

Storer's Milwaukee TV Beams from New Tower

Milwaukee — WITI-TV, Storer station here, took to the air this week from its new 1,078-foot tower, some eight miles south of the station's previous tower site. Located within the city, the tower creates an "antenna farm" with towers of the other two commercial VHF stations in Milwaukee.

Pontiac Broadcast Firm Sells WPON for \$400,000

Pontiac, Mich. — Sale of WPON by Chief Pontiac Broadcasting to WPON, Inc., for \$400,000 has been approved by the FCC's Broadcast Bureau. Also involved is an agreement not to compete for five years within a certain radius except for interests in stations in Detroit, Flint, Ann Arbor and Dearborn.

Mississippi Sta. Renewal Held to One Year by FCC

Columbus, Miss. — James W. Eatherton has been granted a one-year license renewal for WACR here, after alleged technical violations and lack of candor in explaining them, on the grounds that the violations have been cleared up and he should have a year in which to demonstrate his intention to operate according to law and FCC rules.

Consent Judgment for MCA

The Justice Dep't yesterday filed a consent judgment in Los Angeles in the MCA case, which becomes effective in 30 days.

It would allow MCA to keep Deca and subsidiary Universal Pictures, require an attempt at disposing of 215 of the 229 feature films in Universal's library, but wouldn't disturb either new production activity in any direction, or the vast number of filmed television programs owned by MCA.

MCA would be barred from acquiring any major TV, film or record company for seven years without Justice Dep't approval, unless the court rules such acquisition would not restrict competition. The company would also be

(Continued on Page 5)

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3 Legalites Weighing Justice in Courtroom

Three courtroom experts discuss "Do Our Courts Produce Justice?" when WNBC-TV's "Open Mind" begins its seventh year Sunday. The trio are New York Supreme Court Justice Samuel Liebowitz; Edward Bennett Williams, attorney noted for defending unpopular causes. and Louis Nizer, author of "My Life in Court."

Discussion moderator is Eric F. Goldman, professor of history at Princeton. The New York station has made the program available for rebroadcast by ETV stations.

A DOMINANT VIEW ON WDAU

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COMING AND GOING

HANK ALEXANDER, of Video-Tape Un- Ltd., to Palm Beach, Fla., for business conferences.

SALLY MILLER, CBS Radio art supervisor, to Europe on vacation.

JOHN S. HAYES, Post-Newsweek Stations president, to Newark, N. J., to address the United Appeals Fund luncheon.

CLAUDE BARRERE, of the IRTES, to Toronto for Radio-TV Executives Club Conferences.

TED GOTTHELF, ad agency head, returns from Newport, where he directed operations on the America's Cup Race ABC Radio sponsorship.

DICK VAN DYKE, CBS-TV star, arrives in town today on a visit.

Web Billings Continue Climb; 7-Mo. Total Hits \$452.1 Mil.

July's network TV gross time billings totaled \$64.3 million, 16.2 per cent over the same month in 1961, while billings for the first seven months topped \$452.1 million, 12.3 per cent over the 1961 total, TvB reports. The total for July, 1961 was \$55.3 million, and the seven-month figure that year topped \$402.6 million.

ABC-TV's billings for the first seven months this year were \$116.4 million, up 6.9 per cent from a year ago; CBS-TV's were \$175.3 million, a 17 per cent increase, and NBC-TV's topped \$160.4 million, up 11.5 per cent.

Night Total Rises

Nighttime billings for January-July were \$312 million, up 10.2 per cent from 1961, while daytime billings totaled \$140 million, an increase of 17.2 per cent from the first seven months last year.

Web TV gross time billings are compiled for TvB by Leading National Advertisers-Broadcast Advertisers Reports.

'Steel Hour' Launching 10th Yr. with 'Avengers'

"The Young Avengers," starring Darren McGavin and Kathleen Maguire, will launch the 10th season of the "U. S. Steel Hour" Oct. 3. Produced by The Theatre Guild, the program is directed by Tom Donovan with George Kon-dolf as exec producer.

The drama is a TV adaption by Irve Tunk of a story concernng youngsters obsessed with revenge for the loss of a pet, apparently poisoned.

Northeast Radio Begins New Show on UN Events

Ithaca — Northeast Radio Network is airing a new Tuesday night program, "The United Nations," prepared by UN Radio. The feature deals with the previous week's developments in the international organization, and includes actual recordings from the General Assembly. The net is owned by the Ivy Broadcasting Co., serving 30 AM and FM stations in New York and Pennsylvania.

Senator Wants Telstar To Join 'Culture Game'

Washington—Now the call is out for more cultural TV programming via Telstar. Sen. Clair Engle (D., Calif.) issued the plea and buttressed his argument with an editorial from a California newspaper to the effect that we should prove we are not money-grubbers, but keep up in the cultural broadcasting activities with the best of them.

Bob Holland Returns In Philly News Slot

Philadelphia—J. Robert (Bob) Holland returns to WCAU-TV as news director, effective Monday. He succeeds Charles Shaw, who will devote full time to broadcast activities.

On 2 Shows Nightly

Shaw's on-the-air sked will now include nightly appearances on both the "7 O'clock Report" and the "11 O'clock Report"; hosting and writing "TV 10 Reports;" and expanded activity in public affairs, producing, writing and narrating "Camera at Large," seen Sundays beginning Sept. 30. Holland has been news director of WIIC-TV in Pittsburgh for the last five years and was formerly with WCAU-TV.

Variety Taps Phil Stone As Lia'son for 6 Tents

West Coast Bureau of RADIO-TV DAILY San Francisco — Phil Stone, executive VP of CHUM, Toronto, has been named Canadian rep and liaison man for six Variety Club tents, including his own Toronto Tent #28 and those in Boston, Buffalo, Detroit, Grand Rapids and Albany, N. Y.

FINANCIAL

(September 18) NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Movielab, MPO, NTA, Reeves Sound, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Jerrold, Meredith, Seven Arts, Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Singer Does Spinnin'

Grand Prairie, Tex. — Johnny Mathis, country singing artist who records for United Artists, has joined KPCN as a deejay. The station recently went on the air with a C&W music format.

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CBS Radio Affiliates Okay New Web Pact; Return Hartenbower

A new contractual relationship proposed by CBS Radio, under which stations will receive monetary compensation, has been accepted by the ninth annual convention of the CBS Radio Affiliates Ass'n, according to E. K. Hartenbower, the organization's board chairman, and Arthur Hull



HARTENBOWER

Hayes, web president.

Hartenbower, of KCMO, Kansas City, has been reelected to another term as chairman, with Joe L. Smith, Jr., WJLS, Beckley, W. Va., renamed secretary-treasurer. Elected vice chairman was Michael R. Hanna, WHCU, Ithaca, N. Y.

'Concrete Demonstration'

Hartenbower said: "The association considers the resumption of station payments a concrete demonstration of the network's belief, and of ours, in the future of radio." Said Hayes: "The network's compensation proposal represents a gratifying solution to a problem of making mutual concessions for mutual advantages."

As part of the convention agenda, CBS Radio told affiliates its new program plans for next season. These include two new five-minute, five-a-day "Dimension" features, beginning Dec. 31, and a new Sunday "Dimension" program featuring Winston Burdette from Rome, starting Oct. 7.

Departing from the schedule are the daily Bing Crosby-Rosemary Clooney program and the two Sunday drama features, "Suspense" and Johnny Dollar."

Nine on Directorate

Directors of the ass'n are Joseph Close, WKNE, Keene, N. H.; Dist. 1; Hanna, Dist. 2; Smith of WJLS, Dist. 3; J. Frank Jarman, Jr., WDNC, Durham, N. C., Dist. 4; F. C. Sowell, WLAC, Nashville, Dist. 5; Ernest Lackey, Jr., WHOP, Hopkinsville, Ky., Dist. 6; Lee Fondren, KLZ, Denver, Dist. 7; William A. Roberts, KRLD, Dallas, Dist. 8; Westerman Whillock, KB-OI, Boise, Dist. 9, and at-large members Hartenbower; William Dean, WWL, New Orleans, and Wendell Adams, KINS, Eureka, Calif.

On the Executive Committee are Hartenbower, Hanna, Fondren, Smith and Whillock. The 1963 Convention Committee consists of Hanna, Close, Roberts and Adams.

Allan Jones Gets 'Invite' For Muscle-Flexer Web

Los Angeles—Allan Jones will guest on the fourth segment of "The Mickey Hargitay Show." Health skein, bankrolled by KTLA and Bentley Management Co., is being prepared for local debut on Channel 5 with view to syndication.

JD Crusading Pilot's Theme

Goodson-Todman, in association with CBS, will produce the pilot film for "O'Hare and The Angels," projected series for '63-'64, as a result of Hollywood meetings between G-T's Bud Austin, New York VP, and Hubbell Robinson and Bob Lewine, both of CBS. Sid Boehm will write the pilot script Series, developed from an original Austin concept, centers on a youth board worker and a gang of potential juvenile delinquents.



AUSTIN

Bill Todman on Coast

Bill Todman, meanwhile, has arrived in Hollywood to oversee pilot production of G-T's new Ann Sothern series, "Atta Boy, Mama" at MGM. Mac Benoff G-T film operation chief created "Mama" and produces. Ida Lupino will direct the pilot. Series is in association with NBC for '63-'64.

Bob Johnson Heading UAA Canadian Sales

Bob Johnson has been named head of Canadian sales for United Artists Associated. He will headquarter in Toronto.

Johnson formerly was in charge of TV activities for Twentieth Century-Fox in Canada. Before that he was branch manager for J. Arthur Rank organization in Montreal.

ABC Harmon(izes) Title Bout

The Los Angeles-based "Tom Harmon Sports Show" will originate from Chicago tomorrow thru Tuesday, with Harmon and his crew providing ABC Radio with on-the-spot coverage of sidelights concerning the Floyd Patterson-Sonny Liston championship fight.

The title bout is the first of 12 trips — approximately one a month — which will take the "Tom Harmon Sports Show" directly to the scene of major sports events which are held throughout

Bell Urges All Media To Assist in Telling Of Canon 35 Threat

New Orleans — All media should join broadcasters in an all-out campaign to inform the public of the threat to freedom involved in such restraints on news coverage as the Canon 35 ban on radio-TV in courtrooms, Howard H. Bell told the annual convention of the Louisiana Ass'n of Broadcasters here yesterday.

Seeks Top Personnel

Bell, NAB VP for planning and development and assistant to the president, also called for companion efforts by broadcasters to improve air reporting and added, "perhaps most important of all, we must do more to attract top-caliber personnel to radio and TV as a career."

He said there should be more original broadcast reporting, with skill and perception and wider use of the most modern techniques now available to electronic journalism.

Dino Taping with Dinah In First Promo for Pix

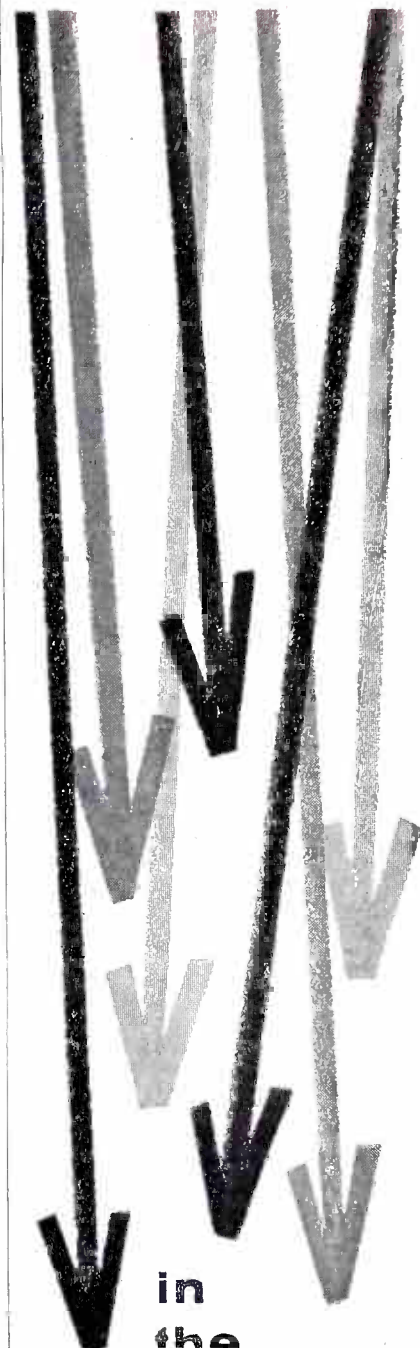
Dean Martin will tape his first TV appearance of the new season Sept. 30, when he reports to producer-writer Bert Shevelove at NBC. He'll film his guest star stint with Dinah Shore for her show, also featuring Bobby Darin, to be aired Nov. 11.

The "Dinah Shore Show" will mark the first of several TV appearances Martin will make to promote the opening of his new film.

Haverlin Elected A VP Of Capitol Historians

Carl Haverlin, president of Broadcast Music, (BMI), has been named a VP of the United States Capitol Historical Society, recently formed in Washington, D. C.

Rep. Fred M. Schwengel, of Iowa, is president. Senator Carl Hayden, Arizona, is honorary chairman of the board of trustees.



in the public interest

WGAL-TV

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Lancaster, Pa.
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Representative: **MEEKER**

'Thanks for Your Help,' Says Radio Free Europe

St. Louis—WIL Radio, the Balaban station here, has received the 1962 "Certificate of Merit" from Radio Free Europe. Station was cited for its support of the RFE fund raising campaign, in which the station featured actual rebroadcasts of the news as Russians hear it.

130-Man WOW Unit For Election Returns

A 130-man local and area WOW (Omaha) election team will join with CBS Nov. 6 to offer extensive coverage of election night returns, it was announced yesterday by W. O. Wiseman, manager of the Meredith station, at a press conference in New York's Lombardy Hotel.

He said WOW will provide regional-local coverage in 10-minute periods, beginning at 6:20 P.M. and continuing at 20 minutes and 50 minutes after each hour; CBS coverage will be live and direct from all 50 states, 40 minutes of each hour, 6 P.M. to conclusion.

Wiseman also announced that WOW will sponsor a combined State-National Mechanical Corn Picking Contest Oct. 11-12 near Grand Island, Neb., with five-minute programs describing the event to be aired each hour on both days. WOW chief farm director Arnold Peterson is general chairman of the event, which will feature talks by Harry S. Truman, Sen. John G. Tower (R., Tex.), Gov. Frank Morrison and Republican gubernatorial candidate Fred Seaton, ex-Secretary of the Interior.

Waterbury Station Reaps Quad of Jaycee Plaudits

Waterbury, Conn.—WWCO here is the recipient of four awards from the Junior Chamber of Commerce. A Certificate of Appreciation has been presented to the station as "a force of incalculable value."

Program director Ken Gaughan was awarded three per cent certificates for his efforts as public relations director of the Jaycees and as chairman of the chapter newspaper. He was also given the "Spark Plug" award for his "worthwhile active participation."

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

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By TED GREEN

• • • The Congressional Record recently contained a copy of WCBS Radio's Sam Slate's editorial on using police dogs to patrol isolated areas in New York. The editorial was inserted by Rep. Alfred E. Santangelo (D., N. Y.) who is backing this proposal . . . Songstress Honey Sanders has a new gimmick for TV that may make her the most wanted gal around . . . Cannonball Adderley syndicating his own TV show . . . Paul Taubman and his Big Brass Band signed by Ziv-UA for a musicaster . . . Mongo Santamaria is so hot a drummer his hands bleed from playing . . . Danny Segal of Living Room fame to become a TV producer.

☆ ☆ ☆ ☆

• • • Earl Wrightson and Lois Hunt, playing to standing room only on their tour of "Kiss Me Kate," signed for the "Voice of Firestone" and the "Bell Telephone Hour" this Fall. They're one of the classiest and zingiest acts in showbiz . . . Don Morrow up for a big ABC-TV night time show . . . Industrialist David Shulte bidding to buy one of N.Y.C.'s top independent radio stations . . . Lambert, Hendricks and Bevan due back on Merv Griffin's big daytimer . . . Bandsman Phil Bennett set to give music lessons on the new educational station.

☆ ☆ ☆ ☆

• • • Meet: Ralph Paul, announcer on NBC-TV's new "Jack Paar Show" and one of the most versatile men in TV and radio. A Phi Beta Kappa graduate of Denver U., Ralph worked his way through college as a radio announcer on KVID, Denver, and still found time to function effectively as president of his class three of the four years at the U. of D. In 1946, after having served with the Army in India during World War II, Ralph came to New York where he MC'd "Second Honeymoon" for two years on WOR. He next entered TV as announcer on "Strike It Rich." Following this, there were show announcing stints on "The Big Payoff," "Top Dollar," etc. On all of these shows Ralph stepped in as MC when he was needed. In the commercial field, Ralph serves as spokesman for some of the finest companies in the United States, "selling" for them at their conventions and sales meetings as well as representing them on Radio and TV.



PAUL

• • • Veteran musician Toots Mondello tells us many of the "Tonight" show musicians frequent the Vesuvio Restaurant—also one of Perry Como's favorites . . . Speaking of the "Tonight" show, we hear that funny Phil Foster will be on it—again—when Donald O'Connor hosts next week . . . TV beauty expert Norma Mathews is being set for a series of video fashion shows to display her glamorous Playgirl wigs . . . The TV crowd turned out for the opening of Billy Gwon's new Cantonese haven . . . Liberace told the Bal Tabarin crowd that he's very pleased to be back doing a TV show . . . The Punjab's Peter Mengrone has a TV repairman who watches nothing but doctor shows. Instead of a service contract, he enrolls the set with Blue Cross!

☆ ☆ ☆ ☆

• • • Tito Rodriguez, United Artists Records Latin-American star, is scheduled for a saturation tour of the West Coast beginning Sept. 27 in Los Angeles and running through Oct. 21, when he and his orchestra will return East for their Fall appearances in this area. Incidentally UA Records' top selling piano duo, Ferrante and Teicher, off for a two-week concert tour covering four European countries. In addition to the concerts to be played in Italy, Germany, France and England, the duo will make a series of radio and TV appearances in all four countries . . . House Beautiful photographing scenes at Bill Rogers' Greenwich home for Winter release. Rogers has installed cascading waterfalls.

☆ ☆ ☆ ☆

• • • Harry Singer, Newspaper Reporters Ass'n prexy, being considered for a panel show. Harry, a reporter for the New York Daily Mirror, is very knowledgeable on many topics . . . Ed Hymoff writing a sequel to the Pageant story on the "Only Man that was Buried in Washington, D. C." The industry is looking forward to seeing it.

Ed McDonnell Blasts Off For Two Hub City Fares

Boston—Ed McDonnell, former Philadelphia personality on WCAU-TV, has orbited to Boston's WNAC-TV, to become spaceman Major Mudd on the five-a-week "The Big Rascals Show" and Lord Harold Harvey Humblebrooke in the station's Saturday morning fare, "Jungle Adventures." Ed has been associated with children's shows since 1947.

Selden, Nathan Wing To Coast for TV Spec

Geoffrey Selden, president of Victor Borge Selden Associates, and Wynn Nathan, president of TV Marketeers, VBS's sales arm, have left for Hollywood to supervise the filming of their hour TV special, "Genius at Work." Vincent Price will host the show, to feature award-winning films nar-

John Grogan, former program VP at Metromedia and NBC, has been appointed to head all production for VBS Associates. His initial activities will be on the "Jim Moran Show" and a new musical, titled "Money Isn't Everything."

rated by Gregory Peck, Henry Fonda, Eva La Gallienne, and Albert Dekker.

"Genius At Work" is one of six one-hour entertainment specials titled "Six Pac," which VBS is readying for syndication this Fall.

Selden and Nathan also plan to contact station and agency reps in Los Angeles on the sale of the "Six Pac" for the area. From Los Angeles, they will fly over the pole to London to meet with Fremantle, Ltd., execs to negotiate English sales, then to Paris for meetings with Fremantle's European reps.

Omaha Cartooner Reaps Post Cereal, Kenner Toys

Omaha—KETV announcer Bill Larson has been named to emcee the station's new five-a-week cartoon show, "Crackers' Animals," bowing Monday. With Post Cereals and Kenner Toy Products sponsoring, the program has a 50 per cent sell-out on two days, and one or more spots on each of the other three days, according to general manager Eugene S. Thomas.

The show will feature the Hanna-Barbera cartoons: "Lippy the Lion," "Wally Gator" and "Touche Turtle."

Stewart Joins KTHT

Houston — E. Tyler Stewart is the new account exec at KTHT, coming from WIL, St. Louis.

HAGERTY TELLS ADMEN: SMALL WORLD - BIG TASK

Pittsburgh — As international communications are stepped up, the U.S. faces an important responsibility as a nation, James C. Hagerty, ABC VP in charge of news, special events and public affairs, said here.

"We must clean up our own house in order to present the image we desire before the world," he told the Pittsburgh chapter of the Ass'n of Industrial Advertisers.



HAGERTY

Speaking on the future of satellite communications, he expressed the opinion that Syncom, with its satellites (each 22,000 to 25,000 miles out and forming a triangle around the earth), would soon replace Telstar to give 24-hour communications.

In reminiscing about his eight years as press secretary to former President Eisenhower, he said: "I've had a lot of experience with the press of the world and from this experience I am convinced that we in America have the best-trained press corps in the entire world."

Boston Outlet Promotes Ovenden, Covington

Boston—Ken Ovenden has been named by WEEI to the newly created post of broadcast operations director, and Dick Covington has been appointed program director. Covington, a former production manager at WCAU, Philadelphia, has been with WHBQ, Memphis, and WCAO, Baltimore.

Maureen Stapleton Pacts For 'Naked City' Episode

Maureen Stapleton has been signed to star in the "Kill Me While I'm Young So I Can Die Happy" episode of "Naked City," set for airing Oct. 24 on ABC-TV. Miss Stapleton has just finished filming "Bye Bye Birdie."

Christian Faith Viewed Along 'Road to Unity'

St. Louis — "Road to Unity," first of a two-part series on the Christian faith, will be seen tomorrow on KMOX-TV. Program, written and narrated by news director Spencer Allen, examines the differences between Catholic and Protestant beliefs, as well as the differences among Protestants themselves.

Gotham TV Says 'Ciou' To Italian Pop Music

Italy's contribution to the world of popular music is being presented in a four-part series, "Continental Minatures," on WPIX each Saturday through Oct. 6. The special programs air film coverage of the 1962 Naples Music Festival recorded by RAI-TV (Italian Network), produced by Landi Enterprises and hosted by Lew Danis.

College Tug-of-Wits Hops the Big Pond

Special to RADIO-TV DAILY
London—Granada TV will start airing Friday in Britain the "College Bowl" program, viewed in the U.S. via CBS-TV. The program will be called "University Challenge."

The British version will, like the American program, be a battle of brains in which universities and colleges will pit their wits and knowledge against each other. Don Reid, acting for the producers of "College Bowl," in which he is a partner, handled arrangements for the British series with Cecil Bernstein, acting for Granada.

Consent Edict for MCA

(Continued from Page 1)

enjoyed from "tie-in sales" under which purchasers of TV programs, feature films or records who want "particularly desirable products" would also have to take others they didn't want.

Chief restrictive provision appears to have been the one reached all the way back on July 23, when MCA agreed to dissolve its talent agency and refrain from influencing its clients in the choice of new agents.

University Licensed

An ETV station in Illinois is breaking new ground by licensing 55 MGM pre-1948 feature films for telecasts beginning Nov. 1.

Southern Illinois U., owned and operated by the State of Illinois, has licensed the films for airing on WSIU-TV, Carbondale, home of the university. Titles associated with literary classics or contemporary novels were selected, among them:

"Anna Christie," Anna Karenina," "Camille," "Captains Courageous," "A Christmas Carol," "The Citadel," "David Copperfield,"

Herridge, Carrington Linked in Production

Robert Herridge and Robert Carrington have formed Herridge-Carrington Productions to develop and produce new properties for TV, the theatre and motion pictures. The new partnership is already at work on a project for Mubert Robinson, Jr., senior programming VP for CBS-TV.

The project is a weekly half-hour series of dramatizations of incidents in American history. Titled "The Fighters," it is expected to bow on CBS-TV in the fall of 1963.

Herridge first worked with Carrington on "The Robert Herridge Theatre," which Herridge produced for CBS Films Inc. in 1959. Carrington served as associate producer for the 26 half-hour series. The two also were producer and associate producer, respectively, for the "Kevin Spring Festival of Music" on CBS-TV and for two "CBS-TV Workshop" programs, "Patterns of Words and Music" and "The Seven Who Were Hanged."

'Campus Session' Fills Ivyed FM Radio Paths

"Campus Session," WYFM's new two-hour feature designed for the metropolitan area college audience, premieres Sept. 29, with Barry Conforte as host. Along with music tailored for young adults, "Campus Session" will highlight important social, academic and athletic news from area colleges. Local students will be heard regularly as guest stars.

WOR Goes to Airways In Army Gridiron Opener

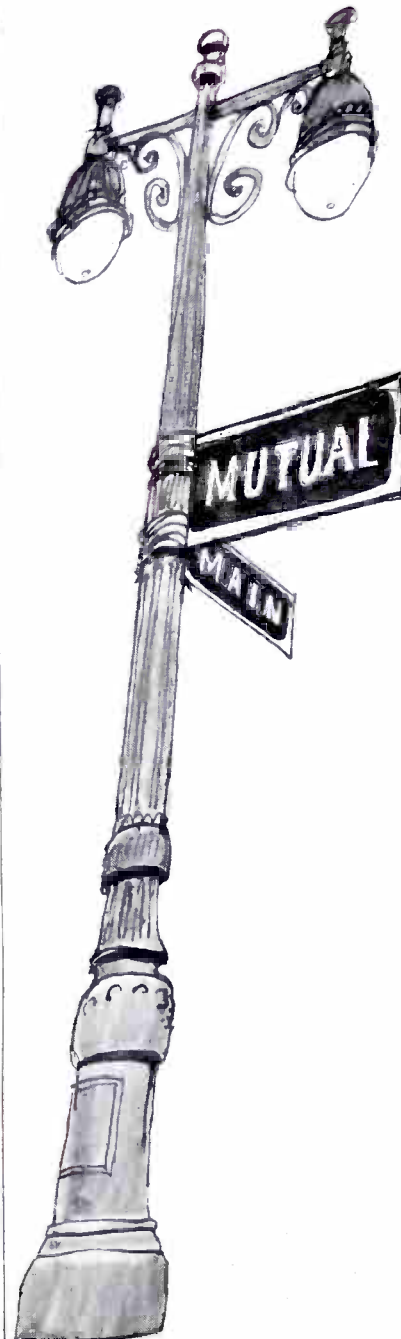
WOR will broadcast Army's opening grid encounter Saturday from Michie Stadium when the Black Knights tackle the Wake Forest Deacons. Stan Lomax and Les Smith will handle the play-by-play, sponsored by Dual Filter Tareytons and Gulf Oil.

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual.

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3^M co.

A Service to Independent Stations



Cleveland TV Airing Columbia U. Lectures

Cleveland — A comprehensive view of today's world, presented by the graduate school faculty of Columbia U. in New York City, bowed this week on KYW-TV as a six-morning series titled "The Columbia Lectures In International Studies." The half-hour programs will be broadcast thru Dec. 11.

Purpose of the series, program manager Chet Collier said "is to give Cleveland viewers knowledge of the peoples, history, and current problems of the world." The programs will be presented by faculty members of the Columbia U. School of International Affairs and its regional institutes.

'Fat American' Recipient Of Award by Heart Ass'n

"CBS Reports: The Fat American" has been selected for a Blakeslee award by the American Heart Ass'n, to be presented at the organization's annual meeting in Cleveland Oct. 26-30. The program was aired Jan. 18, dealing with the effects of obesity on the heart and blood vessels.

The awards are made for "creative efforts in any medium of mass communication contributing to public understanding of heart and circulatory diseases."

Edyie Gorme Tapes First Of Four 'Moore' Shows

Edyie Gorme, signed for four guest appearances on "The Garry Moore Show" this season, has taped her first one for telecast Nov. 27. Miss Gorme's other three shows are set for Oct. 2, Jan. 8 and Apr. 16.

Calif. UHF in ETV Shift

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has proposed shifting a UHF channel from assignment for commercial use in Pittsburg, Calif., where it is unapplied for, to ETV use in Cotati, Calif., where it has been requested by the Sonoma State College Foundation.

'Today' Spots Virgin Isles As Oasis for Five Shows

NBC's "Today" show has sent a team to the Virgin Islands for a preliminary survey of location sites for the program. Fifty people, including stars, production crew and technicians, will travel to the islands early in October to complete five two-hour shows at sites selected.

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Narcotics and its victims theme a KRCA special "Survey 62" telecast Saturday night. NBC newsmen Bill Brown, author of many articles on the drug habit, is featured. The program is a report on the first year of the new California narcotics law—actually two in one, dealing with stiffer punishment and rehabilitation. Therapy sessions at the California Rehabilitation Center, Chino, and the Corona Institution for Women are covered.

★ ☆ ☆ ☆

• • • Tabulations for radio set sales in July for southern California have come in. They reveal a 38 per cent increase over the same month in '61. This upsurge represents a 23 per cent increase for the first seven months of this year compared with the same period last year. Portables and clock radios account for 65 per cent of the total gain . . . Goetz Brewing, out of John W. Shaw Agency in Chicago, and Frank Taylor Ford, through Falcon Advertising, L. A., have picked up the tab on KHJ-TV's hour-long telecast of "The Floyd Patterson Story" Monday . . . Edward Moise has been named program production co-ordinator of KCOP.

★ ☆ ☆ ☆

• • • Jeffrey Hayden has been signed by producer Everett Chambers to a multiple-picture contract calling for him to direct six segments of Four Star's "Lloyd Bridges Show" . . . Terry-Thomas is in San Francisco to promote "A Matter of WHO," Herts-Lion International pix in which he appeared . . . Roberta Linn will guest star on the "Here's Hollywood" with Jack Linkletter over NBC-TV Sept. 26 . . . Dinah Shore set for a return engagement at the Riviera Hotel in Las Vegas beginning Oct. 4 . . . Pamela and Portland Mason both signed with Frank Cooper office for representation in all fields.

★ ☆ ☆ ☆

• • • Richard Davalos, former star of "The Americans" TV series, cast for a role in "Requiem for a Golden Boy" segment of Warner Bros' new "Hawaiian Eye" series for ABC-TV.

Distributors' Own Show at NAB

(Continued from Page 1)

and several of his top aides, meeting with spokesmen for the distributors on Sept. 5 in Washington, said he was aware of the "second-class citizenship" complaints and that active measures were being planned to improve their allocations at the next conclave. But the TFE-'63 commitment had already been made, allowing for no alternative. An air of cordiality nonetheless pervaded the get-together and there were expressions of complete co-operation by both orgs.

Executive committee co-chairmen of the newly-formed TFE-'63 are Robert Rich, Seven Arts Associated VP and Robert Seidelman, Screen Gems VP. It was they who met with Gov. Collins and his associates and reviewed the past five years of syndication's problems in achieving adequate representation. Two other members of the TFE-'63 exec unit are: Richard Carlton, Trans-Lux Television VP, and Harvey Victor, Jayark Films VP.

In a New York press conference on Monday, the distributors said they had agreed to form their own exhibit "to serve . . . the TV industry by providing a compact, centralized exhibit area so that broadcasters . . . would be able to preview new TV film product in one convenient location."

The group's sole purpose is to

sponsor this one event, it was stressed, and all participating companies have agreed to a set of ground rules "designed to assure the effectiveness and decorum of the overall exhibit."

Others who have signed for 18 suites, in addition to the aforementioned firms are: Allied Artists TV Corp., Desilu Sales, Flamingo Telefilm Sales, Four Star Distributing Corp., Hollywood TV Service, King Features Syndicate, MGM-TV, Official Films, TV Affiliates Corp., 20th Century-Fox TV, United Artists TV, Video House, Walter Reade-Sterling and Warner Brothers TV.

Westinghouse Loses Bid To Quit NBC-RKO Case

(Continued from Page 1)

mit Westinghouse to drop from the case, it agreed on motion of Philco to add a new question about whether RKO's ownership of CKLW-TV in Windsor, Ontario, in addition to the ownership interests it holds in 5 U. S. VHF TV stations, might violate the multiple ownership rules or might be inconsistent with the spirit and intent of these rules.

Philco argued that the Windsor station serves Detroit and part of Michigan and that ownership of the station is therefore like a sixth U. S. holding for RKO.

Pictorial Bio of NFL Bucks Across CBS-TV

A pictorial biography of the National Football League, highlighting its heroes and their respective teams, will be represented as an hour special tomorrow on CBS-TV.

The broadcast, "Pro Football Explosion-The Story of the NFL," will trace the league's history from its inception in 1920 to its present status. Chris Schenkel is anchor man. Sponsors for the program are Bristol-Myers, through Doherty, Clifford, Steers & Shenfield and General Foods, through Ogilvy, Benson & Mather.

'Machine Age' Queries Get 'Open Mike' Airing

Fears and promises posed by increased automation will be explored by guest experts Samue Harris Cohen and Theodore Irwin on Barry Farber's "WINS Open Mike" tomorrow. Cohen is a New York labor attorney and Irwin is a writer-investigator in the field of automation. Irwin's article, "What's The Future of Your Job?" is in the October Pageant magazine.

New Oral Plea Sought

(Continued from Page 1)

has disqualified himself from the case, that Bartley isn't voting because "compelling personal reasons" forced his absence from the Oct. 16, 1961, oral arguments before the FCC en banc. He pointed out, further, that a new commissioner is likely to be qualified in "one or two weeks," which would bring the voters down to four in a case about which chairman Minow said in a national telecast that there had been no decision because the commissioners were so split.

Greater Boston, vying for the channel with Massachusetts Bay Telecasters as well as WHDH, said new oral argument would permit Bartley to participate and would aid Henry in familiarizing himself with the case, as well as giving the parties a new chance to argue their cases "in the hope that this will precipitate a decision."

BBC Salutes Tony Newley Star of 'Stop the World—'

London — BBC-TV has filmed a special 45-minute tribute to Anthony Newley, young British actor who is soon to be seen on Broadway in his starring role in "Stop the World, I Want to Get Off." Arrangements are currently being worked out to present the tribute program in the U.S., as well as Britain.

GUEST STARS

With the first wave of new season TV fare already engaged in the battle for ratings, production studios are busy with new signings for the long campaign. Revue has corralled a host of headliners for several of its top productions.

Denise Alexander and Bob Colbert have been set for major roles in "Impasse" segment of "The Virginian," and will be joined by Jerry Summers, Lennie Geer, Jeff Lerner, Jimmy Cook, Quinn Redeker, Bill Phipps, Jim McMullan and Tom Skeritt . . . Paul Ford has agreed to star in the "Go Fight City Hall" portion of "Wide Country." The guest-filled cast also includes Jay Novello, Hal Baylor, Jerome Cowan, Woodrow Parfrey, Paul Maxey, Tom Franklin, Joe Pyne, John Jacobs, Sue Raynor, Addison Richards, Larry Blake, James Westerfield, John Milton Kennedy, Bob LeMond, Joan Patrick, Edward Colemans and Joe Devlin. John Brahm is director. In the "Our Ernie Kills People" segment of the same series, Revue has pacted Richard Gering, Gary Corbett, Richard Jordan, Barbara Parkins, John Littel, Jody Fair, Vic Werber, Don Collier, Ted de Corsia, Tom Monroe, Irene Hervey, Frank Wilcox, Willis Bouchey and Ked Drake.

Anthony George has been signed to guest star in the "Johnny Masters Story" journey of "Wagon Train." Carol Wells and Harry Hickox are set for supporting roles . . . James Dunn has inked for the starrer in "Keep an Eye on Santa Claus" slice of "Going My Way." Joining Dunn will be Gloria Leachman, Frank McHugh, Steve Brodie and Billy Mumy . . . Sportscaster Chick Hearn will portray a football radio announcer in "The Long Walk Home" teleplay for "Alcoa Premiere," written by Everett Freeman.

Frank Gorshin has pacted for the "Fire Dancer" portion of "Empire" . . . MGM has signed Robert Lansing for the "Maddon's Folly" "Sam Benedict" . . . Edward Andrews has inked for a top guest role in "Hooray, The Circus is Coming to Town" segment of "The Eleventh Hour" . . . Beverly Garland will be featured in the "Hastings' Farwell" episode of the "Dr. Kildare" stethescoper . . . Inger Stevens will make her MGM TV bow in "The Blues My Baby Gave to Me" TVer of "The Eleventh Hour" . . . Joseph Schildkraut will guest star in "Hear the Mellow Wedding Bells" portion of "Sam Benedict" . . .

Rita Moreno has started rehearsals for her "Andy Williams Show" guster . . . MacDonald Carey and Robert Sterling have been signed by producer Joan Harrison for "The Golden Deed," on "Alfred Hitchcock Hour."

Competition Pushing Ads Ahead: Lanigan

TV commercials are constantly improving because they are competing against each other for attention and memorability, because the importance of the commercial producer at agencies is becoming more generally recognized and because of the rise of the magazine concept of programming, according to John B. Lanigan, VP-general manager of New York's Videotape Center.

Speaking at a meeting of the New York Advertising Club, he noted that in the early days of TV, ad agencies created and produced most of the shows, and the men involved in them were treated with glamor and importance while commercial producers were the "poor relations."

Three Vital Minutes

Lanigan pointed out a change is taking place today in many agencies, as it is increasingly recognized that the three commercial minutes on a half-hour show are the minutes that determine whether money was wasted or wisely invested in the program, or time-buy itself. "Few realize the care, thought and effort that go into creating the "all-important minute selling dramas that justify the expense of millions in programming," he added.

Wheeling Outlet Revs Up For 8th New Car Show

Wheeling—For the eighth consecutive year, WWVA will salute the new 1963 models of American-made automobiles with its "Automobile Show of the Air" broadcasts, beginning Tuesday, as a public service, without charge.

These broadcasts feature exclusive interviews of each automobile's zone or regional sales manager discussing with the station's news director Adam Gallan the facts and features of each model. WWVA's auto shows are scheduled for maximum impact during respective new-car announcement times.

Academy Charter in Ohio

(Continued from Page 1)

and TV personnel in the area.

The charter was presented at the new chapter's first membership meeting in Columbus yesterday by Peter Cott, administrative assistant to academy president Robert F. Lewine.

In other action, the board of trustees has voted to expand the area of the Washington chapter to include Baltimore. Members of the former Baltimore chapter will be invited to join the D. C. organization.

'Reading Room' Sets Sail To Explore Whale of Tale

"The Reading Room," a new series of programs designed to stimulate reading among children, sets sail Saturday on CBS-TV with a critical look at "Whaling Boy," a novel by the late explorer Peter Freuchen. Ned Hoopes is host.

Keep Fit Show Caters to Kids

Pint-sized grunts and groans may be echoing through New York Saturday when WCBS-TV premieres "Shape Up," a new children's series on physical fitness. Tom De Carlo, consultant and staff instructor of physical education at Queens College, will conduct the series, assisted by Jeanni Sparks and children who will participate in the exercises.

The exercises, designed for five to nine year olds, incorporate such basic elements of physical fitness as strength, flexibility, coordination, agility, balance and endurance. Between exercise periods, DeCarlo will show films of children using playground and gymnasium equipment, and will demonstrate how viewers can improvise equipment for use at home.

Aberle Climbs Up Rung Of Web's Sales Ladder

James Aberle has been appointed sales manager, extended market plan, CBS-TV network sales dept., succeeding George Kolpin, who has resigned to head a station in Carthage, Mo.

Aberle joined network sales in 1955 as an assistant in the sales development unit. For the last several years he has been administrator-commercial coordinator. Before joining the net he was in the promo dept of KOMU-TV, Columbia, Mo.

'Observation Point' Skeds O'Neill Film's Producer

WQXR's "Observation Point" will feature a 25-minute interview Friday with Ely Landau, producer of the filmization of Eugene O'Neill's "Long Day's Journey Into Night." The film opens under the aegis of Joseph E. Levine Oct. 9.

Crenna Agrees to 'Meg' Extra 'McCoys' Stanzas

With three segments of CBS-TV's "The Real McCoys" already directed by the show's part-owner and co-star Dick Crenna, it was disclosed he will meg at least five more segments during the coming season.

'Just For Fun' Plans Sticky Anniversary

Contest and games with a birthday theme will be featured when Metropolitan Broadcasting TV's "Just for Fun," with Sonny Fox, begins its fourth year Saturday on WNEW-TV, New York.

Teams will be busy writing "happy birthday" on 26 birthday cakes. Small fry will try to locate birthday candles buried in whipped cream cakes and soft ice cream will be dispensed by the youngsters.

A large cake to highlight the celebration will be presented to the children at the New York Foundling Home after the program.

CBC Catches Preamble Of Canadian Parliament

Special to RADIO-TV DAILY

Toronto — CBC Radio-TV nets will cover the opening ceremonies of Canada's 25th Parliament Sept. 27, including the speech from the throne by Governor-General Georges P. Vanier. The telecast will be in both French and English, with highlights of the ceremonies repeated on the network later in the evening.

Cameras placed outside and inside the House of Commons will catch the arrival of the governor-general's landau, followed by the official proceedings inside. English-language commentaries will be handled by Lloyd Robertson for TV and Ken Dougan for radio. Jacques Fauteux and Henri Bergeron will handle the French portion.

Morris Eyes Vidshows

(Continued from Page 1)

coordinated in the current aftermath of these sessions.

Sam Weisbord presided over the fortnight of meetings. Wally Jordan, TV chief in the east, headed the New York contingent. Abe Lastfogel, Nat Lefkowitz and Morris Stoller participated, along with New York's Leonard Kramer, Lou Weiss, Sol Leon, Sol Radam, Howard Reilly, Harry Kalcheim, Helen Strauss and Larry Auerbach.

Coast reps were Norman Brokaw, Phil Weltman, Stan Kamen, Mike Zimring and Jerry Zeitman.

STORK NEWS

It's a girl for RPI New York editor, Christopher Glenn, and his wife, Dianne. They named her Rebecca Joy.

Mr. & Mrs. Ronald H. Freemond (she's Shirley Boone of the "My Sister Eileen" series) have become parents of their fourth girl, Jane Eileen.

AGENCY NEWSCAST

By RALPH TYLER

Staff appointments and promotions make news this week along Ad Row. At Foote, Cone & Belding, John L. Owen has been appointed director of broadcast for the agency's New York office. He joined the agency's Chicago office in 1954 as producer and broadcast supervisor. Since 1959 he has been associate director of broadcast and broadcast supervisor at FC&B - Manhattan . . . Richard S. Creedon has been elected a VP of Ted Bates, which he joined in 1958 as an account executive. For six years before that he was assistant advertising manager for the Vick Chemical Co., now Richardson-Merrell Inc. . . . Hyman Rosen has joined Reach, McClinton & Co. as a TV art director. He was previously with Norman, Craig & Kummel as senior TV art director and member of TV production dept.

* * *

Jacob Ruppert Brewery has named as its agency, effective Jan. 1, 1963, Henry R. Turnbull, a new agency recently organized. The brewery's present agency is Warwick & Legler. Turnbull, associated with Ruppert in past campaigns, said he will announce his office location and executive personnel shortly . . . The Chevrolet Dealers of Southern California, PennSoil and Household Finance Corp. have purchased complete sponsorship on the Laker Basketball games on KHJ-TV, Hollywood. Contracts were signed with Eisamen, Johns and Laws, agency for the new car dealers (half sponsorship), PennSoil (quarter sponsorship) and Household Finance Corp., via Needham, Louis and Brorby (quarter sponsorship).

* * *

American Sugar Refining Co. is launching a heavy Fall and Winter

7 Arts 'Them' Tops On N.Y. 'Late Show'

A New York Arbitron rating taken in conjunction with WCBS-TV's "Late Show" telecast Sept. 14 of "Them," starring James Whitmore, Edmund Gwenn, James Arness and Joan Weldon, revealed that the Warner Bros. science-fiction thriller topped all competition, according to Donald Klauber, Seven Arts VP — national sales manager.

One of WB Package

"Them" scored an average Arbitron quarter-hour rating of 15.8 on WCBS-TV from 11:15 PM to 12:45 AM representing a 38 per cent share-of-audience, said Klauber. "Them" is one of 41 Warner Bros. features included in Seven Arts' Vol. 3, purchased by WCBS-TV.

Thought for Today

"TV's least enviable job today belongs to the network programming Vp. He's TV's man-on-the-spot; if his network is on top, he must keep it there, if it's running second or third, he must make it first. Out of the checkerboard pattern that shows competitive strengths and weaknesses, he must come up with answers to his particular problems, and in a business where money is an object, he's got to solve his difficulties at reasonable cost to the network."

—John B. Burns
MGM-TV VP, Sales

TV campaign of 60 and 20 second spot commercials in 67 markets to promote a recipe book offer to consumers on behalf of Domino Sugars. Agency is Ted Bates. In other Ted Bates news, it was announced that Mobile International Oil Co., international division of Socony Mobil Oil Co., has appointed the agency to cover various phases of Mobil's international advertising. The account will be serviced from Bates' New York headquarters.

* * *

In its first venture into radio sports advertising, First Federal Savings & Loan Ass'n, Cedar Rapids, Ia., has purchased a "Sports Caravan" on KCRG Radio. "Caravan" will include 38 football and basketball games during the '62-'63 season. Agency was Gillon & Associates.

SEVEN MISSES WEATHER MUSES

'Who Minds Bad Weather When Cuties Predict It?'

Boston — Seven weather girls will serve up sunshine or snow each night on "Late Weather" on WNAC-TV starting Oct. 1. The girls include beauty contest winners, models, actresses and other eye-pleasers.

The weather roster is: Cathy Benton of Cohasset, Miss Monday; Liz Kelly of Boston, Miss Tuesday; Janice Hall of Natick, Miss Wednesday; Marilyn Rockafellow of Portsmouth, R. I., Miss Thursday; Rosemary Pati of Boston, Miss Friday; Sue Houle of Boston, Miss Saturday, and Sue Marlowe of Boston and Hingham, Miss Sunday.

Ohio Draws Draper From Portland Post

Cleveland—Kenneth L. Draper, former program manager for KEX, Portland, Ore., has been named to the same post at radio station KYW here, replacing Eugene M. Plumstead, who has resigned.

Draper, 29, has been in broadcasting since 1949 when he joined WIRL in his hometown of Peoria, Ill., as an announcer. From 1955 until 1957 he served in Japan as consultant to Japanese commercial radio and TV broadcasters.

Insurance Co. Bankro'ts Suburban Philly Games

Norristown, Pa.—World Mutual Health and Accident Insurance Co. of Pa. has purchased 10 football games for the Fall season on WNAR Radio, Rahall station here.

The football games, featuring outstanding high school contests in suburban Philadelphia, will be broadcast starting Saturday thru Thanksgiving Day.

Pittsburgh 'Safari' Treks Trail into Expanded Slot

Pittsburgh — KDKA-TV's "Safari," with "Bwana" Don Riggs hosting, has been expanded from its original 45-minute Saturday formal to 150 minutes this Fall. The program, combining adventure films with studio audience participation and all forms of wild life, is also presented each Friday evening. Both segments have been sold out since the program originated in 1960.

Call Letter, Staff Changes At Beaumont, Tex. Station

Beaumont, Tex. — The new call letters of KRIC-AM-FM, now under the management of Texas Coast Broadcasters, are KAYC-AM and KAYD-FM. New staffers at the station include Ed Dittert, station manager; Joe Walker, program director; Brook Carroll, commercial manager; Jack East-erwood, chief engineer, and John Woody, news director.

Ted Brown Back at WNEW

Ted Brown, one of New York radio's personalities, will return Monday to WNEW after a 13-year absence with a three hour program, seven afternoons a week, it was announced by John Van Buren Sullivan, general manager of the Metropolitan Broadcasting station.

Brown previously was with WNEW in 1949. After scoring a success as a vacation replacement, he was promptly hired by WM-GM, (now WHN), where he has had his own early morning show

TRIANGLE FMERS IN YULE PROMO

Stations' First Joint Effort Slates Over 300 Spots

Philadelphia—The Triangle FM stations have just completed plans for the first coordinated FM circulation drive ever attempted in their markets. Promo is geared to the Christmas buying season. The drive will run six weeks, Nov. 19 thru Dec. 15, on WFIL-FM, WFPG-FM, Altoona; WNB-FM, Binghamton, N. Y., and KRFB-FM, Fresno.

An integral part of the campaign is a massive spot schedule involving over 300 announcements on each Triangle FM. These announcements will be donated to the stations, with provisions for interested dealers to participate by using the copy line in their individual sales promotion.

Miss Hyer, Gig Young Top Hitchcock Preen

Martha Hyer and Gig Young star in "A Piece of the Action" on the "Alfred Hitchcock Hour" premiere tomorrow on CBS-TV. Hitchcock, as host of the new series, will continue with the whimsical lead-ins for which he has become famous during his seven years on TV.

The drama about gambling was written by Alfred Hayes and directed by Bernard Girard for producer Norman Lloyd.

ITC in Worldwide Deal

(Continued on Page 5)

complete English and French networks, and to Associated Television Ltd. (ATV) for the United Kingdom.

Star of "Mr. Piper" is the live title character, who acts as host and storyteller and introduces the four segments that make up each half-hour episode: "Tale Time, animated cartoon; "Port of Call, look at the world; "Bag of Tricks, magic, songs or games, and "Animal Farm," featuring live, continuing "players," Allan Wargo is executive producer.



Indiana University Library
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VOL. 91, NO. 57

THURSDAY, SEPTEMBER

CENTS

ACCESS FIGHT RALLIES NEWSMEN

Air Reportage Accent: Regional

AP's Radio-TV Ass'n Elects Dwight Martin

Regional news has built up to the point where it now constitutes 22 per cent of total wordage sent by the Associated Press, the board of directors of Radio and TV Ass'n reported yesterday.

Hourly summaries of national and international news make up about 30 per cent of the total, the R-TV directors were told at their annual meeting in New York. Sports news accounts form 10 per cent, farm and markets seven per cent, features five per cent, weather five per cent and miscellaneous commitments two per cent. Less than 20 per cent of AP wire time is uncommitted.

Dwight W. Martin, WDSU-TV, New Orleans, was elected president of the AP's R-TV Ass'n. Martin, former chairman of the NAB TV board, succeeds Daniel
(Continued on Page 6)

Stephen Trigg New GM Of KOSA, Odessa, Tex

Odessa, Tex. — Stephen Trigg, 24, has been appointed general manager of KOSA here, one of the Trigg-Vaughn stations, it was announced by president Cecil Trigg. Other stations in the group are KOSA-TV; KROD-AM-TV, El Paso; KVII-TV, Amarillo, and KRNO, San Bernardino. Stephen Trigg began his career as an announcer, and from there moved to news, sports, programming, sales and management.

Oaths on Apps Erased; Your Signature's Enough

Need for oaths on all FCC applications filed on and after Oct. 1 has been eliminated. Requirement was deemed burdensome and existing penalties for false statements to government agencies were said to be sufficient. Filings must be signed by principal executive officers of parent and subsidiary corporations and direct supervisor of broadcast facility.

Screen Actors Guild Backs AFTRA Stand on Teachers

West Coast Bureau of THE FILM DAILY

Hollywood — The board of directors of the Screen Actors Guild has voted unanimously to support the American Federation of TV and Radio Artists' free-lance teachers on New York City's educational television station, WNDT, broadcasting on Channel 13.

Since taking over WNDT several months ago, the Educational Broadcasting Corp. has refused to bargain collectively with AF-

TRA. Union says it is particularly concerned with obtaining protection for teachers and other broadcasting employees against indiscriminate replaying of tapes and other recordings of programs aired by the station.

600-G's Price Tag Hung on WRIT Sale

Washington Bureau of RADIO-TV DAILY

Washington—The sale of WRIT in Milwaukee by Radio Milwaukee to Great Trails Broadcasting for \$600,000, has been approved by the FCC.

Also okayed, with Minow and Bartley dissenting, was sale of WROD, Daytona Beach, Fla., by Daytona Beach Broadcasting to Lee Ruwitch, Gordon Sherman, Ernest Currie and Richard Fellows for \$125,000, including \$10,000 for agreement not to compete within 50 miles for 6 years.

The commission said "yes" to the sale of KEOS, Flagstaff, Ariz., by John and Alice Ross to Jack P. Bird, involving 100 per cent of stock exchanged for 5 acres of land valued at \$5,000.

The Broadcast Bureau approved sale of KCFH, Cuero, Tex., by Margaret Respondek, individually and as administrator of estate of A. M. Respondek, for \$40,750.

Lake Huron Co. Drops Mich. Vid Outlet Plans

Lake Huron Broadcasting has canceled building plans for WLPA-TV, Alpena, Mich. At the company's request, the FCC has voided the construction permit. The FCC also reports that Forest City Publishing has withdrawn its application for a new Cleveland UHF station.

Gillette and Chrysler Share World Series

The Baseball World Series, which begins Oct. 3, will be covered by NBC-TV for the 16th consecutive year, fourth straight in color, and also aired by NBC Radio. Co-sponsors of the joint cov-

"World Series Spotlight," 15-minute show hosted by Bob Wolff, will be colorcast on NBC-TV preceding each game of the '62 Series. Co-sponsors for the fourth straight year Gen. Mills, via Knox Reeves, and American Tobacco Co., thru SSC&B.

erage will be Gillette, via Maxon, Inc., and Chrysler Corp., via Leo Burnett Co. Two color units will be used.

NBC has been covering the world Series on TV every year since 1947, and on radio every year since 1957.

Orioles Ball Fan Sues Garry

Garry Moore, along with CBS, Mark Goodson and Bill Todman, producers of "I've Got a Secret," Goodson-Todman Productions and Telecast Enterprises, Inc., were named as defendants yesterday in a \$50,000 slander suit filed in New York's Supreme Court by Baltimore baseball fan Robert S. Reitz.

Reitz, a spectator in Baltimore's Memorial Stadium in Sept. 20

Convention in 'Frisco Forging Guarantees Of Electronic Rights

West Coast Bureau of RADIO-TV DAILY

San Francisco — Testing their land legs after yesterday's Navy sub-chaser exercise on the choppy waters of San Francisco Bay, more than 300 radio-TV news directors today get down to convention hard tacks.

Their task: to hammer out a program that will help gain equal access for electronic media and thus overcome stubborn retention of the American Bar Association's Canon 35, freedom from political equal time requirements, and other urgent issues for broadcast reporting.

TV Rise 31%; Radio's 18%

Delegates to the Radio TV News Directors Ass'n convention will learn the why and how of the rise in on-air editorializing — 31 per cent more than last year for TV stations speaking their opinionated minds, while radio jumped 18 per cent in the year.

The business meeting comes after breakfast today, with reports from nominating committee and floor nominations, followed by a management study report and a proposal on a Canadian organization. Next is a keynote address by Harold Baker, WFCA-TV, Jacksonville, and ass'n past president.

Presidential news secretary
(Continued on Page 6)

2 AMers Extend Silence

The FCC's Broadcast Bureau has given WSFR, Sanford, Fla., extension of authority to remain off the air until Dec. 3, and WHFI-FM, Birmingham, Mich., further permission to stay silent until Oct. 20.

'61, says he caught the ball Roger Maris hit for his 59th run on the way toward a new homer record. When Maris requested Reitz return the ball, the latter refused and the event was widely pub-
(Continued on Page 7)



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

ficio Espana, Grupo 4. Planta 14.

Five Sponsors Going Gene Kelly's TV Way

Gene Kelly debuts as a regular TV performer Oct. 3 with the premiere of "Going My Way," his new hour comedy series on ABC-TV. Patterned generally after the 1944 Oscar-winning movie, Kelly stars as Father Chuck O'Malley. Starred with Kelly are Dick York and Leo G. Carroll.

Sponsors are American Tobacco, via Sullivan, Stauffer, Colwell & Bayles; John H. Breck, N. W. Ayer & Son; Edward Dalton Div. of Mead Johnson, Kenyon & Eckhardt; Dodge, BBDO, and Miles Labs, Wade Advertising. The opening seg, "Back to Ballymora" is directed by Joe Pevney.

FM Views People Swept By Urban Renewal Broom

WBAI-FM will broadcast a 55-minute documentary Sunday on the problems of people affected by the West Side Urban Renewal Project. The program, "Death of a Neighborhood," is a montage of recorded voices of white, Negro, and Puerto Rican residents in the area, many of whom face relocation.

COMING AND GOING

HOWARD K. SMITH, BILL McSHERRY, TOM O'BRIEN and JULES BERGMAN, to San Francisco for the Radio-TV News Directors Association convention.

ARTHUR SIMON, Radio-TV Daily's advertising manager, and his wife, today are vacation-bound for San Juan, the Virgin Islands and Nassau.

JOHN ASTIN and MARTY INGELS, "I'm Dickens . . . He's Fenster" co-stars have returned to Hollywood following a tour in N. Y., Boston and Philadelphia.

STEPHEN B. LABUNSKI, WMCA general manager-VP, and ROBERT W. MAZUR, sales manager, to RAB management conference in Haddonfield, N. J.

SAM MANNERS, Herb Leonard Productions exec, in St. Louis scouting locations for the filming of "Route 66" segments.

BILL WRIGHT, Storer Broadcasting Co.'s national radio sales manager, in White Sulphur Springs, W. Va., for the FWDA convention.

LESLIE STEVENS, Daystar Productions president, in N. Y. for business conferences.

FRED HENRY, Don Fedderson Productions executive producer, in New York for business meetings.

IRENE RYAN, star of "The Beverly Hillbillies," to Indianapolis and Milwaukee tomorrow on a promotion tour.

Editorials on KDKA To Get Pat on Back

West Coast Bureau of RADIO-TV DAILY

San Francisco — The Radio-TV News Directors Ass'n today honors KDKA Radio, Pittsburgh, with its first place award for editorializing by radio at its convention.

The WBC station was selected for its campaign for stronger strip mining legislation in Pennsylvania. The drive was planned and carried out by editorial board members Harold C. Lund, WBC vice president, Pittsburgh; L. R. Rawlins, KDKA Radio general manager; Jerome R. Reeves, KDKA-TV general manager, and Edwin H. Beachler, KDKA Radio and TV editorial writer.

Lincoln-Merc Honks Horn On Tiger Play-By-Play

Philadelphia—WIP Radio will air Princeton U. football games for the fifth season through the sponsorship of Lincoln-Mercury Dealers.

Jim Leaming, WIP's sports director, will present the play-by-play of the Princeton Tigers games home and away. He'll be teamed with Bosh Pritchard, former star halfback of the Philadelphia Eagles, who will handle the color during the nine-game sked.

Screen Gems Banner Flies For 'Fletcher' in Oregon

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer Andrew J. Fenady, Fenady Associates prexy, has launched his new series for release under the Screen Gems banner in Oregon locations. James MacArthur stars in the title role of "Postmark: Jim Fletcher," with Warner Anderson co-starring. Fenady wrote the pilot script, in which Don Dubbins and William Bryant have featured roles.

BACKROOM LOOK AT POLITICIANS

Campaign Spenders Ask For St. Paul's Indian

Minneapolis — Former St. Paul Mayor Joseph Dillon will tell how campaign contributors wanted him to "give them the St. Paul city hall Indian" on a KMSP-TV political documentary Sunday.

Written, produced and narrated by public affairs director Jim McGovern, the show is entitled, "Politics and Poker"—a behind-the-scenes look into Minnesota politics and politicians.

Taylor's Jazz 'Sends' WNEW

Jazz authority, pianist and composer Billy Taylor will join the WNEW staff Monday to handle a seven-days-a-week late-night jazz show. His program will feature recordings and piano solos.

An articulate spokesman for jazz, he has lectured at several colleges throughout the country, including Columbia U. Taylor is the writer of nearly 300 songs and has published 11 books on jazz and jazz piano playing. Currently, he is a member of the three-man committee on jazz for Lincoln Center.

'Your Right to Say It' Skeds WPIX Premiere

"Your Right to Say It," a new weekly half-hour public affairs program produced by Northwestern U., premieres on WPIX Sept. 30. The news-interview series is moderated by James H. McBurney, dean of Northwestern's School of Speech. Comic Dick Gregory will appear on the initial program, along with the publisher of Ebony Magazine.

FINANCIAL

(September 19)

NEW YORK STOCK MARKET

	High	Low	Close	Chg
Admiral Corp.	133/4	131/2	131/2	- 1/8
AB-PT	321/4	311/2	313/4	+ 7/8
A. T. & T.	1117/8	1105/8	1111/4	+ 1/4
AVCO	237/8	231/2	231/2	- 3/8
CBS	377/8	371/4	375/8	- 1/8
Columbia Pic.	205/8	195/8	201/2	+ 1/4
Crow-Coll.	26	253/8	257/8	+ 1/8
Decca	391/2	391/4	391/4	- 1/8
Disney	29	283/4	283/4	+ 1/4
East. Kodak.	101	1001/8	1001/4	+ 1/4
Gen. Prec.	371/2	363/8	361/2	- 7/8
General Tel.	203/8	201/8	201/4	+ 1/8
Hazeltine Corp	217/8	213/8	213/4	+ 1/4
Magnavox	351/4	345/8	345/8	- 3/8
MCA	321/2	321/8	321/2	+ 1/8
M-G-M	333/8	331/8	331/8	- 1/8
Metromedia	141/4	141/8	141/8	- 1/8
Minn. M&M.	533/4	523/4	531/8	+ 1/8
Nat. General.	63/4	63/8	63/8	- 1/8
Paramount	397/8	393/8	397/8	+ 1/8
Pough	291/4	29	291/4	- 1/4
RCA	501/4	495/8	495/8	- 5/8
Storer	293/4	295/8	293/4	+ 1/8
Taft	17	163/4	17	- 1/4
20th-Fox	221/8	223/4	223/4	- 3/8
United Artists.	273/4	271/2	271/2	- 1/8
Warner Bros.	13	127/8	127/8	- 1/8
Westinghouse	267/8	271/4	271/2	- 1/8
Z-nith Radio.	561/2	553/8	56	- 1/8

AMERICAN STOCK EXCHANGE

Allied Artists.	33/4	31/2	31/2	- 1/4
Capital Cities.	171/2	171/2	171/2	- 1/8
Desilu	81/2	8	81/8	- 1/8
Filmways	53/8	51/2	53/8	- 3/4
Movielab	93/4	93/4	93/4	- 3/4
MPO	71/8	7	7	- 1/8
NTA	11/8	11/8	11/8	- 1/8
Reeves Sound.	33/4	35/8	33/4	- 1/8
Screen Gems.	18	173/4	18	- 3/8
Technicolor	121/8	117/8	111/8	+ 1/8
TelePromTert	8	77/8	8	- 1/8
Trans-Lux	13	13	13	- 1/8
TV Industries.	11/2	11/2	11/2	+ 1/8

* OVER THE COUNTER

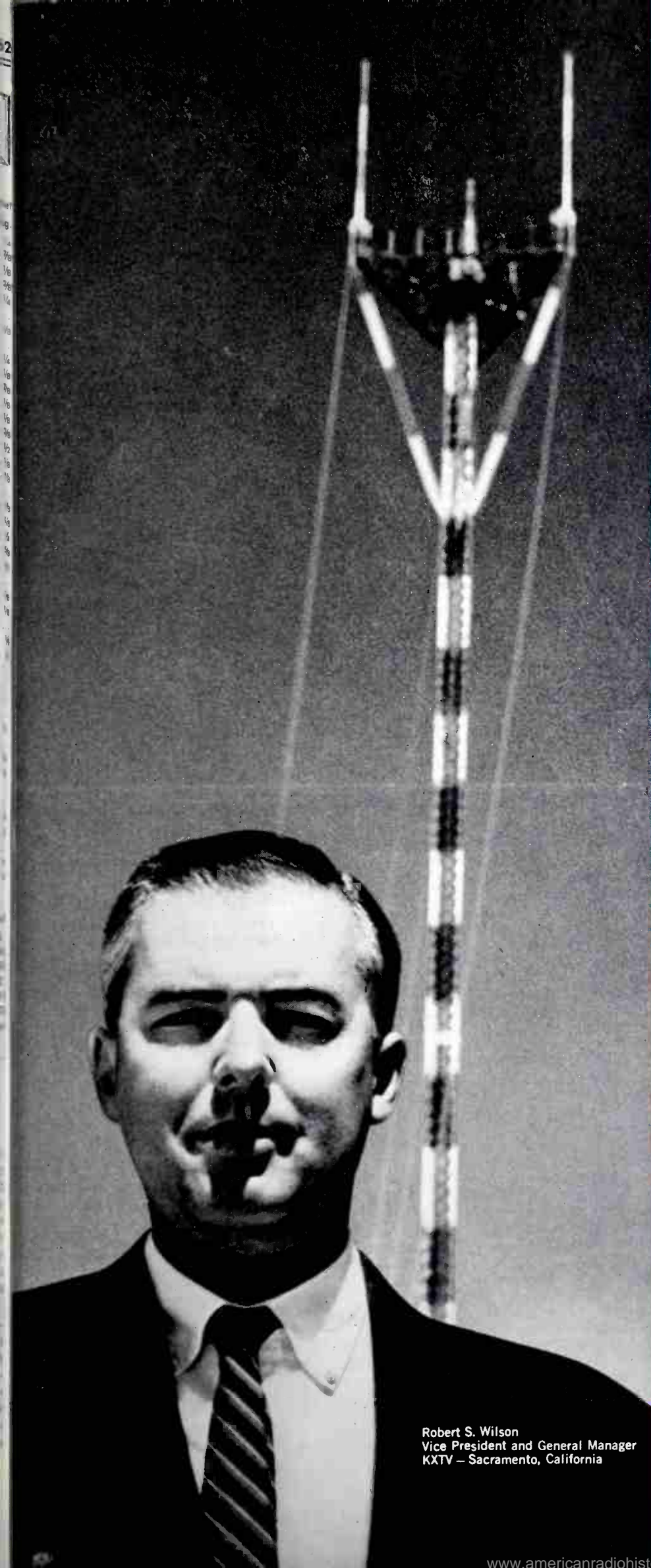
	Bid	Asked
Jerrold	53/8	6
Meredith	22	241/8
Seven Arts	81/4	91/8
Sterling	11/2	2
Transcontinent	101/4	111/8
Wometco	251/2	273/4

* Courtesy of National Association of Security Dealers.

Rollins 6-Mo. Revenue Seen 25% Over 1961's

Wilmington, Del. — Rollins Broadcasting revenue for the six months ending Oct. 31 will be 25 per cent higher than for the same period last year, and cash flow and profit will also rise, stockholders were told at the company's annual meeting here this week by president and chairman O. Wayne Rollins.

Rollins added that the company's gross this year in radio will be 50 per cent greater than in 1959, when it reached its maximum of seven outlets, and that increased popularity of its stations will enable it to increase ad rates at five of the radio stations, plus its three TV properties.



Robert S. Wilson
Vice President and General Manager
KXTV - Sacramento, California

Why KXTV bought
Seven Arts' "Films of the 50's"
Volumes 2 and 3

Says Robert S. Wilson
Vice President and General Manager

When KXTV completed its new 1,549 foot tower increasing our coverage from 453,400 to more than 600,000 TV homes and creating a new 25th largest market in the nation, (third largest on the West Coast) we looked at all of the film product available in order to effectively program for this enlarged audience. Seven Arts' "Films of the 50's" were our choice for the prime time Premiere Theatre on Friday nights. In addition to being excellent entertainment for our new audience they also give us a breath of

**new life for the
enormous number
of features we have**

We are sitting on pretty close to 2,500 features. Even with a tremendous inventory like that we couldn't afford to turn down the Seven Arts films.

**Seven Arts' "Films of the 50's"
... Money makers of the 60's**



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By TED GREEN

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SPORTS—Ohio State University basketball and football games, plus Columbus Jets baseball, and Scioto Downs Racing.

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PUBLIC AFFAIRS—a variety of programs including "Probe" and "Viewpoint"—which cover the waterfront of issues and people important in the world today . . . to create more informed, more active citizens.

So call your WLW representatives . . .
you'll be glad you did!

wlw c Columbus

NBC
TELEVISION

The other dynamic WLW Stations
WLW-I WLW-A WLW-T WLW-D WLW
 Television Television Television Television
 Indianapolis Atlanta Cincinnati Dayton Radio
 Crosley Broadcasting Corporation

• • • Columbia Records is rushing the release of the first album to be recorded in the new Philharmonic Hall of Lincoln Center. The LP, titled "The Sound of Lincoln Center," will feature Brahms' Symphony No. 2 with Leonard Bernstein conducting the New York Philharmonic. The recording will be available simultaneously with the opening of Philharmonic Hall next week . . . Fred Parsons signed with WPIX for the 7 o'clock newscasts every Sunday. Deal was set by Fred's manager Kay Korwin . . . Bob ("At Your Service") Maxwell, heard daily on WCBS, winning many new listeners with his easy, pleasant style . . . Did you hear about the radio fan who serenaded Martha Wright the other day on WCBS Radio? Seems the program invited listeners to call and speak to Martha and one did just that and serenaded her with a harmonica offering! . . . Mayor Wagner and New York are paying a musical tribute to Richard Rodgers on Wednesday at the steps of the Fifth Avenue library. The concert is being produced by maestro Paul Taubman in association with Williamson Music.

★ ★ ★ ★

• • • Jim Coy, veteran TV and Radio announcer, has resigned as host of the popular "Radio New York" program on WOR and is moving to St. Thomas, Virgin Islands. He'll be engaged in radio and TV work there as well as in San Juan. He also has free-lance commercial commitments here in the States, which will bring him back to the Big Town from time to time . . . Popular Phil Brito, on the comeback trail after a prolonged illness, has a potential hit in "O Sole Mio Cha Cha" b/w "Melancholy Baby" on the Music Craft label. Incidentally, Phil's new manager is Beverly Schecter of MB Talents, Inc. . . . Tab Hunter may open an Oriental gift shop on Third Ave. . . . Singer-actor Allan Chase, a "Talent Scouts" discovery, may become a regular on Ernie Ford's ABC-TV daytimer . . . Jackie Gleason is "home" again at the Park-Sheraton . . . Host Nick Raymond at Estelle's is one of the town's most devoted Mets fans . . . Drama coach Joe Cavallaro is cooking up a TV production deal with Joe Franklin.



COY

• • • Talent buyers are agog at the performances by Johnnie Ray at Freedomland last month. Art K. Moss, the amusement center's managing director, is bringing him back this week-end by popular request . . . The Tommy Dorsey Orchestra is fast becoming one of the hottest bands in the land. It's just signed with RCA-Victor and will cut an album later this month and will make a TV special in February. Sam Donahue, who leads the musical aggregation, being set for three magazine articles. Beauteous Jeannie Thomas now featured vocalist with the orchestra, and Tino Barzic is managing the band right back up to the top . . . Just heard that Sony is coming out with a 5-inch micro-TV set to be shown to the press Oct. 1. — This we gotta see.

★ ★ ★ ★

• • • Eight top NBC and CBS deejays will make personal appearances at the N. Y. High Fidelity Music Show, Oct. 3-6, at the N. Y. Trade Show Building. They are Art Ford, Jerry Marshall, Wayne Howell, Jim Lowe and Big Wilson from NBC, and Lee Jordan, Bill Randle and Willis Conover from CBS . . . Phil Foster, Dick Powell, Peter Duchin and Joan Fontaine among the celeb set launching at Mike Manuche's . . . Alan King turns up today on Arthur Godfrey's radio show . . . Bill Britten and Doris Gaye's puppet studio going great guns! Just completed Polly Parrot puppet for Polynesian Punch sponsor and Downyflake Boy and Vermont Mail Girl puppets for Downyflake Waffles and Vermont Maid Syrup. Puppets will be seen on major kid's TV show on all NYC channels . . . Louis Marx & Co. has let the kiddie audience know it wants their opinions of "Marx Magic Midway," the Claude Kirchner-emceed show which premieres Saturday, as well as the reviews of the professional TV critics. For the five best reviews submitted by 14-year-olds-and-under, Marx will give each young critic all five of the toys being advertised on the NBC-TV program this year.

Esskay 5-Mart Buy For WBC Hr. Specs

Schluderberg-Kurdle Co., manufacturer of Esskay meat products, has purchased a series of hour family specials from Westinghouse Broadcasting Co. for sponsorship in five mid-Atlantic markets. Agency is VanSant Dugdale Advertising, of Baltimore. Sponsorship involves WJZ-TV, Baltimore; WTOP-TV, Washington; WGAL-TV, Lancaster, Pa., plus stations in Richmond and Norfolk.

The WBC specials will debut in the five markets in October with "Baird's Eye View," a 60-minute history of marionettes featuring Bill and Cora Baird. In addition to the five mid-Atlantic markets, the programs will be aired on WBZ-TV, Boston; KDKA-TV, Pittsburgh; KYW-TV, Cleveland, and KPIX, San Francisco.

Maxwell Oversees Sales For Gotham Stereo FMer

Herman Maxwell, former director of sales for WNBC radio, has been named to the new post of sales manager of WTFM, New York 24-hour-a-day FM stereo station.

Prior to joining WTFM, Maxwell was sales manager of WINS. Before that he was with WNBC, serving as an account executive before his promotion to director of sales. He was also an account executive for WOR.

Utah's KUTV Taps Visik To Head New Sales Dep't

Salt Lake City—KUTV has appointed Pat Visik manager of its new sales promotion, development and research department. He'll handle market research and analysis and coordinate the station's advertising services with clients and other media.

Heads Toledo Program

Toledo—Lou Fiedler of WTOL has been named director of the 1963 Toledo Sports & Home Show, to be held in the Sports Arena, Apr. 17-21, under the management of C. E. Augsbach & Associates.

Walter Bien will Produce 'Business' Segs as Loner

Hollywood—Walter Bien, Paramount TV Commercial Div. exec head, has announced plans to make "The Manager," his own video series, independently. Bien wrote an original screenplay for the pilot. Filming of the business drama skein will be half-hours, but theme has scope for expansion to hour lengths.

NEW TACTICS TO BEEF UP R-TV CODE MEMBERSHIP

New Orleans—Sampling of opinion among non-subscribers to the NAB Radio Code turns up two possible pushes for heavier subscribing—a decisive FCC or governmental action to scare non-subscribers or a clear showing that subscription can mean increased earnings — NAB Code Authority director Robert D. Swezey told the Louisiana Ass'n of Broadcasters Convention here.

He said just a shade under 70 per cent of all TV stations now subscribe to the TV Code, but only 33 per cent of radio stations subscribe to the Radio Code, and "objections and inertia" of non-subscribers must be overcome if the Radio Code is to become a true industrywide instrument of self-regulation.

Swezey said NAB has never invited government pressure and never will. "However, it may well come about . . . There is danger of increased government regulation only if the industry demonstrates that without government intervention it is incapable of enforcing its own standards . . ."

"It is a little more difficult to prove to the so-called hard-headed broadcaster that his subscription to the code means more dollars and cents in his pocket. It is nevertheless true that the code is good business for everyone."

Pill Channel to Pick Up 8 Hornets' Puck Games

Pittsburgh — KDKA-TV here has scheduled a minimum of eight away-from-home Hornets ice hockey games during the coming season. The first, against the Cleveland Barons, will open the series Oct. 10. Upcoming matches will be from Quebec, Providence, Rochester, Baltimore and Buffalo.

Station general manager Jerome R. Reeves states that the heavy response to last season's 13 televised games has initiated this season's repeat.

Footage of 'Johnny Cool' Shot as 1/2-Hr. TV Trailer

Producer-director Henry Asher will shoot pre-production footage of "Johnny Cool," which goes before the cameras this month, and utilize the film as a half-hour TV trailer prior to release of the UA production.

WEDDING BELLS

Kailer-Ragen

Sheila Anne Kailer, secretary to Sports Network, Inc.'s VP, and Captain Arthur S. Ragen have announced their engagement. The couple will wed on Dec. 29.

Nine Hours Per-Day For Web Color Week

More than 63 hours of color programming, an average of over nine hours a day, will inaugurate the first NBC-TV "Color Week" of the '62-'63 season Oct. 1-7.

All but five of the nighttime network programs during the week will be broadcast in color, accounting for 29¾ hours, or 89 per cent of the total nighttime sked.

The net's daytime sked during "Color Week" will be highlighted by tint coverage of the World Series, slated to begin Oct. 3. Almost 37 hours of daytime color are planned, with "Say When," "Truth or Consequences," "Young Dr. Malone" and "Here's Hollywood" joining the other daytime programs regularly shown in color.

Doug Heyes Returns to TV With 'Virginian' Segment

Doug Heyes has signed to write, produce and direct the "And the Pursuit of Happiness" segment of "The Virginian," Revue's new 90-minute color series which bowed this week. The assignment marks Heyes' return to TV after a two-year absence to write a book, "The 12th of Never," which has just been published.

Dixie 400 Auto Thriller Takes Atlanta Radio Spin
Atlanta — WSB Radio will air the Dixie 400 auto race Oct. 28 with Boomershine Pontiac and the Pure Oil Co. as co-sponsors. Program marks the final auto race of the Atlanta Raceway season.

Matchabelli Backing 'Today' Muscle Man

Prince Matchabelli Div. of Chesebrough-Pond, via J. Walter Thompson, will sponsor physical education expert John Hills on a daily segment of NBC-TV's "Today" Show starting Oct. 1.

Hills, formerly with WIIC, NBC affil in Pittsburgh, and WNBC-TV, New York, will demonstrate exercises to prepare viewers for different sports and physical activity on his "Slimnastics" feature. Exercises of special interest to men will keep in mind that many of the males are on their way to work and are dressed for the office.

Station Expands Staff

Tampa—There have been two new additions to the WTVT staff. They are Rich Pauley as announcer and Tom Dunn as a newscaster. Dunn will handle the 11 PM "Pulse" newscast.

'AID WORLD KIDS OR WE'LL TRICK'

UN Urges R-TV Stations To Help Halloween Drive

UN headquarters has sent promotional material to all radio and TV stations in the U. S. urging support this year of the Trick or Treat program on behalf of the UN Children's Fund.

The T-O-T Halloween drive was begun in 1950 by a small Sunday School class with treats totaling \$36. Now more than 2½ million American youngsters participate. Last year's gift exceeded \$2 million.

Active booster of the drive is Bob Julian, radio-TV production director of WINR Binghamton, N. Y.

R-TV Farm Directors Pitch for N.Y. Dollars

There were no "by crackies" and no "pshaws" yesterday as officers of the National Ass'n of TV and Radio Farm Directors proved themselves articulate spokesmen in a pitch to some 100 New York business and advertising people for more ad dollars. Describing how versatile their programming has become, one official noted, "The farmer used to worry about the south forty; now the Top 40 is a prime factor."

Presiding at the session in the Biltmore Hotel was NATRFD prexy Carl Meyerdirk, farm director at KVOO, Tulsa. VP Bruce K. Davies, of KFAB, Omaha, charted the daily routine of a farm director. Hugh Ferguson of WCAU, Philadelphia, the organization's Northeast Region VP, stated that the farm director is "a man who spends 75-90 per cent of his time talking, praising, listening and commiserating with farmers."

'Dimes from Dames' Total \$2,000 for K.C. Hospital

Kansas City—The annual \$2,000 contribution for support of the International WOMPI-sponsored room at Will Rogers Hospital has been presented at the organization's convention here. At the ceremony, Mrs. Jean Mullis, newly elected president, pledged a continuance of the WOMPI "Dimes from Dames" program.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS



By JACK RUSSELL

Fred Harm took over this week as general manager of WAIT for the station's new owners, a group headed by Chicago attorney Maurice Rosenfield, and said he will continue WAIT's past music policy—"The World's Most Beautiful Music"—with no basic changes contemplated "now or in the future." Harm, a 25-year veteran of Chicago broadcasting, brought with him to WAIT several long-time associates and beefed up the sales staff with the addition of four account execs.

Joining him at WAIT as music director is John Cleary, former GM of WNMP, Evanston, Harm's most recent affiliation. Other newcomers are Tex Frankel, Dave Williams, Jesse Griggsby, Lorraine Civinelli and Harm's son, Duane, who comes to the station from the Avery-Knodel rep firm.

★ ★ ★

WNBQ will colorcast two special programs dealing with the Jewish High Holidays on Sunday and Oct. 7. The first, "Threshold of the New Year," will feature Rabbi Benzion Kaganoff, Cantor Joseph Farkas and the choir of Congregation Ezras Israel in some concepts of the High Holy Day service. "His Great Name," a dramatic reading written by Morton Wishengrad, will be the subject of the second program, featuring Rabbi H. Goren Perelmuter of Temple Isaiah Israel and members of his congregation.

★ ★ ★

The daily "Dorsey Connors Show," currently a 10-minute colorcast of WNBQ, will be expanded to 15 minutes on Monday, with Miss Connors continuing with her interviews and hints for housewives... WNBQ on Sunday will begin another season of "Northwestern Football Highlights," half-hour color films of the key plays and action in all the 1962 Wildcat games.

Carousel Will Distribute CBS Films' 'Money Talks'

Carousel Films has been licensed by CBS Films to distribute in the non-theatrical, non-TV, 16mm film market the five half-hour CBS News broadcasts, "Money Talks." The films, which examine the role of government in business, unemployment, inflation and various aspects of the American economic structure, will be offered to schools, libraries, government agencies, etc.

3-Day AWRT Confab For So'east Region

Atlanta — Mayor Ivan Allen, Jr., will present the city's official welcome to members of American Women in Radio and Television attending the organization's seven-state Southeastern Regional Conference here Sept. 28-30. The Atlanta chapter will be hosting the event for the first time since the initial conference in 1954.

Among the topics to be discussed will be FM programming, TV production and the role of the woman broadcaster in today's expansion of community services. In addition, the Atlanta chapter, marking its 10th anniversary this year, will install Florida's new Hurricane Chapter into AWRT.

National President Guest

Those attending will include national AWRT president Martha Crane of WLS, Chicago; Jean Clark of Humble Oil, who, as area VP, serves as official hostess for the three-day session; Edna Seaman of WFBC-TV, Greenville area membership chairman; Atlanta chapter prexy Marie Walters of Ivan Allen Co., and Dora Cosse of the Dora-Clayton Agency, national director-at-large.

Pepsi Cola Puts Its Cap On 52-Wk. Dexter Deal

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Pepsi Bottling Co. of Los Angeles has signed a 52-week contract with KLAC AM-FM for exclusive Southern California rights to "The Dexter Affair," featuring deejay Jerry Dexter.

A heavy schedule of personal appearances has been lined up for Dexter at local colleges to announce his move to the station. His first broadcast will be tomorrow evening.

Dorothy Provine Pacted For Perry Como Guest

Singer Dorothy Provine has been signed to guest on "Perry Como's Kraft Music Hall." The star of "The Roaring '20s" TV series will appear in the Nov. 14 NBC-TV colorcast.

Mighty Mouse to Salute Int'l UNICEF Operations

A special five-minute film, "Mighty Mouse Tells Where Your Pennies Go," will be shown on CBS-TV's "The Mighty Mouse Playhouse" Oct. 6, depicting UNICEF operations around the globe. Shown for the second year, the film was produced by William Weiss, VP and general manager of Terrytoons, a division of CBS Films.

AP Lauds Small Stations' 'Sense of Responsibility'



Associated Press R-TV Ass'n members' annual meeting in New York included (l. to r.): Standing — William W. Grant, KOA, Denver; Carl Lee, WKZO-TV, Kalamazoo, Mich.; F. O. Carver, WSJS, Winston-Salem, N. C.; Jim Bormann, WCCO, Minneapolis; Joe Cleary, WESB, Erie, Pa.; Ken Nybo, KBMY, Billings, Mont.; Tom Bostic, KIMA, Yakima, Wash.; and Robert Schmidt, KAYS, Hays, Kansas and, seated, Gene Terry, WTAD, Quincy, Ill.; James L. Howe, WIRA, Fort Pierce, Fla.; Frank Gaither, WSB, Atlanta; Daniel W. Kops, WAVS, New Haven; Tom Eaton, WTIC, Hartford and Paul Adanti, WHEN-TV, Syracuse, N. Y.

(Continued from Page 1)

W. Kops, president of WAVZ, New Haven, Conn. Kops had served four years.

Elected as regional VPs are: Paul Adanti, WHEN-TV, Syracuse, N. Y., east; F. O. Carver, WSJS, Winston-Salem, N. C., south; Jim Bormann, WCCO, Minneapolis, central; and William W. Grant, KOA, Denver, west.

John A. Aspinwall, AP radio-TV news editor, told the board that sports commitments were demanding an ever increasing percentage of time available daily on the broadcast wire.

He said that in the field of cooperative news coverage, reports from AP bureaus "indicate that member stations are doing a progressively better job of protecting the AP on stories breaking in their respective back yards.

The board approved for submission to the membership by mail ballot proposed changes in the by-laws on the election of

the directors. Under the changes, the members in each of the four regional districts would elect three directors — one each from the following classifications: stations under 5,000 watts, stations 5,000 watts and over, and TV stations. In addition, the entire membership would elect a director at large from each of the four districts who would represent any station classification without restriction.

Reports were made on activities of state groups within the association by four regional chairmen of the APRTA continuing study committee. The chairman are Don Decker, WTRY, Troy, N. Y.; Roy Eaton, KXOL, Fort Worth; Harry E. Boyes, WION, Ionia, Mich., and C. Bruce Miller, KALL, Salt Lake City.

Other officers elected were: Oliver Gramling of the AP, secretary; Aspinwall, assistant secretary, and Robert R. Booth of the AP, treasurer.

Newsmen Seek Air Freedom

(Continued from Page 1)

Pierre Salinger speaks at today's awards luncheon. Prof. Baskett Moose, Northwestern U. and Prof. Richard Yoakam, Indiana U., will present citations.

A three-hour shirt-sleeve workshop this afternoon will be devoted to the ins-and-outs of radio news gathering. Moderator is Edward F. Ryan, WTOP Washington, the ass'n's VP for radio. The business day will sign off at 5 o'clock with a board of directors meeting.

Officers will be elected, the next convention site chosen, and

action on committee and convention programs taken tomorrow morning. The three-hour workshop in the afternoon is on TV news.

Final session Saturday tackles two types of news that often need special handling. "Reporting Crime News: The Challenge to Radio and TV Newsmen," will be the subject of a two-hour seminar.

It will be followed by a talk on "Reporting Science News on Radio and TV" by Jules Bergman, ABC News science editor, Washington.

Variety Barkerettes Plan Celebrity Gala

Plans are under way for a Variety Celebrity Ball to be held Dec. 15 at the Waldorf-Astoria, New York, by the New York Variety Club Barkerettes (Tent No. 35) for the benefit of the Variety Heart Projects.

Mrs. Harry M. Pimstein, Barkerettes' president, is serving as benefit chairman. Heads of her ball committees are Mrs. Michael Hyams and Mrs. George J. Waldman, co-chairmen; Mrs. Edith Prigozy, publicity; Mrs. Bernard Myerson, Mrs. Walt Frammer and Mrs. Harold J. Klein, programming.

Others on fete committees are Mrs. Joseph M. Sugar, Mrs. Edward L. Fabian, Mrs. Charles Stuart, Mrs. Irene Stein, Mrs. Charles Okun, Miss Patricia Doyle, Miss Clair Roth, Mrs. Samuel Horwitz, Mrs. Saul Lerner, Mrs. Harold Zeltner, Mrs. Alfred F. Steen, Mrs. Saul Gottlieb, Mrs. David Horne and Mrs. Jerome Cohen.

Tickets for the ball may be obtained from Mrs. Joseph Sugar, ticket chairman, 40 East 9th Street, New York City, and Mrs. Milton Livingston, Room 2411, 1501 Broadway, New York City.

Al Pollard Tackles TV In Philly Grid Wrap-Ups

Philadelphia — Al Pollard, former West Point All-American, and WCAU-TV personality Sid Doherty will be featured on "Football Scoreboard," immediately following NFL football games this Fall on the station, sponsored by Barr's Jewelers, through Edward Prager Advertising.

Pollard will use videotape and blackboard diagrams to discuss key plays of the day's game, and present film previews of the following week's opponents. Doherty and Pollard will give a complete rundown of the day's NFL scores, and, from time to time, present special guests from the football world.

WJRZ Inks Bamberger's For Syracuse U. Football

Newark — The 10-game football schedule of Syracuse U. will be carried by WJRZ-AM-FM here, starting Saturday, sponsored by Bamberger's department store chain. The initial game against Oklahoma U. originates from Norman, Okla.

With Hank Greenwald handling play-by-play and Ted Hodges doing color, this marks the second successive year the Syracuse schedule is being broadcast in its entirety on WJRZ's AM and FM facilities.

AGENCY NEWSCAST

By RALPH TYLER

An unorthodox advertising approach involving the use of such consumer publications as Time Magazine, New York Times and Wall Street Journal, has been mapped for Four Star Distribution Corp., reports Len Firestone, VP and general manager of the newly-formed subsidiary of Four Star TV. In addition, Four Star plans to go a step further and take extensive advertising in local consumer newspapers just prior to the arrival of its representatives in each market. Idea is to notify not only the station execs but also the public that Four Star series are available for programming on a local market basis. Leo A. Gutman, advertising director of Four Star distributors, said the consumer ads will be supplemental to Four Stars heavy schedule of trade advertising.

The new Miss America, Jacqueline Jean Mayer, fresh from her Atlantic City victory, is testing before the tape cameras at MGM Telestudios in preparation for a series of commercials for Toni Co. Agency is North Advertising. Meanwhile, MGM Telestudios remote crews were on location this week at Basin Street East, taping three commercials for Viceroy Cigarettes starring The Brothers Four, currently appearing at the nightclub. Ted Bates handles the Viceroy account.

The Kalmus Co. has been appointed for the fifth consecutive year to handle PR and publicity for Prudential Insurance Co. of America's "The 20th Century," CBS-TV documentary program series. The program has been under continuous, 52-week sponsorship by Prudential since Sept., 1957, via Reach, McClinton and Co.

Mogen David Concord Wine's foil holiday package will be heav-

Thought for Today

"The subject of truth in advertising has an obvious province: claims that are or are not verifiable in relation to physical standards. When subjective qualities are advertised, the subject of truth is not an issue, since there are no available measurements. An analogy is this: When you recommend a book or a play or a restaurant to someone whose experience doesn't agree with yours, you're not considered to have been false or unfair. Business should have the same latitude in recommending products, without incurring charges of dishonesty. In fact, it does have this license with virtually everyone who believes in a competitive business society."

—Marion Harper, Jr.
President and chairman of Interpublic, Inc.

ily promoted with commercials on the Jack Paar Show, the Tonight Show starring Johnny Carson, on CBS Radio and in spot TV in key markets

Gotham - Vladimir Advertising, with head offices in New York and branches in Chicago and San Francisco, will incorporate a new advertising agency in San Juan, Puerto Rico. The new office, into which will be merged the local accounts and staff of Clark Associates of San Juan, will begin operations shortly under the name of Clark - Gotham Associates. It will take over the Puerto Rican billing of Gotham-Vladimir's state-side accounts.

Mutual Affil Execs Propose Promo Campaign for Web

Mutual Broadcasting's executive board meeting in New York on Sept. 27 will consider recommendations submitted by the 17-man Mutual Affiliates Advisory Committee to further promote the network. The suggestions were made during the MAAC's annual meeting at the Jamaica Reef Hotel in Port Antonio, Jamaica, West Indies, which re-elected Victor C. Diehm as chairman.

During the meeting MBS president Robert F. Hurleigh gave a progress report for the network and outlined future plans, and the MAAC also discussed re-districting of its present eight

geographical areas and a new identification "logo" for the network.

At their concluding session, the MAAC members approved resolutions applauding MBS president Robert F. Hurleigh; John Verstraete, representing the parent Minnesota Mining & Mfg. Co.; 3M prexy Herbert P. Buetow; Diehm, and Rex Rand, owner of the Jamaica Reef Hotel and of WINZ, Mutual network station in Miami.

Quaal Appoints Five Pioneers Chairmen

WGN, Inc. exec VP and general manager Ward L. Quaal, who is president of Broadcast Pioneers, appointed the following committee chairmen for 1963: Edward Voynow, president, Edward Petry & Co., national membership; Sol Taishoff, editor and publisher, Broadcasting magazine, chapter; Paul W. Morency, president, WTIC, Hartford, Conn., awards; Carl Haverlin, president, Broadcast Music, oral history; and Marvin Kirsch, associate publisher and general manager, Radio-TV Daily, publicity.

With Quaal on the executive committee are Ernest Lee Jahncke, NBC-VP; Raymond Guy, VP, NBC (retired); Robert J. Higgins, treasurer, BMI; Robert Burton, VP, BMI; Joseph H. Ream, VP, CBS, and Oliver Gramling, assistant general manager, Associated Press.

Return of 'Opera World' Slates Ten Masterpieces

WOR-TV's "Golden World of Opera" will return to the air Oct. 7, with a series of 10 complete operas, two biographies of famous composers and a dramatized history of the operatic publishing house of Ricordi. For the second consecutive year, the program will be sponsored by Distillerie Stock of Italy.

First on the agenda is Verdi's "Rigoletto," starring Aldo Silvani, Janet Vidro and Gerard Landry. The operas will be presented in their original language, with English commentaries between the acts.

Homer Is Basis of Suit

(Continued from Page 1)

licized.

The suit charges that, shortly thereafter Moore, on "I've Got a Secret," show interviewed the man who caught home run 61 which broke Ruth's record. On that show, Moore allegedly said of Reitz: "How about that creep from Baltimore? He wanted \$2,500. I'm ashamed to admit I came from Baltimore." Reitz contended he had been slandered and subjected to ridicule, insults and embarrassment.

KEX, Portland, Acquired By Golden West B'casters

Portland, Ore. — KEX Radio here has been officially taken over from Westinghouse Broadcasting Co. by Golden West Broadcasters, it was announced by Bert West, VP of GWB and general manager of KVI, Seattle.

THE BEST of BROADWAY

IS ADVERTISED ^{every} MON. thru FRI.
ON THE FRONT PAGES OF

The New York Times. AND Newark Evening News



Tonight at 8:05 P.M.: "The King and I". Complete Score. Radio Station WVNJ; 620 AM-100.3 FM.

TONIGHT AT 8:05 P.M.: "THE KING AND I." Original Broadway cast. RADIO STATION WVNJ; 620 AM-100.3 FM.—Ad-vertisement.

REACHING A COMBINED DAILY CIRCULATION of 965,545

Capturing the richest per-capita audience of the 17 county Greater New York area. Doesn't it make sense to sell the people who buy?

620 AM • 100.3 FM

WVNJ

RADIO STATION OF The Newark News

YOUR GREAT ALBUMS of MUSIC STATION



Indiana University Library
Bloomington Ind

AM'S 3D DIMENSION: TRANSISTOR

ACCESS HOSTILITY RISES; COUNTER-PUNCH POISED

West Coast Bureau of RADIO-TV DAILY

San Francisco—Opposition to equal access for broadcast reporting is increasing rather than decreasing, and a militant program is needed to turn the tide, president Dick Cheverton told the Radio-TV News Directors Ass'n here yesterday.

Cheverton, of WOOD, Grand Rapids, said the growing opposition may be due to the accelerated schedule of news, documentaries and editorials which show that "Radio-TV has the know-how

ability and the dedication to write a new history of journalistic traditions."

"If we must, we should take our case against the American Bar Ass'n's Canon 35 to the people,"

(Continued on Page 4)

L.A.-Mexico Vidcasts Given 60-Day Okay

ABC has received 60 days' temporary authority to transmit programs via a TV inter-city microwave system between KABC-TV, Los Angeles, and XETV, Tijuana, Mexico, which also serves San Diego. The transmissions are to be on a test basis.

The network already has FCC authorization to supply XETV with programs, but ABC told the commission it costs more than

(Continued on Page 8)

New Concept Firm Slates Lensing of 'Dimples' Pilot

Concept Productions Corp has been formed by Maurie Krowitz, Ed Bockser, Arnie Vrono and Floyd McRae to shoot the TV pilot, "Dimples of Future Street," a futuristic comedy.

Stratford's G&S to TV

Special to RADIO-TV DAILY

Toronto—The Stratford Festival production of Gilbert and Sullivan's "The Gondoliers" will be seen on CBS-TV's "Festival" series in November, transferred from the stage of the Avon Theatre, Stratford.

AFTRA's Members Back Strike Against WNBT

The strike of the American Federation of TV and Radio Artists against WNBT, telecasting on Channel 13, got the endorsement of the AFTRA membership at its regularly quarterly meeting held yesterday at the Park Sheraton Hotel. Support was reported as unanimous.

Zenith Sales at Peak; Color Output Climbs

Chicago — Year-to-date sales volume of Zenith Radio Corp. for the first eight months of the year established an all-time record for any comparable period, with August's consolidated dollar sales the largest for any month in the corporation's history, according to

(Continued on Page 8)

Texas Requests Dropped

Houston — The FCC has dismissed UHF commercial applications for Channel 23 here and Channel 73 in Dallas at the request of the applicant, Consolidated Enterprises, Inc. The applications were filed last November.

\$100,000 Test Puts All-Negro Programs In Six TV Markets

A \$100,000 experiment in TV programming with special appeal for the Negro market will start in ten days with Pharmaco, Inc., of Kenilworth, New Jersey, picking up the tab via its agency, N. W. Ayer & Son, Inc.

And, if the 13-week test comes off well, the sponsor is reported ready to supplement his six-mar-

(Continued on Page 4)

Peace Corps Adds Shavin As Special Radio-TV Aide

Washington Bureau of RADIO-TV DAILY
Washington — Norman Shavin has been appointed special assistant for radio-TV in the Public Information office of the Peace Corps. Previously Sunday editor of the Atlanta Journal-Constitution, he has also been on radio and TV, including NBC's "Monitor."

Graffius New Biz Chief For Desilu's Syndie Arm

Los Angeles—Hurley A. Graffius has been appointed director of business affairs for Desilu Sales, syndication arm of Desilu Productions. Graffius has been in the Desilu legal department.

Nielsen's Nose-Count Of Portables' Dialers Slashes Radio's CPM

By ARTHUR PERLES

First seeds of a major revolution are being sown along the fertile ad-dollar fields of New York's Madison Ave. They will slash deeply into radio's cost-per-thousand concepts held by agency time-buyers.

The result is a 35.8 per cent addition to the audience crop, via transistor battery sets, hitherto ignored in the nose-counting by Nielsen and other measurement firms.



ARKEDIS

In terms of money, RADIO-TV
(Continued on Page 6)

KXO-TV Files Request For New El Centro TVer

Washington—KXO-TV has applied to the FCC for a new TV station on Channel 7 in El Centro, Calif. The FCC also reports that Consolidated Enterprises has changed its mind and has withdrawn its previous applications for new UHF TV stations in Oklahoma City, Dallas and Houston.

TV Millions Bracing Sports

TV coverage of sports events has been proving a boon to promoters, contrary to a belief that video cuts down paid admissions. Baseball attendance in most cities was ahead of last year, although games are given wide TV exposure, and indications are that the still-young football season will end with another record attendance.

As an example, the NFL Brown-

Giant tilt at Cleveland had the second-highest paid-admission total ever recorded there, over 81,000, despite its airing on CBS-TV regionally.

Promoters, in addition to piling

(Continued on Page 7)

KINNEY RENT A CAR Call JU 2-4422

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

KINNEY SYSTEM RENT A CAR



Established Feb. 9, 1937

Vol. 91 No. 58 Fri., Sept. 21, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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ficio España, Grupo 4, Planta 14.

10 Colleges in Philly OK Vid Credit Class

Philadelphia — Ten colleges and universities in the WCAU-TV coverage area are offering college credit to students registering for "The American Economy" course to be aired by the station starting Monday.

The course is part of CBS-TV's "College of the Air," and will be seen weekdays through the academic year. Teachers will be Prof. John R. Coleman, head of the dept of economics at Carnegie Institute of Technology. There will also be guest lecturers and panel participants.

G. Mennen Williams Gives 'Opinion' on African Crisis

G. Mennen Williams, Ass't Secretary of State for African Affairs, will guest on Metropolitan Broadcasting's "Opinion in the Capital" Sunday on WNEW-TV. He will discuss U. S. progress in the new African countries; U. S. support of UN activity in the Congo; the U. S. attitude towards African problems, and the UN role in African affairs.

COMING AND GOING

KARL HAAS, fine arts director for WJR, Detroit, in town for the opening of the Lincoln Center.

CARL TILLMANN, CBS-TV eastern sales VP, has left on a Canadian fishing trip.

HARRY ENGEL, of Intercontinental Services, has returned from East and West Africa, Paris and London business conferences.

CHOO CHOO COLLINS has returned to N. Y. for a guest appearance on the Joe Franklin TV show.

JOSEPH B. WALKER, inventor of the RCA Electro-Zoom TV lens, to Stuttgart, Germany, for business conferences.

FRANK GORSHIN in Beverly Hills for first of a multiple appearance deal on CBC-TV. He returns to Hollywood on Monday.

DON KELLERMAN, CBS-TV public affairs producer, leaves today for Le Havre and Southampton aboard the United States.

JACK LORD, star of ABC-TV's "Stoney Burke" series, in Dallas for AWRT banquet.

Big D Get-Together For SW's Distaffers

Dallas — With "Show Business in Broadcasting" as a theme, members of the American Women in Radio and TV are holding a Southwestern Area Conference here today through Sunday. Texas, Louisiana, Oklahoma, Arkansas, Arizona and New Mexico will be represented.



SHAPIRO

Among the events will be a panel discussion on "Radio Management" with Mike Shapiro, general manager of WFAA AM-FM as moderator. Panel includes John Box, managing director of Balaban Radio and TV stations including KBOX here; Earle Fletcher, VP and general manager of KIXL; John Coyle, president and general manager of KVIL.

Also featured will be programs on "Musical Showmanship" by Pams Syndicated Productions; "Animation and Soap Boxes" by Keitz and Herndon, and "A Pause for Station Representative Identification," by Broadcast Representatives of Dallas.

Bill Means to Spearhead Promos for Chicago AM

Chicago—William L. Means has been appointed promo director of WLS here, coming from a similar post at WICS-TV, Springfield, Ill. He was formerly supervisor of consumer media at WGN here.

New Affil for Northeast

Ithaca — Northeast Radio Network has announced the affiliation of WSET, Glens Falls, N. Y., effective Oct. 1. WSET is owned by Olean Broadcasting Corp., and operates at 1 kw. Northeast serves 31 AM and FM stations in upstate New York and Pennsylvania and is owned by Ivy Broadcasting Co.

COUNTRY MUSIC ON LIVE TV 2 TO 1

Survey Finds 112 Channels
Going Live, 60 on Film

Nashville — A survey by the Country Music Ass'n has found that nearly twice as many TV stations are programming live country music shows than filmed programs.

Of some 600 stations polled, 112 of the 229 respondents indicated their programs were live, while 60 said their's were on film. In addition, 86 stations said they program gospel shows, and 93 expressed an interest in filmed shows.

The CMA said its survey was conducted in order to provide more concise information to publishers, record companies, artists and others.

Eddie Fisher In TV Return

In his first TV engagement in more than two years, Eddie Fisher will guest on the season premiere of "The Ed Sullivan Show" Sept. 30 on CBS-TV.

Fisher resumed his career earlier this Summer with the announcement that he was "the most available singer." Since then he has been on a cross-country tour of nightclub bookings. He appeared on Sullivan's Sunday nighter showcase six times previously, last in '55.

1,000 TV Sets Airlifted By Pan-Am to Trinidad

More than a thousand TV sets have been delivered to Trinidad by Pan American Airways to coincide with the opening of a new television station in Port-of-Spain, capital of the newly independent country.

Sets were airlifted to Trinidad on behalf of four major manufacturers and represented a total shipment of nearly 100,000 pounds.

FINANCIAL

(September 20)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13 1/2	13 3/8	13 3/8	— 1/8
AB-PT	31 3/4	31 1/4	31 1/2	— 1/4
A. T. & T.	111 5/8	110 1/4	110 1/2	— 3/4
AVCO	23 3/8	22 7/8	22 7/8	— 5/8
CBS	37 3/4	37 1/4	37 1/4	— 3/8
Columbia Pic.	21 5/8	20 3/8	20 3/4	+ 1/4
Crow-Coll.	25 3/4	24 7/8	25 1/4	— 5/8
Decca	41 1/2	39 3/4	40 3/4	+ 1 1/2
Disney	28 1/2	28 3/8	28 3/8	— 3/8
East. Kodak	101	99 3/4	99 3/4	— 1/2
Gen. Prec.	36 1/8	35 1/2	35 1/2	— 1
General Tel.	25 3/4	25 3/4	25 3/4
Hazeltine Corp	21 3/4	20 5/8	21	— 3/4
Magnavox	34 5/8	33 3/8	33 5/8	— 1
MCA	48 1/8	46 1/4	46 1/4	— 5/8
M-G-M	33 1/4	32 5/8	32 5/8	— 1/2
M:tromedia	13 1/4	13 3/4	13 3/4	— 3/8
Minn. M&M	53 1/2	52 5/8	52 5/8	— 1/2
Nat. General	6 3/4	6 5/8	6 5/8
Paramount	39 5/8	39 1/4	39 5/8	— 1/4
Plough	28 3/4	28 7/8	28 7/8	— 1 3/8
RCA	49 7/8	48 3/8	48 3/8	— 1 1/4
Taft	16 3/4	16 3/4	16 3/4	— 1/2
20th-Fox	22	21 1/4	22	+ 1/4
United Artists	27 1/2	26 3/4	26 3/4	— 3/4
Warner Bros.	13 1/8	12 7/8	13	+ 1/8
Westinghouse	26 1/2	26 1/8	26 1/8	— 1/8
Zenith Radio	56 1/2	54 1/2	54 1/2

AMERICAN STOCK EXCHANGE

Allied Artists	3 3/8	3 3/8	3 3/8	— 1/8
Capital Cities	17 1/4	17 1/8	17 1/8	— 3/8
Desilu	8	8	8
Filmways	5 3/8	5 1/8	5 3/8
NTA	1 1/8	1 1/8	1 1/8
Reeves Sound	3 3/4	3 5/8	3 3/4
Rollins	11 5/8	11 3/8	11 5/8	+ 5/8
Screen Gems	18 1/8	17 1/2	17 1/2	— 1/2
Technicolor	12	11 3/4	11 3/4	— 1/8
TV Industries	1 5/8	1 1/2	1 1/2

* OVER THE COUNTER

	Bid	Asked
Jerrold	5 3/8	6
Meredith	23	25 1/8
Seven Arts	8 1/4	9 1/8
Sterling	1 1/2	2
Transcontinent	10	11
Wometco	25 3/4	27 3/4

* Courtesy of National Association of Security Dealers.

Negro's Emancipation Marked by WINS Spec

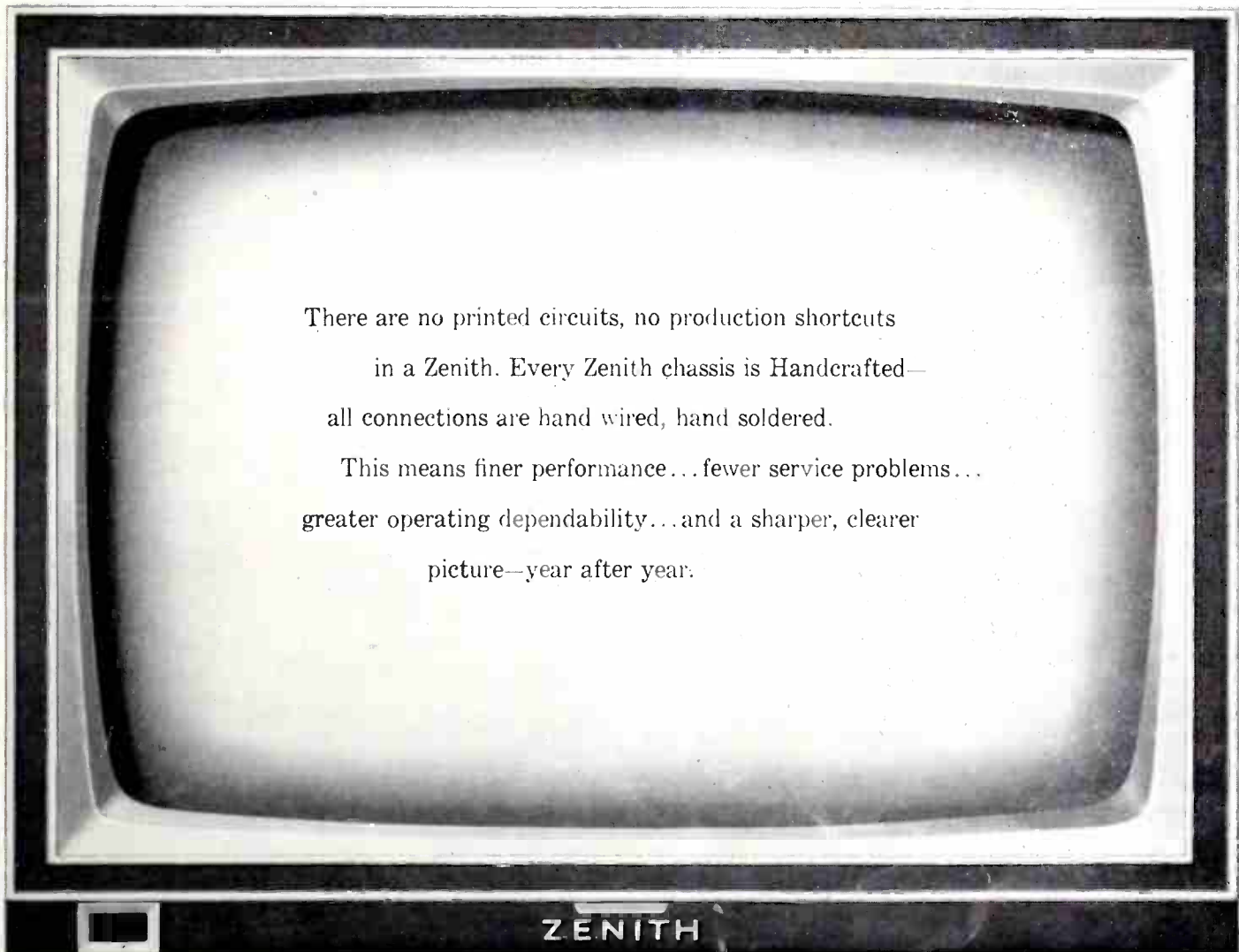
"Anniversary of Freedom," written by Ossie Davis, narrated by Sidney Poitier and starring Diahann Carroll, Terri Keane, Tony Randall, Jackie Robinson

Pete Myers, latest addition to the WINS talent lineup, debuts Monday on the Westinghouse Broadcasting station with a six-a-week show.

and Hilda Simms, will be presented on WINS tomorrow in behalf of The American Negro Emancipation Centennial Authority, Inc.

The program is a production of the WINS Public Affairs Dept. Special musical material will be provided through the courtesy of Voices, Inc., a capella singing group, performing without instrumental accompaniment.

If everyone knew this
almost everyone would
own a Zenith TV!



There are no printed circuits, no production shortcuts
in a Zenith. Every Zenith chassis is Handcrafted—
all connections are hand wired, hand soldered.

This means finer performance... fewer service problems...
greater operating dependability... and a sharper, clearer
picture—year after year.

NO WONDER MORE PEOPLE BUY ZENITH THAN ANY OTHER TV

Dinah Shore Goes Solo For 1st Show of Season

Dinah Shore will go it alone, without guest stars and dancers, in a program of blues, ballads and spirituals opening her '62-'63 "Dinah Shore Show" season Oct. 14 on NBC-TV. Sponsor is Sperry & Hutchinson Co. (S&H Green Stamps).

Engles, Holter Given New NBC Sales Posts

NBC Radio has appointed David A. Engles as sales manager, Central office, and Paul C. Holter as sales manager, Western office.

Engles came to NBC in 1953 as merchandising manager for KNBC, San Francisco. In 1955 he was promoted to ad-promo-merchandising manager. Holter has been an account exec at NBC Spot Sales, San Francisco, since 1961. Previously, he was manager of Avery-Knodel's Frisco radio division.

Dale Danenberg Hiked By Video Web Sales

Dale J. Danenberg has been named administrator - commercial coordinator, CBS-TV Network Sales Dep't. She joined CBS-TV eight years ago, and has been assistant administrator-commercial coordinator for the past year.

In her new capacity Miss Danenberg succeeds James Aberle whose appointment as sales manager, extended market plan, CBS-TV Network Sales Dep't, was just announced.

Negro Shows Increasing

(Continued from Page 1)

ket experiment with \$500,000 for another 16 cities starting next January, RADIO-TV DAILY was informed yesterday.

The half-dozen "openers" are slotted for Sunday mornings with WOR-TV flagshipping the broadcasts in New York on Sept. 30. Other outlets are WMAL-TV, Washington; WCSC-TV, Charleston, S. C.; WMAZ-TV, Macon; WJBF-TV, Augusta, and WRBL-TV, Columbus — latter trio in Georgia.

The program is "TV Gospel Time." It will feature a guest chorus weekly and a professional gospel group. Commercials will present Negro actors "to create and maintain a product image" for Pharmaco's Artra Cosmetics Division.

Among the group of high-powered publicists tub-thumping for the series are Dave Hepburn, Negro market specialist, and Ray Hughes, of Ayer—both former CBS web press information reps.



By TED GREEN

• • • Hollywood producer Joe Pasternak planning to screen-test singer Enzo Stuarti for the title role in the film, "The Mario Lanza Story" . . . June Weinstein and Ronald Bonn, he's associate producer of CBS-TV's "Calendar," walked down the middle aisle . . . Plush Cafe Leon being used as background for scenes in the "Go Fight City Hall" segment of ABC-TV's "Naked City," for November airing . . . Latin Quarter beauty Lesley Stewart and shoe biggie Ron Ascher more than watched the TV set while dining at Sasso's on Second Ave. . . . It's a baby daughter of TV actor Chris Hendericksons.

☆ ☆ ☆ ☆

• • • Paul Henning, creator-producer of CBS-TV's "The Beverly Hillbillies," (and almost everyone at the network) thinks Irene Ryan is a hot bet for a future Emmy award in the new comedy series . . . Director Seymour Robbie, touring Europe, ran into scripter Syd Zelinka in Rome. Both will be in harness this month on the Jackie Gleason weekly . . . Jack Kuney developing a daytime TV treatment of juvenile delinquency for CBS-TV . . . Arthur Thebado, former network and ad agency publicist and casting director for Gordon Duff's "Westinghouse Presents," to essay the acting field himself . . . Marta Perez, the Cuban "Carmen" who made her debut on the Ed Sullivan show, being sponsored in the U. S. by club singer Marie Manville Skinner, Park Avenue charity committeewoman and former showgirl . . . CBS' daytime "Password" had USAF Col. Barney Oldfield for three days, and he gave away the money to a scholarship at Nebraska U., which he and his wife support. But he kept what Polly Bergen gave him! The Col. is not washing his face for the next month.

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• • • A tip of the Stetson to Ted Gotthelf, president of his own agency, and to VPs Dick Tobin and David Halpern on their buying ABC Radio's coverage of the America's Cup Races for their client, Bonadettes. The series of broadcasts is one of the most exciting on-the-scene pickups in a long time.

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• • • Singer Paul Anka inked for Caribbean tour starting Oct. 31 . . . The Forbes & Villa comedy team, hyped by their recent stint at Copacabana, are being set for the "Tonight" and "Sullivan" shows. They opened yesterday at Playboy Club, Chicago . . . Bobby Darin currently on country-wide tour promoting "Pressure Point" pic, in which he co-stars with Sidney Poitier . . . Singer Dick Roman has another hit record with his new Harmony release, "Please Remember Me" . . . Young comic Ronnie Martin signed with GAC . . . Art Van Horn's pinchhitting for Alex Dreier on ABC, while Alex was filling-in at New York, was tip-top . . . The Better Living Building at the New York World's Fair will install the largest closed-circuit TV system ever placed in a public place.

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• • • Comic Phil Foster won the Comedian's Golf Tournament. Jan Murray was second. The event was held at Edgewood Country Club in River Vale, N. J. . . . That great corned beef casino, the Gaiety Delicatessen, to be represented on the other side of town with the Gaiety East, scheduled for late this year . . . Allen Ludden, star of CBS' "Password," has just signed with the newly formed United Talent Management for exclusive representation. Dick Rubin, executive VP of UTM, announced that the company will handle Ludden in all fields . . . Debbie Reynolds, signed to make her nightclub debut at the Riviera Hotel during the holidays, has extended her original two week engagement to four. She opens Dec. 19 and closes Jan. 15.

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• • • Ted Mack and his staff are en route to the Seattle World's Fair, where they will tape two "Original Amateur Hour" TV shows Sunday. Auditions have been going on in Seattle and Bellingham, Wash., for the past two months in order to select the best available talent. The Seattle tapes will be aired on CBS Oct. 7 and 14.

Susskind Uses TV Studios For 'Requiem' Filming

David Susskind has leased WNEW-TV's 67th Street studios for his motion picture activities. He shot scenes there of "Requiem for a Heavyweight," and will use the studios next for "All the Way Home."

4 Triangle Channels Join 'Story of' Roster

United Artists Television has sold David L. Wolper's "The Story of . . ." series to four Triangle stations: WFIL-TV, Philadelphia, starting Oct. 7 and sponsored by Corn Products Co.; WBNF-TV, Binghamton, to start Oct. 12; WNHC-TV, Hartford, and WFBG-TV, Altoona. The deal was announced by UA-TV executive sales VP M. J. (Bud) Rifkin.

Other new "Story of" sales were to The Tallahassee Federal Savings & Loan Ass'n for WCTV, Tallahassee; Safeway Stores, via Rippey Bucknum Henderson & Co., Denver, for KREX-TV, Grand Junction; to KEYT, Santa Barbara; WBOC-TV, Salisbury, Md.; Imperial Advertising for one of its clients for CJCB-TV, Sydney, N. S., and to CJCH-TV, Halifax, N. S., for the participating advertisers.

The two Canadian sales were made thru Z. I. T., Canadian subsidiary of UA-TV.

Allied Artists TV Adds 7 Marts for 'Bomba' Pix

Allied Artists TV Corp. has added seven more markets to the its "Bomba the Jungle Boy" feature package, announces VP-general sales manager Robert B. Morin.

The station sales include WPIX, New York; WPRO, Providence; WTAV, Marion, Ind.; KAKE, Wichita; WFMJ, Youngstown; WT-VY, Dothan, Ala., and WOW, Omaha.

Rawlinson to D.C. Outlet As New Account Exec

Washington Bureau of RADIO-TV DAILY

Washington — Fred Rawlinson has been appointed an account exec of WTOP. He comes to the outlet from Wright Advertising, Newport News, Va., with a background in sales, advertising and radio, including four years of football announcing for William and Mary College on WBCI.

STORK NEWS

A son, Reverage Cinqmorton, in Mexico City, born Sept. 14, to the Rene Anselmos. Father is VP of KMEX-TV, Hollywood.

WNBC-TV Sets 39% of Local Sked for Info

19½ Pubaffairs Hrs. Fill Weekly Lineup; 'Movie 4' Is Dropped

WNBC-TV will devote 39 per cent of its total local programming schedule this Fall and Winter to public affairs, information and news, station manager Peter M. Affe announces. This means a total of 19½ hours weekly for that category out of a 50-hour local schedule on the NBC flagship in New York.

43 Weather-casts

The weekly lineup features 21 regularly scheduled community service and info programs and 43 news-weather broadcasts, including five new community service programs, a series of nighttime pubaffairs specials and a new one-hour sports series starring Bill Cullen.

An innovation in WNBC-TV's programming this Fall will see "Movie 4," which has occupied the 11:15 PM time slot for five years, being replaced by "Desilu Playhouse," first rerun schedule for the network series. Kickoff program on Sept. 30 will star Lucille Ball in a comedy titled "K.O. Kitty."

Two to Debut Oct. 1

The station's daytime lineup will feature two straight hours of live entertainment Monday thru Friday, including the current one-hour "Leave It to the Girls," and the network's new "Merv Griffin Show," due to bow Oct. 1.

ATS Becomes Nat'l Rep For Poole Outlets in L.A.

West Coast Bureau of RADIO-TV DAILY Los Angeles—Advertising Time Sales has been appointed the new exclusive national rep for the John Poole Broadcasting Co. outlets in this city, effective Oct. 1.

KBIG, with transmitting facilities on Catalina Island, beams on 10 kw, while KBIQ, its FM counterpart, has a 110 kw signal, with its tower on Mt. Wilson.

ABC Fight Costs a Knockout

ABC Radio will employ more people, equipment and money for its exclusive broadcast of Tuesday's Patterson-Liston fight in Chicago than for any single special event in the network's recent history. According to producer Maury Benkoil, ABC's coverage cost in production, talent, personnel and equipment for the one night will be almost half the cost of its two-week stay at Cape Canaveral for the last shot into space.

The French and English sportscasters will be sitting side by side Tuesday night which, in the past, has caused somewhat of a prob-

NBC VP Lindemann Conn. Radio Panelist

Stamford, Conn.—Carl Lindemann, Jr., NBC-VP for news special projects, will join two other panelists Monday night on WSTC-AM-FM's live "Community Affair" program, answering questions from the studio and at-home listeners about "The American Image Abroad—Ugly and Otherwise."



LINDEMANN

With producer Ethel Kveskin moderating, other panelists will be actress Mildred Dunnock and Samuel F. Pryor, Jr., executive VP of Pan American World Airways. The program's studio is the restaurant at Bloomingdale's department store in downtown Stamford.

Robt. Moses Previews N.Y. '64 World's Fair

Robert Moses, president of the 1964-'65 New York World's Fair, will preview the proposed venture on WOR-TV's "Hy Gardner Show" tomorrow. Moses will discuss the exhibits and countries which are planning to participate with exhibitors.

Jim Lowe, Disc Jockey, Joining Roster of UTM

The growing roster of personalities at United Talent Management, Ltd., now includes radio's Jim Lowe. The New York office of UTM, headed by exec VP Dick Rubin, has signed the WNBC disc jockey and "Monitor" host to an exclusive representation and management contract.

lem for the listeners.

Benkoil explained that after the Patterson-Johannson fight last year, ABC listeners heard "a special concoction of French and English garbled over the network's lines for a few seconds. This year, the French broadcast will be transmitted directly through AT&T toll test and then on to Montreal, while the English version will be fed through ABC Chicago.

HEDDA'S HAT QUIVERING OVER TV'S 'DIME STORE'

Pouting under one of the floppy hats that have been her trademark for a good many years, Hedda Hopper has taken time out from her Hollywood gossip chores to sound off on the TV industry for the October issue of McCalls.

Abbe Lane, Cugie Shape Video Plans with Desilu

Abbe Lane and Xavier Cugat are meeting with Desilu film execs on plans for the creation of a half-hour musical TV series which would be produced on location in Mexico. Property is contemplated for American, Italian and Spanish-speaking audiences.

Dipping her typewriter in well-aged venom, Miss Hopper said TV has become a "dime-store business" which is following the road to decline originally traveled by the movie industry.

"It's a tragic irony," said the veteran actress-columnist, "that the networks were as blind to their future needs as the movie makers had been to theirs." Both, she claims, have forgotten that the writers, directors and producers make the medium tick, not the "tycoons."

Like Cans of Beans

As a result of this alleged downgrading of creative talent, she cliché-ed, "half hour and 60-minute series rattle off the production lines like cans of beans." The only possible solution, for TV and movies alike, Hedda observes, is "a recognition of the values of real talent, excitement and glamor."

Editor's note: Now, there's a brand-new thought for broadcasters!

Les Keiter Wins Spot As 'Voice' of N.Y. Fair

Les Keiter, WINS sports director, has been selected as the official voice of the Transportation and Travel Pavilion at the New York World's Fair. As the official voice, he'll emcee Fair events and record commentary on exhibits.

Massey Still in Character Narrating First Aid Pix

Raymond Massey, Dr. Gillespie on MGM-TV's "Dr. Kildare" series, has just completed a special narration assignment on "Pulse of Life" for Pyramid Films. The half-hour documentary depicts the latest forms of artificial respiration to be shown in U. S. and Canadian schools. The project was sponsored by Saskatchewan U., Canada.

'Cherry Blossom' Culture Initiates Child Series

An introduction to Japanese culture will be the first program in the new children's series, "All Join Hands" bowing on WCBS-TV Sunday with Miss Beryl Berney as hostess. Program is produced in association with the UN International School in New York.

GODFREY JOINED BY WTOP ALUMNI

John Daly, Robert Trout Salute 'Alma Mater's' Ann'y

Arthur Godfrey, "What's My Line?" host John Daly and CBS News correspondent Robert Trout will join Tuesday on the "Ol' Redhead's" radio program to help celebrate the 36th anniversary of WTOP, CBS affiliate in Washington. The three began their broadcast careers and often worked together at WTOP during the middle and late 1930s.

Godfrey will also have on hand Clyde Hunt, who produced many of the programs on which Godfrey, Daly and Trout appeared and who is now WTOP's chief engineer.

14 Sponsors to March With 'Gallant Men'

Fourteen advertisers will sponsor ABC-TV's "Gallant Men," a series of the WW II front line activities of the Fifth Army as it moved northward from the landing at Salerno to the liberation of Rome, which bows Oct. 5.

They are American Chiclé, Ted Bates; P. Ballantine & Sons, William Esty; Beecham Products, Kenyon & Eckhardt, Block Drug, Grey Advertising; Bulova Watch, Sullivan, Stauffer, Colwell & Bayles; Carter Products, Bates; Consumer Sales Product Div., Crown Zellerbach Corp., Doyle Dane Bernbach; Edward Dalton Div. of Mead Johnson, K & E; Lincoln-Mercury, K&E; Norwich Pharmaceutical, Benton & Bowles; H. C. Moores Divi. M&R Dietetic Labs, B&B; Sunbeam Corp., Foote, Cone & Belding and Perrin & Assoc.; U. S. Rubber, Fletcher Richards, Calkins & Holden, and Warner-Lambert Products Div., Bates.

Stations in Contest For Edison Awards

The Thomas Alva Edison Foundation is now accepting nominations for the eighth annual "National Station Awards for Serving Youth," announces Walker L. Cislter, president of the foundation.

The local TV and the local radio station that best served youth in their communities during 1962 will receive an Edison National Station Award. Each award carries a scroll and an Edison Scholarship of \$1,000 to be used for college education, which the winning station presents to a high school senior selected by an appropriate committee of local educators.

Deadline Dec. 15

Nominations are made by the 76 national civic organizations cooperating with the Edison Foundation. The deadline is Dec. 15. Winning stations for 1962 will be announced at a dinner at the Waldorf-Astoria Jan. 16, when the Edison Foundation will also present its annual awards to outstanding network radio and TV programs, motion pictures, and children's books for 1962.

Vaughn Monroe Beats RCA's Color TV Drum

Houston — Singer Vaughn Monroe, here to generate viewer interest in color TV, in preparation for Color Week Oct. 1-6, will make recordings for Houston dealers of RCA color sets, answer questions about Fall programming and take part in a J. A. Walsh and Co., dealer meeting.

Also on Monroe's schedule is a visit to a veterans' and children's hospital and the Lighthouse for the Blind, where he will give concerts.

Transistor Listening Drops Radio Costs

(Continued from Page 1)

DAILY yesterday obtained these typical statistics yesterday from George Arkedis, Columbia Broadcasting System Radio network sales VP:

A national buy of Mentholatum's was estimated to yield 18,177,000 listeners at a cpm of 77 cents for the plug-in receivers. When the auto driver-passenger count—computed since 1955—increased the total to 24,733,000 impressions, the cpm dropped to 73 cents. Now comes Nielsen's report on self-powered transistor sets which CBS has dubbed radio's "Third dimension," it ups the audience reach to 31,433,000 and a consequent overall cpm slide to 57 cents.

Although the amount spent for radio advertising has increased

from \$538,000,000 in '57 to \$635,000,000 in '60, statistics showed a steady audience shrinkage—this in spite of the \$119,000,000 increase—or 22 per cent.

"There's one statistical computing machine, however, that continues to grind out the incontrovertible fact of growth," Arkedis said. "It's the cash register. Advertisers who use it, instead of the national Nielsen pocket-piece, are local. They invest in radio this morning to sell goods today. And, this evening, they find out how effective their advertising is by simply reading the cash register . . . Until the middle of the year, the transistor was caught in a half-Nielsen."

A presentation based on Nielsen transistor findings has been produced by Leon Luxenberg,

CBS' sales promotion and advertising director, under supervision of Information Services VP Thomas Dawson. Script was by Gordon Auchincloss. Titled "The Third Dimension," it was presented twice this week in New York, proving so successful that 12 other showings are scheduled in major markets as follows:

Oct. 2, St. Louis, Lennox Hotel; Oct. 3, Chicago, Chicago Athletic Club; Oct. 4, Chicago, Chicago Athletic Club; Oct. 5, Minneapolis, Radisson Hotel; Oct. 16, Cleveland, Statler-Hilton; Oct. 16, Akron, Portage Country Club; Oct. 17, Detroit Athletic Club; Oct. 18, Cincinnati, Terrace Hilton; Oct. 23, San Francisco, Bohemian Club; Oct. 25, Los Angeles, Sheraton-West; Oct. 30, Philadelphia; and Nov. 1, Boston.



• • • Oriental actor Kam Tong, who has running part of Hey Boy on "Have Gun, Will Travel," visited MGM recently and bumped into Leonard Murphy of the casting department. "You're just what we're looking for," said Murphy . . . He signed Kam for the role of a Chinese farmer in new Elvis Presley starrer, "Take Me to the Fair". Kicker to this item is Murphy some 25 years ago signed the actor to a role in "The Good Earth." The role—a Chinese farmer.

• • • Desilu's first live TV show, "By the Numbers," has been set by KTLA for six-days-each week airing beginning Sunday, Sept. 23, thus expanding its one-telecast-per-week status . . . Miyoshi Umeki has been signed to guest star on the Red Skelton show . . . Guy Marks, regular on the Joey Bishop Show, set for two guest appearances on the Ed Sullivan Show. First of the deal will be the Sullivan Show of Dec. 2.

• • • Station KCOP and 20th-Fox have completed arrangements for telecasting premiere of Darryl Zanuck's "The Longest Day" over Channel 13 from the Carthay Circle Theatre on Oct. 11 . . . George Schaefer will produce and direct "The Hands of Donafrio," hour-long drama in the "Premiere Presented by Fred Astaire" series, rolling today at Revue Studios . . . Bob Fuller, who stars in NBC-TV's "Laramie," returns to Hollywood today to be one of the guest stars in Jerry Lewis' Muscular Dystrophy TV program being taped and filmed at the Capitan Theatre tonight.

• • • Appointments of David A. Engles as manager, Sales, Central Office, NBC Radio Network, and Paul C. Holter as manager, Sales, Western Office NBC Radio Network, were announced this week by William Fairbanks, VP, Sales, NBC Radio Network . . . Engles assumes his new duties Oct. 1 and checks into offices in Chicago, while Holter takes on new responsibilities at NBC in San Francisco.

• • • Beverly Garland and Everett Sloane have been signed by executive producer Vincent M. Fennelly to guest star in "Incident at Sugar Creek," a segment at CBS-TV's "Rawhide" series . . . Nick Adams, who made his film debut in "Mr. Roberts" a Jimmy Cagney starrer, is seeking to ink Cagney for his "Saints and Sinners" series . . . Frank Gorshin in Toronto this week for first of a multiple appearance deal on CBC-TV.

• • • Before heading home, Gorshin will trip to Gotham for additional conferences with producer Stuart Ostro on title role in upcoming Broadway musical, "Kelly," based on life of Steve Brodie . . . Radio spot announcements for the 30th Annual "Y Day in Hollywood," to be held Oct. 27 at Hollywood Bowl, were recorded this week by stars of Revue Studios' TV series . . . Among those taping for event are Earl Holliman, Andy Prine, John Smith, Jerry Mathers, Tony Dow, Hugh Beaumont and Michael Burns.

'20th Century' Eyes 'Pollsters & Politics'

Use of public opinion polls by politicians to help determine voter preferences and reaction to key issues will be aired Oct. 7 on CBS-TV in a special broadcast of "The 20th Century."

The special, titled "Pollsters and Politics," is part of CBS News' coverage of this year's political campaigns and elections. "The 20th Century" will have its sixth season premiere Oct. 28.

With Walter Cronkite as reporter, the program is highlighted by an in-the-field demonstration of the use of poll-taking by Louis Harris for Georgia State Senator Carl E. Sanders. Also appearing will be Richard M. Scammon, director of the Bureau of Census; Archibald Crossley, retired head of Crossley S-D Surveys Inc.; Dr. George Gallup of the Gallup Poll; Dr. Evron Kirkpatrick, executive director of the American Political Science Ass'n, and Elmo Roper, of Elmo Roper and Associates.

AM Radio Sales to Rep WPEN in Nat'l Ad Field

AM Radio Sales has been named to represent WPEN, Philadelphia, in the national advertising field, effective Oct. 1, it was announced by William B. Caskey, executive VP of the Wm. Penn Broadcasting Co.

Special shirt-sleeve meetings were conducted by the station's general sales manager, Erwin Rosner, so that the men from AM Radio Sales could meet and talk with WPEN's executive staff, salesmen, and air personalities. AM's 16 salesmen from offices throughout the country were brought in for the meeting.

Education Seminar Back

Dallas — "Sunday Seminar," a 25-minute series on higher education, has returned to WFAA, in a Sunday slot, with Scott Buchanan, Southern Methodist U. News Bureau director, as moderator. The program, every other Sunday, will feature Dallas-Ft. Worth educators.

Vanderbilt Heading Home With TV Travel Films

Cornelius Vanderbilt, Jr., is due in New York Tuesday after five months of filming in Europe for his forthcoming TV series on international travel. Series is in production via his new company, Vagabonding with Vanderbilt, Inc., formed in partnership with producer-writer Mildred Vermont.

AGENCY NEWSCAST

By RALPH TYLER

An outdoor and do-it-yourself appliances manufacturer, Bernzomatic Corp., is making its first major move into network TV with a spot campaign on the Johnny Carson "Tonight Show." The first spot is skedded for Tuesday, when Donald O'Connor will host the program. Carson begins his stint in the chair, vacated by Jack Paar, the following week. Between now and the Christmas buying season the sponsor plans to promote a LP Columbia record album and propane torch kit offer. Appropriately enough, the album is called "Torch Songs of the 20's." A full sked of "Tonight Show" spots extending through July, 1963, is currently under consideration.

Marshall Hough has been elected VP of the Advertising Federation of America. For the last two years he has served as assistant to the president of the federation. He has been editor of the AFA News Letter and the Confidential and Referential Report to company members. He will continue his presentation of the AFA's principles and services in New York and other large cities east of the Rockies.

Colgate-Palmolive Co. says that network and spot TV helped it attain what it claims as first position in the \$90 million liquid all-purpose cleaner market nine months after its "Ajax APC" was introduced nationally. . . . Scholl

Manufacturing Co., which began network TV advertising this year, will participate on NBC-TV for the first time with sponsorship in "The Merv Griffin Show" which premieres Oct. 1, and in "Play Your Hunch." The order was placed through Donahue & Coe.

Mrs. Raymond Rubicam of Scottsdale, Ariz., and West Boothbay Harbor, Me., has been elected a trustee of the Reading Reform Foundation, an organization campaigning against the "look-day" or "whole-word" memorization method of teaching English. Mrs. Rubicam, the only woman trustee of the organization, is the wife of the advertising executive. As Bettina Hall, before her marriage, she was a musical comedy star on Broadway.

A new "Thermos" vacuum bottle will be introduced this Fall in a network TV advertising campaign featuring video personality Tony Marvin. The one-minute commercial is skedded for seven shows in 120 markets on ABC beginning Oct. 1. Shows are "Yours for a Song," "Camouflage," "Window Shopping," "Day in Court," "Jane Wyman Presents," "Queen for a Day," and "Who Do You Trust." Agency is Charles W. Hoyt.

FORMAT OKAYED FOR TV DEBATES

Michigan Gov. Candidates Set Video Clash Rules

Detroit—There will be no teleprompters, cue cards or visual aids in use when Michigan's gubernatorial candidates meet in October TV debates. The debates will be presented simultaneously over the three Detroit stations, WJBK-TV, WWJ-TV and WXYZ-TV, on Oct. 9, 17, and 26.

In a meeting with representatives of Democratic Gov. John B. Swainson and Republican candidate George Romney, station managers obtained agreement on the format and ground rules for the debates.

Lalley Back as Sales Rep

Yankton, S. D. — Terrance J. Lally has been named national sales rep for WNAX here, returning to the station after a leave of absence for a tour of active duty with the 115th Signal Co. of the State National Guard.

Howard Smith Asks: Is JFK Weak Prexy?

"Howard K. Smith — News and Comment," sponsored by Nationwide Insurance of Columbus, O., will ask "Is Kennedy a Weak President?" when it moves to its new day and time Sunday on ABC-TV. Smith and his guests will examine the powers of the presidency and the extent to which Kennedy has used them to institute his aims.

Bartell Bids for UHF

Paterson, N. J.—Bartell Broadcasting has applied to the FCC for a new TV station on UHF Channel 37 here.

Miami Station, Pepsi Swamp County with Pop

Miami—WCKR and the Pepsi Cola bottler of Miami have given out over 100,000 free drinks to residents of Dade County as a fulfillment of their promise to supply the soft drink "to everyone" if there were no traffic fatalities in the county over the Labor Day week-end. The soda was dispensed at Safety Wagons set up by the station and bottler at three major shopping centers, backed with on-air and newspaper promos.

Mass Media Impact In 10-Week FM Look

Philadelphia — A 10-week panel-discussion series on the impact of mass media—radio, TV, newspapers, magazines, book and movies—on the American public begins Sunday on WPBS-FM in cooperation with Penn State U. On programs dealing with a specific medium, authorities from the medium will be questioned. The problem of censorship also will be examined during the series.

Sunday's opening program will be a general discussion by the panel on "Mass Media in American Culture." On Sept. 30, the topic will be "Newspapers."

KDKA Newsmen Tops Panel on 'World Affairs'

Pittsburgh — KDKA newsmen will participate in the 12th annual "Public Forum on World Affairs," to be held here beginning Monday. Newscaster Paul Long will moderate a session on "The Observers' View of the Atlantic Community."

Comprising the panel will be James Snyder, former KDKA news director, now with Westinghouse Broadcasting Co.; Walter Friedenberg, UPI correspondent, and J. Warren Nystrom, former U. S. Chamber of Commerce international relations manager. Christian Herter, former secretary of state, will be guest speaker at the program.

Sports Promoters Find Video's Millions a Boon

(Continued from Page 1)

up admission dollars, are reaping video coin. Baseball this summer took home some \$21 million from sponsors, mostly breweries, and the three TV networks are paying \$14 million for rights to 172 pro and college football games. The latter means \$320,000 to each of the NFL's 14 teams, nearly double the \$180,000 they garnered last season.

The networks have also spent some \$3 million on golf, and closed-circuit video rights to Tuesday's Patterson-Liston heavyweight title fight is expected to bring in \$5 million, give or take a million. Little wonder promoters (not critics) are not overly concerned about ticket income.

Disk Spinning

By CARL MOS

MGM Records reports the new Connie Francis album, "Country Music Connie Style," is zooming in sales as well as unprecedented plays on both pop and country radio stations throughout the nation. Connie, who recently returned from France, where she starred in the new M-G-M film, "Follow the Boys," will appear on the "Ed Sullivan Show" Oct. 14 and, starting Oct. 19, will play a 10-day engagement at Blinstrubs in Boston.

RCA Victor Records is cashing in on vocalist Sam Cooke's two-sided hit single, "Having a Party" and "Bring It on Home to Me." by releasing "The Best of Sam Cooke" album. It includes such Cooke chart-making singles as "Chain Gang," "Twistin' the Night Away" and "Cupid." The album is Cooke's sixth for RCA Victor. His latest single, "Nothing Can Change This Love," was recently released.

Atlas Angleton Records' head man, Tom Robinson, is excited about Chyvonne Scott's just-released "It Had to Be You" on the Alto label, which is going big in its first three areas, L. A., Baltimore and New Jersey. The singer specializes in ballads and jazz. . . . Pianist-maestro Herman Chittison's new L'Elegant album, "That's All," is heading fast for hitdom in both Europe and the U.S.A. The keyboarder, now in-personing at Kenny's Steak Pub, New York, brings sparkling new zing with his arrangements on his disk of "oldies."

Cosnat Corp. has established a Rack Jobbers Division, with Mort Hillman as general sales manager, and introduced an economy line of albums via the Jay-Gee Record Co., Cosnat subsid.



CHYVONNE SCOTT

going great guns in . . .

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Fall Preview Party Is 'Spice of Sight'

Dallas — Nearly 200 Dallas-Fort Worth clients, advertising and press representatives attended a "Variety" Fall Preview Party by WFAA-TV held at the Holiday Inn Central.

Following the theme of "Variety—The Spice of Sight," the party featured WFAA personnel and personalities dressed in costumes appropriate to the variety of shows coming up this Fall on ABC-TV—cowboys, priests, spacemen, politicians, soldiers, sailors, carpenters and doctors.

Decor of the party ballroom carried out the variety theme with a covered wagon for "Wagon Train;" political signs and posters for "Mr. Smith Goes To Washington;" Army-Navy equipment and Pacific Island set for "The Gallant Men," "Combat" and "McHale's Navy;" ladders and paint buckets for "I'm Dickens, He's Fenster," and others.

Calgary, Vancouver Get Two CTV Delay Units

Special to RADIO-TV DAILY

Toronto — Two western delay units have been installed along the CTV TV network following completion of the microwave network to the Pacific Coast.

The units, located at CFCN-TV, Calgary, and CHAN-TV, Vancouver, are necessary because of zonal time differences between the East and West coasts. Programs originating from Toronto are recorded on Ampex video tape machines at the delay units and held for later showing.

Vidcasts to Mexico OK'd

(Continued from Page 1)

\$75,000 per year to do so by present means, and competing networks send programs more economically to their affiliates via inter-city relay stations owned by the affiliates.

ABC added it would like KABC-TV to have the same privilege, since XETV is ineligible for an FCC license.

Labor to Meet Industry In 'Local Issue' Debate

"Local Issues," new WPIX series of weekly prime-time half-hour programs examining events and current issues confronting the New York community, will premiere Oct. 2. Initial guests will be Harry Van Arsdale, president of the New York City Central Labor Council, and Ralph C. Gross, exec VP of the Commerce and Industry Ass'n, in a discussion of "The Minimum Wage—How Much? How Fair?"



By PETER C. DAVALLE

• • • With an autumnal nip already in the air, TV planners here are falling over themselves to announce the big shows they hope will keep viewers from tuning in rival channels. And U. S. TV series figure prominently in the new shows line-up from now till Christmas . . . ARTV will network "Father of the Bride." Granada TV puts out "Sam Benedict." Anglia TV pulls all stops out and screens "The Donna Reed Show," "Hennesey," "Checkmate," "Bachelor Father" and "King Leonardo and his Short Subjects."

☆ ☆ ☆ ☆

• • • The CBS "Twentieth Century" film, "The Women Get the Vote" gets an all-network BBC-TV airing this week . . . ARTV are networking America's second contribution to Intertel, "The Unfinished Revolution," which ARTV estimate will be eventually seen by 42 million English-speaking throughout the world . . . Three U. S.-made series—"Gunsmoke," "Bonanza" and "Surfside 6" — were in Ulster TV's Top Ten for the week ending September 9.

☆ ☆ ☆ ☆

• • • Robert ("The Music Man") Preston appeared in a special edition of ABC-TV's "You'd Never Believe It" series. Bob's generally rated as the best film ambassador Hollywood has sent to Britain for years! . . . Following their successful broadcast of the Trades Union Congress a couple of weeks ago, Granada TV now repeats the process for the Liberal Party Assembly at Llandudno. "Intensive coverage" is promised.

☆ ☆ ☆ ☆

• • • ABC-TV have sponsored a fascinating book "Anatomy of a TV Play" in which author John Russell Taylor analyses two big ABC-TV drama productions, "The Rose Affair" and "Afternoon of a Nymph" . . . Since it was formed in 1958, Britain's Film Industry Defence Organisation has spent \$2,750,000 to keep 804 cinema films off the TV screens . . . The Trades Union Congress has agreed to a British Actors Equity suggestion that it should keep an eye on possible dumping in this country of cheap TV programs.

☆ ☆ ☆ ☆

• • • BBC-TV's Polly Elwes, regular interviewer on "Tonight" is expecting her second baby . . . Mr. E. K. Cole, founder in '22 of the powerful ECKO Radio and TV group, has become chairman of Robinson Rentals (Holdings), one of Britain's largest TV renting companies . . . The Wrestlers' Alliance are having a no-holds-barred fight with the Independent Television chiefs to get a \$1,700 minimum fee for televised contest.

Newsman Launch Offensive Vs. Enemies of 'Access'

(Continued from Page 1)

he told the 300 radio-TV newsmen in convention here.

"We should use documentary, editorial and any other program format to present our case," Cheverton said. He pointed out that the directors offered the ABA a Canon 35 relaxation test plan "so attractive no one could refuse it."

The test plan, he said, would give the ABA the right to select the cases covered in cities specified for the experiment. The tape, films and other material used would become the bar ass'n's property after the test.

The matter is still before a com-

mittee of the ABA, Cheverton said, adding: "I am not optimistic either about the future of our proposal or any relaxation of Canon 35."

The convention also considered hiring a full-time paid executive for the RTNDA, which now has 650 members. The proposal will be voted on today.

The convention's "Radio Workshop" yesterday was highlighted by a demonstration of "Failures I Have Known," a humorous look at pitfalls encountered in news-gathering with portable tape recorders.

Spanish-Space-Song On TV 'Blackboard'

Cleveland — KYW-TV has launched a series of educational programs aired on Monday, Wednesday and Thursday morning under the general title of "TV Classroom."

The Monday program is a Spanish-language instruction series "Saludos Amigos," intended primarily for upper elementary school students. "Sixth Grade Science," concerned with the quest for knowledge in geology, astronomy, air and space travel, is being aired on Wednesdays. Instructor is Carl Svec, of the Cleveland School Board headquarters staff.

Music Course Planned

A course in music appreciation "Doorways to Music," is seen Thursdays with instructor Bill Mandel, an elementary teacher and currently choir director at Tremont School.

Roanoke, Va., FM Signs As New QXR Affiliate

Roanoke, Va. — WSLF-FM has affiliated with the QXR FM Network, it was announced by George Chennault, station manager. The outlet has also signed its first commercial order with the web for the 26 Victor Borge Music Hall programs, sponsored by General Electric.

As the second Virginia station to line up with the net, WSLF-FM will carry three hours of daily QXR programming, with additional programs to be scheduled later.

Zenith Sales at Peak

(Continued from Page 1)

chairman Hugh Robertson and president Joseph S. Wright.

The August sales were 15 per cent higher than the same month last year, and 3 per cent ahead of the previous all-time record month of October, 1961.

Robertson and Wright noted that color TV sales, continuing to run ahead of initial expectations, contributed to Zenith's overall record sales for year-to-date and August, as did sales of b-&-w TV, radio receivers and stereo hi fi instruments, all well ahead of last year's figures.

Buckley, Vidal Argue With Susskind in Middle

William Buckley and Gore Vidal face each other in a two-hour discussion of liberalism and conservatism on Metropolitan Broadcasting TV's "Open End" program on WNEW-TV, with David Susskind Sunday evening. Buckley is the one on the right.



Indiana University
Bloomington Ind

VOL. 91, NO. 59

MONDAY, SEPTEMBER 24, 1962

CENTS

PRESS FEUD OVER WHITE HOUSE

Henry Shaping Up as a Tough Commissioner

Washington Bureau of RADIO-TV DAILY

Washington—E. William Henry shaped up as a tough regulator in the image of Newton Minow during brief confirmation hearings before the Senate Commerce Committee. Quick approval of his nomination to the FCC is expected. His unvarying response to questions from senators was that the FCC should look into how well stations have performed in the public interest at license renewal time.

SALINGER DEFENDS R-TV AS PRINT MEDIA ATTACKS

By ARTHUR PERLES

The long-simmering feud between print media newsmen covering the White House and their radio and TV counterparts has broken out into the open. Although the lid blew off Thursday in San Francisco, there's expectancy of much louder rumblings and further eruptions on the Potomac's banks in the weeks ahead.



SALINGER

For the electronic communications men, "hero of the hour" is White House Press Secretary Pierre Salinger. He told off one newspaperman in no uncertain terms at the Radio and Television News Directors Association con-

vention opening session in San Francisco last week. A loaded question had been directed at Salinger. It was aimed at wringing an admission from him that the regular R-TV broadcasts of President Kennedy's conferences are spoiling the chief executive's "public image." Salinger, who had started his own press career on the San Francisco Chronicle, shot back: "That's one of the goofiest ideas

Asked if JFK would care for broadcast political debates in '64, Salinger answered unhesitatingly: "President Kennedy... is ready if necessary."

Asked if JFK would care for broadcast political debates in '64, Salinger answered unhesitatingly: "President Kennedy... is ready if necessary."

(Continued on Page 7)

News of RTNDA awards and election of officers will be found on Page 2.

Radio Moscow Hits Miami 'Lie-Detector'

Miami — Radio Moscow has taken exception to WCKR broadcasts exposing Russian propaganda tactics thru the local station's interjecting comments into recorded excerpts of the North American Service of Radio Moscow. These programs are short-waved into the United States and monitored by WCKR.

Radio Moscow became aware of the station's coverage after a story about it appeared in the Miami Herald, and a Russian commentator subsequently aired a cry that WCKR's "... intention is to simply pick a few sentences here and there from Soviet broadcasts and to present them in a most unat-

(Continued on Page 8)

Jersey 'Casters to Hear Hurligh and Schofield

Atlantic City—The 16th annual convention of the New Jersey Broadcasters Ass'n will be held here Oct. 2-3. Glenn C. Jackson, general manager of WTTM, Trenton, is the ass'n president. Speakers include MBS president Robert F. Hurligh and Kentucky Broadcaster Arthur Schofield.



JACKSON

ACADEMY STARTS VIDEO ARCHIVES

Prints of Web Programs To Make Chapter Rounds

CBS-TV and NATAS have completed an arrangement for prints of programs to be made available to the academy for their archives and showing in org chapters.

James T. Aubrey, Jr., net presi-

(Continued on Page 2)

McClatchy Sells AM-FM In Calif. for \$145,000

Bakersfield, Calif. — McClatchy Broadcasting has sold KERN-AM-FM here for \$145,000 to a new corporation headed by Roger H. Stoner, recent sales manager of KYA, San Francisco. Associated with him is J. Ward Wilkinson of Oakland. Sale, was handled by Hamilton-Landis & Assoc.

Shelter Scrap Snags Funds for FCC, FTC

Washington Bureau of RADIO-TV DAILY

Washington — A relatively minor item about air raid shelters remains in dispute between the House and Senate, tying up a giant \$11.6 billion money bill covering appropriations for 24 agencies, including the FCC, FTC and USIA. The fiscal year from which their funds are needed is nearly three months old and the agencies are continuing in business under temporary authority to spend at last year's rate.

Both the House and Senate had agreed easily to compromise on

(Continued on Page 5)

Mort Werner Hospitalized

Mort Werner, NBC-TV VP programming, entered Mt. Sinai Hospital, in New York Friday, for treatment of an inflamed cornea.

Forget 'Open Contract' Plan, FCC Urged by Broadcasters

Washington Bureau of RADIO-TV DAILY

Washington — The three networks, NAB, NBC affiliates, and a number of individual stations at deadline time for filing have asked the FCC to forget its proposal to make network contracts public.

Storer Broadcasting suggested that the FCC change the idea around so that any station negotiating with a network could get FCC permission to see current contracts between that network

and other stations, but strongly opposed making the pacts public. Only one single filing in favor of the proposal had been received by Friday afternoon.

CBS pointed out that back in '58 the web had said it would not be

(Continued on Page 2)

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WGN 'Right to Say It' Begins Year in Color

Chicago—WGN-TV on Sunday launched the sixth season and first in color of 'Your Right to Say It,' public affairs series produced by Northwestern U. in cooperation with the station's public affairs dept. The program this year will place emphasis on the questioning of an expert in a major field of interest.

First guest was Cook County Republican Committee chairman Hayes Robertson, discussing "Republican problems — A Case in Point: Chicago." Moderator again is Northwestern U. speech school dean James H. McBurney. The series is produced by Robert W. Thomas and directed by J. R. Gregoris.

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HOUSTON

HOWARD K. SMITH WINNER OF '62 PAUL WHITE PRIZE

West Coast Bureau of RADIO-TV DAILY

San Francisco — Howard K. Smith was honored by the Radio-TV News Directors Ass'n. with the annual Paul White Memorial Award "as the man who has contributed most to



SMITH

broadcast journalism in the U. S. in the past year."

Three radio stations and four TV stations also walked off with RTNDA awards for excellence at the end of the association's four-day convention here.

Selected for outstanding editorials, spots news or reporting on community problems were radio stations KDKA, Pittsburgh, WGN, Chicago, and KPRC, Houston, and TV stations WBBM-TV, Chicago, WTVJ, Miami, KLZ-TV, Denver, and KTLA, Los Angeles.

JFK a Former Victor

Smith, who was honored for his "Howard K. Smith—News and Comment" program Sundays on ABC-TV, is the first working newsman to receive the ass'n Paul White Memorial Award, established in 1956. Previous winners were President Kennedy, 1961; James C. Hagerty, 1959; Robert B. Swezey, 1958; Dr. Frank Stanton, 1957, and Hugh B. Terry, 1956. No award was bestowed for the year 1960.

The RTNDA citation said Smith "has had the courage to assume an audience interested in issues. He has exhibited to that audience an impatient, restless mind eager to see his own country exert its full resources toward an expanding freedom at home and around the world. He has not hesitated as a broadcast newsman to serve as a goad and an advocate, to criticize the President and the Congress, to speak his own mind."

William Garry President

Automatically succeeding to the presidency at the end of the RTNDA convention was William G. Garry, news director of WBBM-TV, Chicago, who was 1st VP. Other officers elected were: Ed F. Ryan, WTOP, Washington, 1st VP; Bob Gamble, WFDM, Indianapolis, VP for radio, and Sheldon W. Peterson, WTCN, Minneapolis, VP for TV.

Named to three years on the board of directors were A. G. "Bert" Cannings, CFCF-TV, Montreal; Carroll B. McGaughey, WSOC-TV, Charlotte, N. C., and Don S. Mozley, KCBS, San Francisco.

The association voted to hold its 1965 convention at Tampa, Fla. Next year the news directors meet in Minneapolis, and the year after in Houston.

COMING AND GOING

JOHN S. HAYES, Post-Newsweek Stations president, to Toronto today to address the opening rally of that city's UF.

MITCHELL LEISER, InterTel program development VP, has returned from programming meetings in Europe.

BILL McDANIEL, NBC Radio executive VP, to Baltimore on Wednesday to head delegation for opening of new WBAL broadcast center.

RICHARD CHAMBERLAIN, star of MGM-TV's "Dr. Kildare," has returned to Hollywood following a promotional tour in Pittsburgh, Cleveland, N. Y. and Baltimore.

WINSTON O'KEEFE, producer of Screen Gems' "Dennis the Menace," and director CHARLES BARTON in Washington to film upcoming seg.

5-Min. Stocks Show Sponsored by Bache

Bache & Co. is presenting a daily stock market report for New Yorkers on WTFM with a five-minute "Financially Yours" program, directed primarily at women listeners.

According to David H. Polinger, WTFM GM and director of the Friendly Frost Broadcast division, Bache & Co.'s investment in WTFM is an "example of the station's value to specialized advertisers. More than 43 per cent of the station's listeners already own stocks and bonds." News director Fred Darwin is host.

Plan Academy Archives

(Continued from Page 1)

dent, said 16mm prints of programs will be provided at print cost when rights permit. Contract stipulates that the programs are to be shown only to academy members or those engaged in some network-approved phase of research. Aubrey explained this would make it possible for the academy to function as a repository for TV programs of the last decade.

Crenna Joins MD Spec

West Coast Bureau of RADIO-TV DAILY
Hollywood — Dick Crenna, co-star and part-owner of CBS-TV's "Real McCoys" series, will guest on the Jerry Lewis telethon Oct. 21, for Muscular Dystrophy. It was taped at the El Capitan theatre here.

Industry Lines Up Against FCC's Plan To Reveal Contracts

(Continued from Page 1)

opposed to affiliates making contracts public but the member stations had been "uniformly opposed." NBC argued the FCC has already turned down the whole idea once, and for good and sufficient reason.

ABC said "We see no reason why confidential business matters need be open to public inspection. The process of affiliation determinations involves difficult and delicate business judgments.

Exemption Claimed

NAB told the FCC the proposed revision would be of interest only to competitors, both within and without the broadcasting industry. It said the Communications Act specifically exempts broadcasting from common carrier regulation and "its closer regulatory scrutiny."

Storer claimed public disclosure "would invite wholesale examination by any inquisitive or vindictive person... any malcontent or crank." It suggested FCC permit stations to examine only current contracts of networks with which they are negotiating, but with the understanding that the information will be kept confidential.

Competition a Vital Factor

NBC argued that "it is not the commission's function to advance private interests," to affect business negotiations, "or to use its procedures to provide competitors with information about each other's financial operations." CBS added, "Network radio and TV are highly competitive endeavors and affiliates inevitably have differing bargaining positions and strengths in dealing with their networks. We believe this is desirable." The web pointed out that the FCC's network study staff had said "to insist upon uniform compensation for all the affiliates of a network could create a serious competitive problem."

Meredith Broadcasting said this could be a first step toward requiring broadcasters to make public other confidential business information now supplied confidentially to the FCC.

KCPX-AM-FM-TV, Salt Lake City, said if the contracts are made public, "the arbitrary differences in terms would cease to exist."

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MOUNTAINS OF GOLD

If you want to see the very BEST in local television production, stop right here in Cincinnati. There was a time—circa 1950-55—when I would have cast my vote for Los Angeles. But the picture in Los Angeles has changed, with the independents buying cancelled network re-runs, hoping to take on a “network” image. It is foolish business; but the point is, we just a’n’t got too much local production in Palmsville, U.S.A. But in Cincinnati, where I’ve spent the past week for the premiere of “ACROSS THE SEVEN SEAS,” the Crosley flagship station, WLW-TV, has shown me more local production than we have back home in Los Angeles. And the word “local” is a misnomer; the people are sharp, the shows are sharp, and the production is slick in a very casual way.

The Ruth Lyons show, “The Fifty-Fifty Club,” runs 90 minutes daily. It can spot any comparable networks show 10 rating points and still win by 10. And for my money, Ruth Lyons is the most amazing woman now performing in television. No other woman in the country can even begin to match the fantastic true legends that she has created. She is also the most delightful chatterbox I’ve ever seen on the tube. Paar and Godfrey combined wouldn’t stand a chance at the same table. The “Paul Dixon Show,” also 90 minutes daily, is better right now than most of the “Tonight” shows I’ve seen since Paar left. Anything goes on this show, and Dixon is that rarity in show business: the pure zany, and mad as a hatter. He’s for real, and it shows.

Finally, I was impressed by the quality of three “staff” boys, the best one-two-three staff punch I have ever met: Bob Braun, Jack Norwine and Jack Gwyn. They do everything, and they do it like pros.

If this sounds like a love letter, so be it. I’ve been too long in this business to be easily impressed, but these people have really floored me.

This experience in Cincinnati, and the three weeks I spent touring the West Coast, have reaffirmed in my mind a long-standing belief: that “local” TV stations throughout the country are capable of doing extraordinary work. And their affiliated networks would do well to get off Madison Avenue just long enough to take a long look.

There is much more to these United States than Madison Avenue and the Bel Air hostelry in Hollywood. There is a mountain of pure gold in-between.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Sherril Taylor and Jory Nodland, president and VP, respectively, of Taynod Productions, in town this week to wrap up a deal on their new five-minute project “Beauty Break” . . . WPIX weather girl Gloria Okon, now an exclusive spokeswoman for Arnold Bakers, expands her activities to approximately 15 new markets for Arnold’s next month . . . Chris Schenkel has started his fifth year as host of “College Football Kickoff” a 15-minute feature preceding all CBS-TV collegiate grid tilts. Schenkel’s business affairs are now being handled by Vincent Andrews, one of New York’s tops in that field . . . Dick Rubin, VP of the new and perking United Talent Management, pulled a coup by signing Jerry Coleman, the former Yankee great now sportscasting for CBS, for exclusive management and representation . . . Darren McGavin, who stars on both the “Riverboat” and “Mike Hammer” TV series, huddling with Ziv-UA’s Dick Dorso, who used to agent Doris Day’s singing chores. A new TV series for Darren might be in the offing. (Mickey Spillane—with ‘Music’?)

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• • • Meet: Jack La Forge, whose latest Rio Records release, “Blue Moon” and “My Foolish Heart,” is not only a pianistic work of art, but the magnificent arrangement for the piano and 25-piece orchestra cleverly blend these romantic songs into a unique jazz-flavored-classical-masterpiece. Hugo Montenegro A & R’d the session, and orchestra is conducted by the talented Don Sebesky. La Forge is a great pianist and organist, but this is only the beginning of his talents. He’s a very successful businessman, with degrees in accounting and law. He is a pilot, speaks several foreign languages. His clever wit makes him a natural comedian . . . A tip of the Stetson to: Loew’s hotel chain, for the taste and ingenuity it used in New York’s new, 50-story Americana, truly one of the plushiest inns in the country. Decor and architecture are tops.



LA FORGE

☆ ☆ ☆ ☆

• • • My Stetson’s off also to: Bill Robertson, amiable and energetic president of WITN-TV, Washington, N. C. Rather than waste time and money on a New York “cocktail party pitch” for his booming eastern North Carolina market area, Big Bill rented a special train and took some 30-agency people to North Carolina to see for themselves. Each received a personal note of welcome from North Carolina Governor Terry Sanford . . . 20th-Fox Records getting a big buildup for its “Marilyn Monroe” album via NBC-TV Promotional Services’ special bulletin to its over 200 station promo managers nationwide. Tie-in is for NBC’s “Saturday Night at the Movies,” which last Saturday aired “Gentlemen Prefer Blondes.” The network adds that the “Marilyn” album can be used again for its Oct. 20 show, “River of No Return.”

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• • • Composer Jacques Belasco has just completed a commercial for Bristol-Myers’ hair tonic, “Score,” which is creating a lot of interest in trade circles . . . WLIB general manager Harry Novik, who has “built” a number of New York’s top radio personalities, will introduce another new find in Mercer Ellington, son of the famed Duke, in a new program series on WLIB starting Oct. 1 . . . Al Hodge, probably the most famous of all video’s early stars when he was Captain Video, is toiling on the other side of the cameras now. Al is production manager for WVEC-TV, Norfolk-Hampton, Va., and, according to prexy Tom Chisman, “really flying high” . . . The industry’s talking about—Irv Schwartz, energetic and creative VP of KDUL, Kansas City, and consultant to WPOP, Hartford, Conn. In just six months WPOP has become one of the top radio stations in Hartford, thanks to a new scientific music selection formula inaugurated by Irv. He’s setting up a program consultant firm to offer his new techniques to other stations around the country.

Warner Bros. Pacts Writers for TV Segs

Novelist Jack Usher has been signed by Warner Bros. for his initial TV script, "Showdown at Banzer," for the "Cheyenne Show." Other writers pacted for "Cheyenne" dramas are Samuel S. Schweitzer, Warren Douglas, Robert E. Thompson, Cy Chernak and E. M. Parsons.

Inked to write "Gallant Men" episodes were Glenn Infield, Richard Landau, Herman Groves and James R. Voorhees. Pacted for "Hawaiian Eye" scripts were Robert Hamner, Gloria Elmore and Lee Loeb. Robert C. Dennis and Lawrence have been set for "77 Sunset Strip" segs.

Norman Robbins Heads IFIDA Accessories Unit

Norman Robbins, general operations manager of National Screen Service, has agreed to serve as accessories chairman of the International Film Awards dinner-entertainment of IFIDA at the Hotel Americana Jan. 15, next. Richard Brandt is dinner chairman.

IFIDA prizes include the Joseph Hurstyn Award for the year's most distinguished foreign film in domestic distribution.

Shelter Scrap Holds Up Funds for FCC and FTC

(Continued from Page 1)

\$14,486,000 to run the FCC during the year — in place of the \$14,555,000 voted by the House and \$14,617,000 favored by the Senate — and on \$11,282,500 for the FTC, in place of \$10,720,000 approved by the House and \$11,845,000 by the Senate. In both cases, Senate figures were the full requests of the two agencies.

Meantime, USIA director Edward R. Murrow has asked a Senate Appropriations subcommittee to restore \$5,552,700 of the \$9,388,700 cut by the House from USIA's fiscal year 1963 budget. USIA had sought \$158 million for the year, which began July 1. The House, in making the cut, specified that no funds should be deleted from USIA's broadcasting activities.

Turk Gets WKMI Tape For Homeland Beaming

Kalamazoo — WKMI received a visit from Mohammed Surreya Meneren, of Istanbul, Turkey. Mohammed requested a tape recording of a program so he could take it back to Turkey and let people know what radio is like in the western world.

TVB SETS HONORS IN PROMO, SALES

Presentation Studied for Outstanding Salesmen

TvB has announced a new awards competition for the best station-market presentation and for outstanding TV salesmen, with an Oct. 31 deadline for entries in the first category, and Jan. 31 date on the second. The objective, said the bureau, is to stimulate the creation and use of audio visual presentations by TV stations, and foster more effective in-person selling.

In stating its aims in the first category, TvB said it "believes many advertisers want to know more about station's facilities and how they may be used for better coverage of their markets."

Science Study Lures Kanaga

Lawrence W. Kanaga, General Artists Corp., president has resigned as its chief exec, to undertake advanced studies in bio physics. Kanaga will continue as a GAC director on a new long-term contract calling for his advisory services.

Kanaga has been GAC's president since '57. He said this is a "step long desired" and that it could be accomplished only without the day-to-day administrative duties.

GAC board chairman Herbert J. Siegal will add Kanaga's responsibilities to his own.

WEMJ to Walker-Rawalt

Laconia, N. H. — WEMJ, New Hampshire Broadcasting Co. outlet here, has appointed Walker-Rawalt Co. as its national rep.

Collins Asks Industry, Gov't To Solve Satellite Problems

Nashville — NAB president LeRoy Collins has called on broadcasters to meet soon with government officials for swift resolution of satellite communications problems.

Among these he listed as most important are international broadcasting as it relates to foreign policy; proper interests of private commercial broadcasters, government agencies and educational broadcasters in programming; frequency allocations, and int'l copyright laws.

Responsibility Stressed

Speaking at the 15th annual convention of the Tennessee Ass'n of Broadcasters, Collins said broadcasters' determination to preserve their freedom doesn't mean "broadcasters will use these

WNBQ 'Color Week' Tints 85 Hrs. for Chi

Chicago—WNBQ will carry over 85 hours of tinted programs, including 66½ hours from network, during NBC-TV "Color Week," Oct. 1-7. All but five nighttime programs will be colorcast, as well as some 37 hours of daytime shows, including the World Series.

Starts with Mitchell Show

WNBQ local colorcasting begins each weekday with Everett Mitchell's "Town and Farm" and extends beyond midnight, concluding with the "Len O'Connor Comments" repeat. Other regular weekday local colorcasts include the Floyd Kalber, Charles McCuen and Jim Hurlbut newscasts; the Harry Volkman weather programs, and the "Dorsey Connors Show."

'Movie 5' in Color

In addition, WNBQ's "Movie 5 Matinee" will be in color Oct. 1 and 5, and Saturday colorcasts, in addition to the network offerings, include WNBQ's "Education Spotlight," "Farm Forum," "Invest in America" and "It's Academic." Sunday local tint shows during "color week" will include "Bible Times," "The American Scene," "In This World," "Live and Learn Forum" and "Northwestern Football Highlights" and "The Jack Eigen Show."

Leeds, Conrad Megging 2 'GE True' Episodes

Exec producer Jack Webb and producer Mike Meshekooff are concurrently rolling two episodes of "General Electric True," with Robert Leeds directing "Gertie the Great" and William Conrad megging "A Mile-Long Shot to Kill" for the CBS-TV anthology.

new means of communications to put on the airways whatever programs they can buy for the least and sell for the most as has been charged... we must let... the world know that on our own initiative and with our own resources we will make sure that our exercise of that right is responsible."

Collins also pledged, "We will oppose with all our capability" the FCC's consideration of limits on radio commercial time. "This is not an area in which the government should tell us what we can and cannot do."

REVIEW THESE FACTS

ABOUT KALAMAZOO-GRAND RAPIDS!

1 POPULATION: Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households. (Source: Television Magazine.)

2 INCOME-RETAIL SALES: Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management's 1960 Survey of Buying Power.)

3 TELEVISION COVERAGE: WKZO-TV reaches more homes daily, nightly, weekly, than any other station in Michigan outside Detroit. (Source: NCS '61.) This coverage area represents one of America's top 28 television markets.

4 SERVICE: WKZO-TV is the only television station serving this important market area with studios in both Kalamazoo and Grand Rapids.

WKZO-TV will keep your sales in step with the outstanding growth in Kalamazoo-Grand Rapids and Greater Western Michigan. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.

Exclusive National Representatives

Songbird Keely Wearing \$5,000 Plumes for Garry

Dot Records star Keely Smith will guest on tomorrow's season opener of CBS-TV's "Garry Moore Show," wearing a \$5,000 dress made, in part, of twisted vulture feathers, which is one of her prize gowns.

Scholars Rise Early For Econ, Lit Look

New York U. will offer two TV courses for degree credit—"Modern Literature, British and American" and "Labor Problems"—on WCBS-TV's "Sunrise Semester" during the academic Fall term beginning today.

Walker Gibson, professor of English at NYU and director of Freshman English at Washington Square College, will teach the literature course, which is scheduled for Mondays, Wednesdays and Fridays.

The labor problems course will be taught by Dr. Emanuel Stein, professor of economics and head of the all-university dep't of economics at NYU, Tuesdays and Thursdays.

South Sea Adventure Sails in Nine Markets

"Adventures in Paradise" has been sold in nine new markets, bringing to 64 the total markets in which the Gardner McKay starrer has been syndicated domestically. Latest sales were made to WCIA-TV, Champaign, Ill.; WMBD-TV, Peoria; WITI-TV, Milwaukee; WRVA-TV, Richmond, Va.; KROD-TV, El Paso; WTVJ-TV, Miami; KARD-TV, Wichita; WOOD-TV, Grand Rapids, and WSJV, South Bend-Elkhart.

HOLLYWOOD CELEBRATIONS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • With 15,000 U-V converters already sold in greater Los Angeles, TV dealers and service technicians have asked KMEX-TV (UHF) to push back its original kick-off date for regular broadcasts to Sept. 30, to allow time for sets to be adapted. KMEX-TV execs Julian Kaufman and Rene Anselmo, said daily programming would hinder TV dealers in servicing converters and an extended period of test pattern broadcasting is imperative.

☆ ☆ ☆ ☆

• • • "People Need People," a much-discussed drama presented last October on Fred Astaire's "Alcoa Premiere," may soon become a part of the psychiatry curriculum at the University of Sidney, pending an agreement between the Australian institution and Revue Studios. Request for drama, dealing with the U. S. Navy psychiatric unit at Oakland, came last week from Prof. David Maddison, head of the post-grad department of Psychiatry, University of Sydney.

☆ ☆ ☆ ☆

• • • Three ABC-TV stars leave Hollywood this week for a series of PAs, as the network continues its new season publicity campaign. Those hitting the road are Stanley Holloway, "Our Man Higgins," premiering Oct. 3; Jack Lord, "Stoney Burke," bowing Oct. 1, and Jack Narz, host of "Seven Keys," ABC-TV daytimer . . . For the "Lucky Show," exec producer Desi Arnaz newly equipped one of the large stages at Desilu Studios and had it redecorated in two of Lucille Ball's favorite colors—emerald green and sapphire blue. Fully air-conditioned, it seats 300 on carpeted bleachers . . . KTLA skipper Frank Herman has been honored with the "1962 Chapel Theatre Best Actor of the Year Award" for his star performance in "The Seven Year Itch," comedy recently at the Chapel Theatre in Torrance . . . With completion of the opening seg for ABC-TV's "The Best Years," director Don Weis has been signed to meg the "Good Old Uncle Walt" episode for "Wide Country." Filming starts late this month.

☆ ☆ ☆ ☆

• • • Comedy writers Howard Harris and Mel Diamond have been firmed for "The Jackie Gleason Show" writing staff. Frank Cooper's office made the arrangements . . . Robert Colleary has signed to write a Thanksgiving Day special for CBS . . . Paul Lynde, "Bye, Bye Birdie" star, will guest on the Nov. 18, Ed Sullivan TVer . . . John Bradford and Barry Blitzer have been set to write a seg of Four Star's "McKeever and the Colonel." . . . Carol Christensen, at one time in the 20th-Fox stable, returns to the studio this week for a guesster in "Vocal Boy Makes Good" portion of "Dobie Gillis," penned by Dean Riesner.

☆ ☆ ☆ ☆

• • • Jan Norris, Harry Harvey Sr., Kate Murtagh, Jeannine Cashell, Leonore Kingston and Dave Weaver have been cast in "The Macauley Profile" episode of NBC-TV's "It's a Man's World" . . . Fay Spain, Raymond Guth, Denver Pyle, Lee Van Cleef, Kelly Thordson, John Milford and James Anderson have been set for "Shadow of a Gunman" seg of "Laramie." Joe Kane is directing the Revue production.

TV Corrals Ken Roberts To Revamp Kids' Shows

Flint, Mich. — WNEM - TV, whose signal also reaches Saginaw and Bay City, Mich., has signed cowboy singer Kenny Roberts to spearhead a reorganization of its early evening block of children's programs. A Coral Records artist, Kenny has been on Arthur Godfrey's program and "Grand Old Opry."

Hub Broadcast Execs To Aid Needy Pupils

Boston—The Fall Get-Together Party of the Broadcast Executives Club, under the chairmanship of George Gray of WORL, will be held Wednesday at the Hotel Vendome, themed on "Back To School." Each guest is asked to bring some item of school material which will later be donated to underprivileged school children.

BEC president is Thomas Y. Gorman, WEEI general manager and CBS Radio VP. WEEI's Tom Russell will be emcee, and music will be provided by Larry Cooper and his orchestra.

Committees for this year's party are Ticket and Hospitality, Dave Guinee, Christal Co.; Entertainment and Program, Jack Kettell, Kettel-Carter; Prizes, Bill Orenberg, Jerome O'Leary Advertising; Publicity, Chuck Williams, WEEI; and Printing, Wayne Stadler, Gabriel Stern Advertising.

NBC's Trese Named KYW-TV News Chief

Pat Trese, NBC News writer-editor of the "Huntley-Brinkley Report," has been named news director of KYW-TV, Cleveland. He helped write and edit the Grissom and Carpenter orbital shots for NBC, and is presently working on the Schirra shot.

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

Gilvard Doubles Duties

Portland, Me.—Raymond A. Gilvard, formerly WGAN-TV news programs director, has been named chief producer-director of the station, and unit manager of Tele-Gan, a newly created production division of the Guy Gannett Broadcasting Services.

Travel at Fingertips

Sioux City—KVTV has added a picture transmitter to its news department, for use in conjunction with the UPI world-wide news network. The machine enables KVTV to remain in constant com-

munication with all major cities in the U. S., Canada and Mexico by the mere flip of a switch.

KNX Doings

Los Angeles — Phil Norman, KNX announcer and merchandising consultant, has signed a new long-term contract with the station. Robert Sinn, formerly with KNX, has returned as transcription-record library director. Joe Parenzan has been added to the department of information services staff as research and merchandising coordinator. Other additions are Jack Pohle as account

exec in the CBS Radio Spot Sales Dep't, Russ Powell and Bob Arthur to the news staff.

One Good Turn . . .

Scranton.—WDAU-TV has been presented with a citation by Joseph J. Lawler, Pennsylvania Turnpike Commission chairman, in recognition of its continuous highway safety campaign on the Pennsylvania Turnpike.

Where, Oh Where . . . ?

Houston — Prizes of 65 cents, \$6.50, \$65 and \$650 are being awarded by KIKK in "The Mys-

tery Cow Contest," giving listeners called at random, chances to name a mystery melody and locate the mystery cow. The first person to name the exact location wins the grand prize of \$650. Clues are given throughout each day.

Tenpin Talk

Cleveland — "Strikes and Spares" is the latest program addition to WERE. Sam Levine, local bowling authority, does the announcing on the five-minute Monday-Friday show, which features bowling news and tips.

Golden Gate

... and its environs

By BILL SHEA

San Francisco—KPIX, Westinghouse o&o station, gets a new manager of sales and advertising promotion today. Louis S. Simon, station general manager, said the new manager is E. Robert Nashick, who comes from KTLA in Los Angeles, where he occupied a similar post. Nashick replaces Robert L. Smith who resigned to devote his full time to his manufactured project, "Paper Tricks." In Nashick's background are 12 years in the movie industry and eight in TV. He has copped seven national and three regional awards, all within the past three years. Before joining KTLA, Nashick was with Westinghouse as promo-ad boss of KYW-TV, Cleveland. Prior to that, he was with Biscayne TV Corp. as promotion manager of WCKT-TV, Miami; Storer Broadcasting Co. as advertising and promotion manager of WGBS-TV, Miami, and WXEL-TV and WJW Radio in Cleveland.

* * *

KCBS Radio's year-end news summary program has been honored for the second consecutive year by the California State Fair. "Panorama '61" received a bronze medal in the '62 Top Radio Story competition. Its predecessor, "Panorama '60," was a '61 winner. The annual contest reviews station news activities during the year. CBS Sacramento legislative reporter Don Webster accepted the awards for his station at the awards Banquet. Parenthetically, Webster is the recent winner of an \$8,000 CBS news fellowship. The winning "Panorama '61" broadcast was written and produced by Ken Dunham.

* * *

The video-tape recording of Channel 7's "Baghdad by the Bay" program on "Atomic Survival," which matched in open debate the diametrically opposing views of Dr. Edward Teller and Norman Cousins, has been accepted by the Library of Congress in Washington. David M. Sacks, ABC VP and general manager of KGO-TV, turned over the tape to L. Quincy Mumford, librarian of Congress.

Carrot-Munching Bugs Hops into 3rd ABC Year

Three bedtime stories, with Bugs Bunny supplying his own versions, launch the third season of "The Bugs Bunny Show" Oct. 6, on ABC-TV. The program is sponsored by Post Div., General Foods Corp., through Benton & Bowles.

Hope's Opener Gets Bing, Lucy & Juliet

Bing Crosby, Lucille Ball and Juliet Prowse will guest Oct. 24 on the first of six "Bob Hope Show" NBC-TV specials for the 1962-'63 season. Hope will begin his 13th year as a TV performer. Timex, via Warwick & Legler, purchased one-half sponsorship of the six programs; Lever Bros, Foote, Cone & Belding, bought one-half sponsorship of four programs, and Chemstrand Corp. Doyle Dane Bernbach, purchased one-half sponsorship of one program.

Blumberg to WNEW-TV As Business Manager

Kurt Blumberg has been named business manager of Metropolitan Broadcasting WNEW-TV, John E. McArdle, the station's VP-GM, announces. Blumberg comes to WNEW-TV from Robert Lawrence Productions, where he was sales VP, and his background also includes his association with United Artists TV as operations manager and Television Programs of American as sales syndication VP.



BLUMBERG

'Spotlight on Health'

"Spotlight on Health" premieres tonight on WWRL. Presented in cooperation with the New York Health Dept., it will be heard weekly, spotlighting common diseases.

Salinger Stoutly Defending Radio-TV at JFK Confabs

(Continued from Page 1)

since the hula hoop!"

As other anti Radio-TV critics tore into him, Salinger continued to stick by his guns. In decisive tones, he told them:

The White House decided nine months ago to make all press conferences available to live radio and TV. Until a better way develops of telling the nation what's on his mind, the President will continue to "go public" via the air.

In Washington, it is common knowledge that Mr. Kennedy depends strongly for information on news and documentary broadcasts. The President is known to have White House equipment for tape repeats of any programs he may have missed during their

Station Goes to the Fair for Viewers' Opinions

Houston—KHOU-TV, Corinthian station here, has established an exhibit at the current International Trade and Travel Fair so that staff and management personnel can meet the public on an individual basis and hear viewer comments on TV programs. Comments later will be analyzed for management's policy and operational purposes.

TV, RADIO WILL SHARE \$1,000 HISTORY PRIZE

Prizes of \$500 each will be given to the U.S. radio and TV stations which produce the two best programs dealing with state or local history during 1962. Co-sponsors of the contest for the fourth year are Broadcast Music, Inc., and the American Ass'n for State and Local History.

Similar grants will be made to state or local history agencies involved in the production of winning broadcasts. WSB, Atlanta, and WKY-TV, Oklahoma City, were last year's winners. Announcement of this year's winners will be made in the Spring.

Application blanks may be obtained from the American Ass'n for State and Local History, Madison, Wis., or BMI, New York.

Dorsey's Now a Hoosier As WXLW Program Chief

Indianapolis—Appointment of Howard Dorsey as program director of WXLW has been announced by Robert D. Enoch, executive VP and general manager of Radio Indianapolis, Inc.

During World War II, Dorsey was connected with the Jungle Network of Armed Forces Radio and was a key man in the operation of Radio Tokyo. His most recent assignments in his broadcasting career were with WGN radio and TV in Chicago and as a free-lance announcer.

Space-Age Bubble Car Can't Pop Thru Traffic

A space-age bubble car being used by WABC-TV in a promotion for the network's new "The Jetsons" series found the going hard last week as it tried to navigate through the heavy traffic in mid-Manhattan. The auto, a privately made Astra-Gnome, added to the heavily congested streets when other cars and pedestrians jammed around it, and police had to clear paths to keep it moving.

Kay Starr Takes Bow In 'Mr. Smith' Opener

Kay Starr guests in "Washington Hostess," premiere segment of ABC-TV's "Mr. Smith Goes to Washington" Sept. 29, sponsored by Edward Dalton Co. Division of Mead Johnson Co., via Kenyon & Eckhardt; Norwich Pharmacal Co., Benton & Bowles; Reynolds Tobacco, William Esty Co., and U. S. Rubber, Fletcher Richards, Calkins & Holden.

Produced by the net in association with Starstan-Fespar Productions, the series stars Fess Parker, Sandra Warner and Red Foley.

Sullivan Hosts Duchin At Pre-Show Reception

Peter Duchin, who will guest on "The Ed Sullivan Show" Oct. 7, will be feted at a celebrity and press preview party tomorrow night, hosted by Sullivan. The affair also celebrates Duchin's supper club debut at the St. Regis Maisonette, co-sponsors of the reception.

On the following night, Duchin will appear in a benefit opening, with the proceeds going to the International Rescue Committee. His regular performance starts Thursday.

Managing New AMer

Pearsall, Tex.—Jim Springer has been named manager of new station, KVVW.

'Loudness Indicator' Paper Wins A Prize

J. Lewis Hathaway, NBC staff engineer, will receive the Scott Helt Award of the Institute of Radio Engineers Professional Group on Broadcasting for his paper, "An Improved Loudness Indicator."

The award is presented annually for the best paper in the PGB publication, IRE Transactions on Broadcasting. Hathaway's paper, which appeared in August, 1961, described his work on testing indicators at NBC.

Since 1956, two of Hathaway's network projects have been nominated for Emmy awards. He engineered the first telecast, via airplane, from Cuba to the U.S., and devised a method of transmitting sound within a television picture.

Faber Replacing Hyman As TV Contract Manager

Seven Arts has named Buddy Faber TV contracts manager, replacing Jeremy Hyman who has been transferred to the corp's London office.

Prior to joining Seven Arts in Feb., 1961, Faber was with UA and UA Associated since 1957. He entered the TV film distribution industry in 1954 with Guild Films.

Miami 'Lie Detector' Hit

(Continued from Page 1)

tractive light."

WCKR rebroadcast the Radio Moscow program containing the charge, and many listeners sent in favorable comment. In addition, general manager Milton Komito said the State Dep't has encouraged the station to continue the broadcasts.

Bans R-TV Freezer Ads

Scranton—The FTC has entered into a consent order with Cleland Simpson Co. here, banning it from using radio and TV to sell freezers, food or a food-freezer plan with false claims.

Viewers Getting into the Act

A camera technique designed to make viewers feel as though they are playing the leading role of an insurance agent will be used in four new one-minute TV commercials filmed for use this Fall by the Institute of Life Insurance.

In a technique already explored by motion pictures, the camera itself will act as the eyes of the life insurance agent as he calls on clients.

The commercials will be televised for the first time during the Institute's co-sponsorship of 1962

AGENCY NEWSCAST

By RALPH TYLER

The 39th year of the Advertising and Selling Course of the Advertising Club of New York will open at the United Engineering auditorium Oct. 1 at 7:45 PM. Speaker for the opener will be Fen K. Doscher, VP-marketing for Lily-Tulip Cup Corp. Herman Goelz, Jr., of the Jam Handy Organization, and chairman of the course committee, will preside. Guest tickets may be obtained by writing or calling the club.

The League of Advertising Agencies, New York, announces election of Alden Advertising Agency to full membership. The agency, headed by Jack H. Casper and Sy Ripka, recently celebrated its seventh anniversary. It services a variety of industrial and consumer accounts throughout the U.S.

Heritage House, a new company formed by Diamond Alkali Co., Cleveland, and Seaboard Seed Co., Philadelphia, announced appointment of Wrmen & Schorr, Philadelphia, for advertising. The company will produce and market a full line of lawn products. Arthur B. King, director of marketing, has announced that an ad and sales promo budget approximating \$1 million has been allocated for 1963. "While our media approach is not firmed up as yet," King said, "we believe that TV and regional issues of national magazines will be used."

Freehold Raceway Holds 'Day' for Jack Sterling

Jack Sterling, WCBS early morning personality, will be guest of honor when New Jersey's Freehold Raceway observes "Jack Sterling Day" Oct. 9. To celebrate the occasion, Sterling will give away 150 pairs of free passes for the raceway. That day's feature race will be called the "Jack Sterling Trot" and the winning driver will receive "The Jack Sterling Trophy."

Thought for Today

"When a youngster has been in school all day, and has played out of doors for a couple of hours, who is to say that an hour of cartoons and comedy in the evening is cause for alarm? It may be just what the doctor ordered!"

—Richard Carlton
Trans-Lux TV Corp. VP

John L. Southard has joined Lennen & Newell as a senior VP and management account supervisor on the Colgate - Palmolive account. Southard comes to the agency from Papert, Koenig, Lois, where he had been an account supervisor. Prior to that he had been a management supervisor on the Procter & Gamble account at B&B.

To provide top corporate management representation for client and prospect development in its three western offices, Fuller & Smith & Ross has placed T. L. "Ted" Stromberger in the newly created post of western region senior VP. Stromberger, veteran of 25 years of west coast advertising prior to going to New York will assume his new post Oct. 15.

Stewart-Ford Combo Tops Alcoa TV Bow

James Stewart stars and John Ford directs when "Alcoa Premiere," presented by Fred Astaire, begins its second season on ABC-TV Oct. 4, with "Flashing Spikes," an hour drama written by Jameson Brener from a novel by Frank O'Rourke. Telecast every other week, it will be sponsored by Alcoa, via Fuller & Smith & Ross.

Jack Warden co-stars in the baseball saga, with Patrick Wayne, Edgar Buchanan and Tige Andrews. For added authenticity Los Angeles Dodgers pitcher Don Drysdale, ex-big league umpire Art Passarella, Vern Stephens, Ralph Volkie, Bud Harden, Earl Gilpin and Whitey Campbell, all ex-big league stars, are also seen.

FM Cancels Out in S.F.

Washington Bureau of RADIO-TV DAILY
San Francisco — KSF, educational FM station operated by San Francisco U., has gone off the air, with FCC canceling its license at the university's request.

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KNOWN ...
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Easton, Pennsylvania
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**No. 1
RADIO**
Beckley,
West Virginia
Tony Gonzales, Manager



**No. 1
RADIO**
Norristown-Philadelphia
Area
John Banzhoff, Manager

above stations represented nationally
by H-R... New York

also WQTY

our station coming up fast in
JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager



Indiana University Library
Bloomington Ind

ESTES TRIAL A VICTORY FOR TV!

Station Reps Survey Nets Ballot Blizzard Vs. 'Piggybacking'

Shared and piggyback TV commercials have gotten thumbs-down treatment from an overwhelming number of the nation's video operators, with the majority also saying it wouldn't make any difference "whether the products were logically related and smoothly bridged." These are among findings culled by the Station Representatives Ass'n in a survey of 509 outlets, responded to by 234 of them.

Only 8 per cent of those replying approved of shared-time commercials—with the majority qualifying answers. In addition, 72 per cent voiced disapproval, regardless of bridging.

The SRA study also found that 52 per cent of the respondents approved of one manufacturer ad.

(Continued on Page 7)

Sales Exec George Kolpin Exits CBS after 26 Yrs.

George Kolpin, veteran CBS-TV sales exec, has resigned after 26 years with the network to head his own radio station, KDMO, in Carthage, Mo. At the time of his resignation, he was sales manager of the Extended Market Plan of the CBS-TV network sales dept.

Weigel Gets Chicago UHF

Chicago—The FCC's Broadcast Bureau has granted Weigel Broadcasting here a new station on UHF Channel 26.

RCA Develops 2 Tubes For UHF TV Tuners

Harrison, N. J.—Two new thimble-size RCA nuvistor electron tubes have been developed specifically for UHF TV tuners and are being introduced for use in new TV sets that will be equipped to receive all channels. Over 1 million nuvistors are currently being used in the tuners of VHF TV sets.

STUDIO-CRAFT PROPOSED TO HYPO VIEWER APPEAL

A new technique of measuring response to TV, which makes the audience work for what it wants to watch, has indicated TV may not be packing a visual punch. Experimenters found that viewers worked harder to keep movies in sight on a TV set than programs.

CRAMER CHARTS SHOW 'FUTURES'

Agency Broadcast Chief Moves into ABC-TV Post

Douglas S. Cramer has left Ogilvy, Benson & Mather to join ABC-TV as program planning director. For nearly four years he was broadcast supervisor on most of OBM's major TV accounts, and before that was a program supervisor for Procter & Gamble Productions, overseeing a dozen of its top nighttime programs and many

(Continued on Page 7)

Performers, Writers Eyed for TV 'Joey'

Hafner-Green Productions, new firm created by producer Les Hafner and composer-musical director Johnny Green to make TV musical specials, is auditioning performers and writers for a 90-minute adaptation of "Pal Joey," the company's initial venture. Durgom-Katz Associates reps the new firm.

The deal for TV rights, including domestic rerun, were closed thru Howard E. Reinheimer, legal

(Continued on Page 6)

'Manchurian Candidate' Ads Infiltrate Web Election News

Viewers watching ABC-TV's election night coverage Nov. 6 will see Communists try to infiltrate this nation's highest office — but it won't be for real.

In all candor, it will be a promotion by United Artists in behalf of its new motion picture, "The Manchurian Candidate," which takes a "fantastic-yet-possible" look at how Reds might attempt to gain control of the United States.

UA's participation as an election

Harvard Prof. Ogden R. Lindsley, who explains the new technique in the current issue of the Journal of Advertising Research, said perhaps movies have the edge "because so many TV producers and performers were trained in radio and have not yet learned to take full advantage of the video portion of TV programs."

Lindsley found that with a

(Continued on Page 7)

Golden West Taps Wilkins As GM of Oregon Outlet

Portland, Ore.—Fulton Wilkins has been named as general manager of KEX here by Golden West Broadcasters. He comes here from GWB's K-SFO, San Francisco, where he was a member of the sales staff. Before that Wilkins spent four years with CBS Spot Sales in New York, and was with KNX, Hollywood.



WILKINS

Plans for the KEX Golden West

(Continued on Page 3)

Texas Judge Rules For Video in Court As Defense Protests

By ARTHUR PERLES

A smashing victory for TV's right to cover courtroom proceedings along with other news media came yesterday in Tyler, Texas, at the opening of Billie Sol Estes criminal trial on charges of theft, swindling and embezzlement.

In a very real sense, the decision by veteran Seventh Texas District Judge Otis T. Dunagan to permit video cameras into his tribunal, over the strenuous objections of defense counsel, was an equally great victory for WFAA-TV, Dallas, and its intrepid general manager, Mike Shapiro.

Stakes High, Odds Formidable

Shapiro had played a long shot and won! For more than a month he had a crew of 15 preparing for the trial with the odds against him that they would ever be allowed into the court. Yesterday morning, the stakes were piled even higher as the station's quarter-million-dollar mobile camera pulled up to the front steps of

(Continued on Page 3)

Hahn Named to Manage New FM in Ft. Worth

Ft. Worth—The Wendell Mayes organization has appointed Jere Hahn manager of KXOL-FM, which will begin operations in about 45 days as this city's 10th radio station and fourth FM facility. Since 1958, he has been assistant manager of Mayes' KCRS in Midland, and before that was with KXOL-AM, also in Fort Worth, for 10 years.

FCC Tech Research Unit Slated for Reorganization

Washington — The FCC has made its second reorganization in line with the controversial Booz, Allen & Hamilton management survey, this time involving the technical research division. The present operation is to be cut in two, forming a technical division and a research division.



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Gold Mikes Glitter As Newsmen Prizes

West Coast Bureau of RADIO-TV DAILY Los Angeles - Broadcast newsmen will be presented "golden mike" trophies for achievement at the 13th annual awards banquet here Oct. 4 of the Radio and TV News Ass'n of Southern California.

Awards are based on entries of material broadcast from July 1, '61, to June 30, '62, with a committee from Sigma Delta Chi journalism fraternity judging. Awards will also be made to both a radio and TV stations for "the most outstanding support of a news operation."

KOGO-TV Sales Exec

San Diego-Bruce Fleming has been appointed account exec at KOGO-TV. He was formerly with XETV.

AVAILABLE

TV EXECUTIVE SEEKS NEW AFFILIATION. EXPERIENCED: TIME SALES, BUYING; STATION RELATIONS; AGENCY/ACCOUNT RELATIONS; RESEARCH; SALES DEVELOPMENT; BARTER; FILM SYNDICATION. WRITE BOX 204, RADIO-TV DAILY 1501 BROADWAY NEW YORK 36, N. Y.

COMING AND GOING

JACK LORD, star of "Stoney Burke," touring Chicago, Cincinnati, Detroit, Washington and N. Y.

ART WEINGARTEN, writer of NBC-TV's "Your First Impression," in N. Y. from L. A. for a week's stay.

OSCAR KATZ, CBS-TV daytime programs VP, in Hollywood on business.

RICHARD EGAN and TERRY MOORE, co-stars of "Empire," in town to promote series.

BOB FULLER, of the "Laramie" series, has returned to the Coast following personal appearances in St. Louis, Nashville and N.Y.

BEVERLY BAKER, of Ruder & Finn, has left on a tour of major Eastern markets for radio-TV appearances on behalf of Bissell, Inc.

WALTER BRENNAN, star of CBS-TV's "The Real McCoys," in Charlotte, N. C., for a personal appearance before the Theatre Owners of North Carolina and South Carolina.

Musicasters Take 6th At NAB N.Y. Session

The Musicasters Programming Conference will begin its sixth year of operations Oct. 18-19 during the NAB Fall meeting at New York's Biltmore Hotel, it was announced by Lee Novak, who has been re-appointed to the post of executive secretary of the organization.

All 10 directors of MPC have been renominated for 1962-'63: Jim Ameche, Sepulveda, Calif.; Ed Bell, WIVY, Jacksonville; John S. Booth, WCHA, Chambersburg, Pa.; Paul Cowley, WKLO, Louisville; Simon Goldman, WJTN, Jamestown, N. Y.; Bob Gribben, KDTH, Dubuque; Evan Hughes, KVOL, Lafayette, La.; Phil Lampkin, MBS, Washington; Sam Elber, Toronto, and Howie Leonard, WLOB, Portland, Me.

Six New Nominations Made

Novak also said the nine members of the Advisory Council have been held over for another term, and six new members have been nominated. In addition, KERRadio has been authorized to continue representing and releasing "MPC Format."

ASCAP Coast Meeting Puts Off Golf Tourney

ASCAP Fall meeting of the West Coast membership Oct. 4 will feature reports by president Stanley Adams, director J. J. Bregman for the Executive Committee, and comptroller George

Adams will join New York Mayor Wagner and other celebrities paying musical tribute to Richard Rodgers tomorrow on the steps of the Fifth Avenue Library. Rodgers has been an ASCAP director for many years..

Hoffman with the treasurer's report at the Hollywood Palladium.

The Music Industry Golf Tournament, scheduled for the same date as the ASCAP meeting, has been changed to Oct. 26-28 in Palm Springs.

JACK'S DAUGHTER HEADLINES SHOW

Joan Benny Ohio-bound To Open 'Dale Young Time'

Cleveland-Joan Benny, daughter of Waukegan fiddler Jack Benny, will headline the guests on the premiere of WJW-TV's new "Dale Young Time" Monday. An actress in her own right, she'll talk about her career, her father and her recent wedding in Hollywood.

The program, originating from the Copa Theatre Restaurant, will be viewed daily by a live audience of 100. Pat Jaffrin is handling the ticket arrangements at WJW-TV.

Happy 38th Anny To Boston CBS O-O

Boston-WEEI, CBS o-o here, will celebrate its 38th birthday Saturday. Among those on hand will be two active employees who have been with the station almost since its beginning in 1924.

E. B. Rideout, pioneer broadcast meteorologist, joined the station in August, 1925, and Carl Dickerman, WEEI senior announcer in February, 1926. In addition, 15 employees are members of the "20 years club." Many now famous announcers were once employed at WEEI, among whom are Ed Herlihy, Frank Gallop and Warren Hull.

Tribute for Loud Speakers

Columbia U. is honoring the 50th anniversary of a discovery by Edwin Howard Armstrong which took radio out of the ear-phone state and made loud-speaker reception as we know it today possible.

The inventor, then a 21-year-old undergraduate at Columbia's School of Engineering, discovered the "feedback" circuit which produced the type of radio receiver sensitive enough for broadcasting

FINANCIAL

(September 24)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists over-the-counter stocks like Jerrold, Meredith, Seven Arts, etc.

Pitt Outlets Answer What Makes Poli-Ticks

Pittsburgh - "Some of the People, Some of the Time," a new series designed to acquaint citizens with the workings of politics, will be aired on WJAS-AM-FM here beginning today.

Texas Judge Rules:

TV 'Proper in House of Lord', in Court, Too

New CBC Radio Net Replaces Two Webs For English Lingo

Special to RADIO-TV DAILY

Ottawa — The CBC Radio Network, a new English-language web, will be put into service on Monday, replacing the corporation's two long-standing English-language radio nets—the Dominion and Trans-Canada. CBC president Alphonse Ouimet said the new facility will provide a guaranteed weekly minimum of 26 hours 7 minutes of national radio service.

The new network will consist of 79 stations, 24 CBC-owned and 55 privately owned, which, together with 81 low-power repeater transmitters, will make possible an expected coverage of some 90 per cent of English-speaking Canadians.

47 Stations Lined Up

"To date, 47 private stations have signed, or agreed to sign, affiliation agreements," Ouimet said. "Negotiations are proceeding with eight private stations, whose participation would complete the projected national coverage."

The CBC also announced it has agreed to a 10-year contract with Bell Telephone of Canada, on behalf of the Trans-Canada System, for the provision of facilities for its radio networks. Under terms of the contract, members of the Trans-Canada Telephone system will furnish the CBC with full network radio facilities starting Monday. The contract will provide transmission facilities for the CBC's English and French radio networks.

Art Simmers Gets Boost To WPTR Sales Pinnacle

Albany, N. Y.—Art Simmers has been promoted from local sales manager to general sales manager at WPTR. Simmers joined WPTR in January and in May was hiked to local sales manager.

Humane Ass'n Cites ABC For Care of TV Animals

The board of directors of the American Humane Ass'n has presented an award of merit to ABC "for establishing procedures to assure compliance with high standards for the care and handling of animals in TV." ABC continuity director Grace Johnsen accepted the award at the 86th AHA convention in Philadelphia.

Decision Represents Victory for WFAA-TV On Sta. 'Long Shot'

(Continued from Page 1)

Smith County Courthouse in Tyler.

Then came the protestations of Estes' lawyer who, it is believed certain, will ask for a postponement and undertake other legal measures to block video from the trial.

Judge Dunagan's concluding remarks, likely to make communications history as a classic were:

Properly Supervised

"If it (TV) is a proper instrument in the house of the Lord, it is not out of place in a courtroom, properly supervised."

The jurist had subpoenaed WFAA-TV's operation manager, Jim Pratt, to explain in detail the modus operandi of courtroom electronic media reporting and give the bench assurances of accuracy as well as warrant that decorum would not be adversely affected.

Shapiro told RADIO-TELEVISION DAILY he is prepared to cancel all regular station programming to bring his audience every moment of the trial via his crew of newsmen, announcers, commercial and tape engineers. Although this may involve a heavy loss of revenue for the station, Shapiro declared it is a judgment based on the obligations of public service.

In Tie with KLTW

With station manager Ed Pfeiffer one month ago, he, started working on details for the current assignment in collaboration with KLTW, Tyler video outlet, to cover the trial's long as cameras were allowed in.

Text of Judge Dunagan's reply to Estes' counsel follows:

"We have watched TV grow from its infancy until its maturity. But it is a news medium and, so, I really don't see any justified reason why it should not be permitted to take its proper seat in the family circle.

Cites 'Circus' Charge

"However, it will be under strict supervision of the court. I know there have been pros and cons of televising in courtrooms. I have heard some say that it makes a circus out of a court.

"I had the privilege yesterday morning of sitting in my home and viewing a sermon from the First Baptist Church over in Dallas and certainly they do want any circus in that church.

"I feel, if it is a proper instrument in the house of the Lord, it is not out of place in the courtroom, properly supervised."

Britain's Commons' Debates Due for Telecast?

London—Granada TV's bold experiment in televising the Trades Union Congress for the very first time, has met with enthusiastic approval by Britain's columnists. Even politicians have added their bouquets. James Callaghan, "Shadow Chancellor" of the Labor Party, has said the Granada enterprise could pave the way for televised debates from the House of Commons. He favors 30-minute, carefully edited summaries which could be transmitted each evening during Parliamentary sessions.

WCBS Mail Campaign Stamped Tops by DMAA

WCBS has received a Direct Mail Advertising Ass'n award for a campaign supervised by James F. X. Mullen, the station's sales promo manager. The 1962 Leader award for the best direct mail campaign was presented at the DMAA's 35th annual convention at Chicago. WCBS' campaign will become part of an exhibit touring the U. S. and Canada.

Duke Becomes a DJ On Son's Jazz Show

Famed jazzman Duke Ellington took on a new assignment yesterday—to serve as a disk jockey. It's for six-a-week series presenting his son, Mercer, in a music show on WLIB which is exclusively devoted to the metropolitan New York Negro community.

Ellington pere will cut tapes with jazz personalities he meets while touring his band around the country. These will be used as daily interviews on "The Jazz Show with Mercer Ellington."

Clan Gathers Here

Father and son, along with other members of the Ellington clan, forgathered yesterday in midtown with agency and station personnel at a luncheon hosted by Harry Novik, genial general manager of WLIB.

On hand for Mercer's send-off was Billy Taylor, his predecessor at WLIB, who has moved over to WNEW, also in New York.

Mercer, 43, has already achieved note as a composer, arranger and instrumentalist. Although the trumpet is his favored instrument, Mercer played sax when the Duke permitted him to sit in with the band at 17. He formed his own band in 1939 and later rejoined his father's orchestra.

Stamler Co-Chairs ATAS Stations Unit

Joseph P. Stamler, VP-general manager of WABC-TV, has been named co-chairman of the Local Stations Committee of the Academy of Television Arts and Sciences, it was announced by chairman Bennet Korn, president of Metropolitan Broadcasting. The committee serves as liaison between New York TV stations and the New York chapter of ATAS.



STAMLER

WBRZ's Manship Tops Baton Rouge Chamber

Baton Rouge—Douglas L. Manship, president and general manager of WBRZ-TV, has been elected president of the Baton Rouge Chamber of Commerce for the coming year and will assume office Monday.

A former reporter on the Baton Rouge "State-Times," he was named secretary of Baton Rouge Broadcasting Corp. in 1946, secretary-treasurer in 1947 and president in 1949. Manship was named secretary-treasurer of the NBC Radio Affiliates Executive Committee in 1957, and president of the Louisiana Ass'n of Broadcasters in 1960-'61.

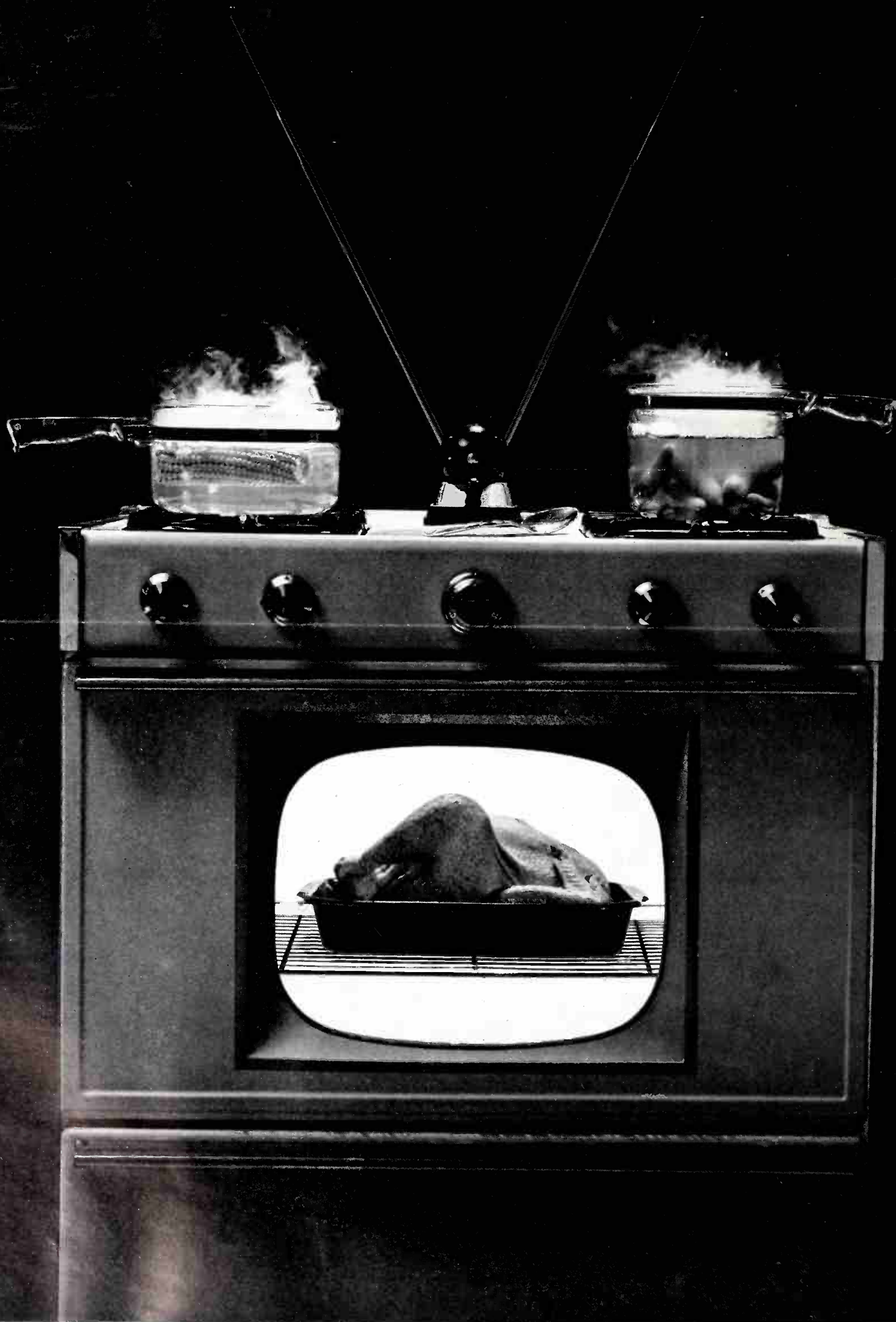
Golden West Taps Wilkins As GM of Oregon Outlet

(Continued from Page 1)

operation include stepping up activities in the news department; substituting several new announcers to conform with the Golden West broadcast policy; increasing community integration through continuous public affairs programming; and initiating more audience participation activities.

Church FM Reaffirmed

The FCC has reaffirmed its July 20, 1960, grant of the Riverside Church application for a new Class B FM station in New York City, while dismissing Huntington-Montauk Broadcasting's bid for the same facility in Huntington, L. I.



What's Cooking?

Appetizers

Americans are spending the biggest part of their income on food.
Food manufacturers are the heaviest advertisers in America.
People are spending more time watching television than eating.

Main Course

Food advertisers invest more of their money in television than in all other media combined.

Chef's Recommendation

Supermarket dealers vote television the most effective sales medium (including newspapers, magazines and radio).

Specialty of the House

Currently the CBS Television Network has even more food advertising on order for Fall than it had a year ago.

Pièce de Résistance

Within television, for the tenth straight year, food advertisers are spending the largest portion of their budgets on the CBS Television Network.

Dessert

For the seventh straight year Americans are spending more time watching the CBS Television Network than any other.

CBS Television Network

NO SUBSTITUTIONS, PLEASE

1st Negro at Prep School Studied on 'Look Up, Live'

"The Counterfeit of It," a drama by Lee Hays about the first Negro boy to be accepted by an exclusive prep school, will be presented Sunday on CBS-TV's "Look Up and Live." The boy is played by Billy Dee Williams, who appeared on Broadway in "A Taste of Honey." The half-hour drama was produced by Chalmers Dale and directed by Joseph K. Chomyn.

Educators on Panel For New Kids Show

Seven educators will serve as a panel of advisors for "Exploring," a newly weekly educational series for children which will bow Oct. 13 on NBC-TV.

Panel members are: Dr. Wayne O. Reed, deputy U. S. Commissioner of Education; Dr. Lawrence G. Berthick, executive secretary, National Education Ass'n; Dr. John Rackley, VP for instruction, Pennsylvania State U.; Dr. Mina Rees, dean of graduate studies, New York city colleges; Gilbert Seldes, dean of the Annenberg School of Communications, U. of Pennsylvania; Mrs. Augusta Baker, chairman of the Children's Books and Broadcasting Committee, American Library Ass'n, and Dr. W. Linwood Chase, former dean of the School of Education, Boston University.

'Hy Old Time' To Change As Gardner Enters 9th

"The Hy Gardner Show" will tee off in a new prime time slot, 7 to 8 PM, on WOR-TV when it begins its ninth year Oct. 7 in New York. Sponsor is Dime Savings Bank.

Gardner will talk with Eddie Fisher on the opener. The singer will also be interviewed by teen-aged editors of local high school newspapers.

OBITUARIES

Weldon Cornell

Kendallville, Ind.—Weldon Cornell, 52, president of the Noble-DeKalb Broadcasting Co., operator of WASK, is dead here.

Jules Blair

Toledo—Jules Blair died here at 76. A 30-year radio-TV veteran, he served as director of WSPD talent shows and also was featured on the station's "Alarm Clock" show.



By TED GREEN

• • • Phil Silvers returns to the TV screen via his own producing company, which he formed after completing "Forty Pounds of Trouble" and "It's a Mad, Mad, Mad, Mad World." . . . The producers of "The Great Escape" want Steve McQueen alive, not dead, and are trying to quell his sports car racing until after the shootings over . . . Talk of the Vegas lounges is songstress Marion Colby, chirping at the Flamingo Hotel and a good bet for a TV series . . . The Lancers, popular singing group, are brushing up on Chinese and Japanese for an upcoming Orient tour. "Velly confusing," says Jerry Meacham, one of the singers.

• • • TV actress Susan Oliver will play opposite Robert ("Untouchables") Stack in "Caretakers" film . . . "Miracle Worker" star Anne Bancroft is not only a favorite of film audiences, but of those who watch the video medium, too . . . Tom Tichenor, who created the "Carnival" puppets, will guest one week on the Nashville TV station where he once had a regular video show . . . Lou Eberhardt has joined Cincinnati's WSAI as news editor. He formerly was at WNOR, Norfolk . . . Margaret "Peggy" Weissengruber, executive secretary to the executive VP of Broadway Maintenance Corp., Joseph G. Lipkins, has been chosen "Miss Broadway Maintenance" . . . Rita Moreno is in town to promote her latest, "To Be a Man," and do several TV guesters . . . After Telly Savalas completes the filming of "The Grand Duke and Mr. Fimm" on the French Riviera, he'll fly to London to act on the BBC-TV version of "The Winslow Boy."

• • • Meet: Yolande Bavan, new addition to jazz singers Dave Lambert and Jon Hendricks, blends her exotic beauty with the music interpretations of the Western world. Born in Ceylon, Yolande first entered show business in Australia. While on vacation, she began singing with a local group and wound up touring the Far East for two years. Later going to England, she was chosen to play a straight part in a TV drama, which led to a two-year contract for five plays a year with BBC-TV. When Sammy Davis, Jr., appeared in his first straight role on TV, it was on BBC in a play titled "Day of the Fox." Yolande played opposite him as his wife. She was also the first Indian girl to play the lead in "Cleopatra."



MISS BAVAN

• • • Joe Franklin will devote his "Memory Lane" TV variety show entirely to veteran bandleader Sammy Kaye Oct. 2, when he telecasts "A Tribute to Sammy Kaye" . . . A must to read, Yale Roe's new book published by Hasting House, "The Television Dilemma." You'll get answers to "Do we need more public service?" "What's wrong with educational TV?" "Are TV critics qualified?" "What can businessmen do about TV?" "How much government is too much?" "What about the public's double standards?" . . . The first pilot 60-second commercial of the planned meat package series of TV "syndividual" commercials, using a revolutionary new animation technique, has just been completed. Produced by A.T.U. Productions.

Mayorality Hopfuls Quizzed

Cleveland—Prof. William P. Irwin, chairman of the political science dept of Western Reserve U., will moderate the KYW-TV and Radio quiz of Democratic candidates for mayor of Cleveland scheduled to be simulcast here tomorrow.

A similar expression of views by the qualified Republican candidates for mayor has been announced by the station, at a date

not yet set. KYW officials have put no time limit on questioning by newsmen, but said it will continue as long as the discussion serves to add to public understanding of major issues in the election.

Trip to Auto Show Prize In 'Awaited Car' Contest

Atlanta — WSB will award an all-expense paid weekend for two at the 44th National Automobile Show in Detroit as first prize in a contest that asks listeners to pick the 1963 car they most want to see and drive.

St. Petersburg Outlet 35th Ann'y Due Soon

St. Petersburg — WSUN sales manager Jack Weldon will travel to New York tomorrow for a three-day business trip in conjunction with the station's plans regarding the celebration of its 35th anniversary in November. Weldon is currently attending the RAB Management Conference in Atlanta, which is scheduled to wind up today.

WSUN, in preparation for its birthday, has prepared a new market profile, "WSUN Dominates," which shows the paralleled growth between the station and the Central Florida west coast area and includes a 10-year picture of the Tampa-St. Petersburg build-up.

Astronaut Takes to Air Via Pittsburgh Interviews

Pittsburgh — A series of interviews recorded at the Manned Spacecraft Center, Houston, are being presented this week on KDKA's "Program PM." Astronaut Donald (Deke) Slayton will be heard in an exclusive interview.

KDKA space reporter Mike Levine quizzed Slayton shortly before the latter's appointment as astronaut affairs officer, a post designed, ironically, to prevent "exclusives." John Glenn and Project Mercury flight director Christopher Columbus Kraft will be heard later this week.

TV 'Pal Joey' in Work

(Continued from Page 1)

counsel for Richard Rodgers, the Lorenz Hart estate and John O'Hara, whose original short stories for New Yorker magazine served as the basis for "Pal Joey." Rodgers and O'Hara are serving as script and casting consultants to the producers.

Hafner's most recent TV venture was producing "The Dennis O'Keefe Show. Green, four-time Oscar winner who is currently completing his assignment as musical supervisor of the film version of "Bye, Bye Birdie," will handle all musical chores on "Pal Joey." The entire original score will be included in the TV adaptation.

UA-TV Signs Two, Sees 12 More Deals

United Artists-TV has signed agreements with two independent producers for potential films series, and plans to announce 12 more such agreements by year's end. The company has also allocated \$1 million for program development.

TV producer-director Walter Grauman has been signed to produce an hour pilot about a novelist, employing an abstract film technique which UA says will be presented on TV for the first time.

UA executive VP in charge of programs Richard Dorso has also made final arrangements with producer-writer Richard Baer to produce a half-hour situation comedy about a professional football player who becomes head coach at his college alma mater. Both films will be produced in Hollywood.

Welk's 5-State Junket Stops at Allentown Fair

Allentown, Pa. — Lawrence Welk and his TV "family" have opened a five-night engagement at the Greater Allentown Fair, following a two-night stand at the Eastern States Exposition, Springfield, Mass.

Continuing on tour, the champagne music maker will take his troupe to the Corn Palace, Mitchell, S.D., then to the Crown Theatre, Chicago. He'll wind up the jaunt Monday at the Coliseum in Fort Wayne.

New Measuring System

(Continued from Page 1)

comedy TV show, a greater work-to-see response was effected by actors who had prior experience in silent films (in this case, Chaplin and the Keystone Cops), than by performers originally on radio (in this case, Bob Hope and Jimmy Durante).

The new technique works this way: viewers are placed in front of a TV screen and given a switch that will keep the image bright if they press it rapidly, dim if they press it less often, and blacked out altogether if they press it not at all. The audio part of the TV program was continuously presented to the viewer through earphones.

Commercial Unwanted

In the cases described by Lindsley, the viewer rarely bothered to press the switch for commercial. Lindsley commented that "the video channel of these commercials was wasted. They might just as well have been presented on radio."

AGENCY NEWSCAST

By RALPH TYLER

Chevrolet will use a blockbuster six-minute commercial with the 11 stars of its "Bonanza," "My Three Sons" and "Route 66" series to introduce its new automobile Sunday on the tag end of "Bonanza."

"Bonanza" will run uninterrupted by commercial breaks until the six-minute wrap-up at the end, to be called the "Ponderosa Party." The commercial was planned by Campbell-Ewald, which first checked out, through Nielsen, audience flow (would viewers still be there at the show's end), reviewed past research for viewer attentiveness to star commercials, and searched for indications of viewer reactions to longer commercials (the longest found was four minutes).

Cleary - Strauss - Irwin & Goodman has been retained as PR counsel for the Lytton Center of the Visual Arts, Los Angeles. A campaign will be launched this week on behalf of the forthcoming Cos-

tume Designers' Guild exhibit at the center, opening Oct. 1.

Joseph A. Lenn, VP in charge of sales, said the pace of new business spot buys has stepped up at WHLI, Hempstead, Long Island. Among the new accounts are: Roosevelt Raceway, Burlington Mills for Supp-Hose, Dupont Zerech, Heritage Swimming Pools, Security National Bank, Continental Baking Co. for Daffodil and Wonder Bread, Red Coach Grills, Ford Motor Car, N. Y. and New England Apple Growers, Gimbel's, Arthur Murray Studios, Page Motors, New York Journal American, Jamaica Water Supply, Adelphi College, C. W. Post College, Rambler N. Y. and N. J. and Roosevelt Field Shopping Center.

Hour Colorcast Eyes Nat'l Cultural Center

An hour color NBC News special on the proposed National Cultural Center in Washington will be aired Nov. 11 on NBC-TV, with the net's White House correspondent Sander Vanocur as host.

Edward Durrell Stone, who designed the center, will appear with a model of the building. National cultural center activity abroad, such as the Paris Opera, Covent Garden in London and the Vienna State Opera, will also be seen.

AWRT Seats Pat Oliver

Washington Bureau of RADIO-TV DAILY
Washington—Pat Oliver, executive director of Greater Washington ETV Ass'n, has been installed as the new local prexy of AWRT.

Satellites Symposium Opens N.Y. Film Fete

"How Communication Satellites will Affect Our Future" will be the opening feature today of a three-day gathering during the Industrial Film & A-V Exhibition, combined with the International Film Festival of New York, at the Barbizon-Plaza Hotel.

Participating in this symposium are Ralf Brent, president, WRUL, New York; Albert Hedrich, communication consultant, NASA's Goddard Space Flight Center, Washington, and Jerome Krous, manager, technical planning, ITT Federal Laboratories, Nutley, N. J. A 10-minute film on Echo II, as well as other visual features, will be part of the program.

Shared Commercials Blasted

(Continued from Page 1)

vertising two or more of his own products in one commercial, with 28 per cent against and 20 per cent undecided.

However, of those approving, 87 per cent said they wouldn't accept the ad unless the products were integrated to give the appearance of one continuous announcement, and 86 per cent stated no single manufacturer should be permitted to air more than two of his products in one commercial, regardless of circumstances.

The NAB Code also came in for some criticism, with 55 per cent saying it is too lenient on integrated and piggyback TV ads. Only 43 per cent felt it is fair

enough, while 2 per cent said it is too restrictive.

In addition, 88 per cent who thought there is too much leniency, said it is within the province of the Code to specify that no more than two products may be advertised in a 60-second commercial or less and that such commercials will not be acceptable unless they are properly integrated.

As a final note, 95 per cent of the respondents felt that a station shouldn't accept shared announcements on a network basis, when they don't conform to the Code and/or station's policy governing such announcements on a local or national basis.

Bank Buys 12 Specs On Frisco's History

West Coast Bureau of RADIO-TV DAILY

San Francisco—"The San Francisco Pageant," a series of 12 public affairs programs scheduled on a monthly basis and devoted to history of the bay area, will bow Thursday on KPIX, sponsored by Home Mutual Savings and Loan Association, via Wenger-Michael.

The Palace of Fine Arts was the scene of a press conference yesterday, when Bay Area press toured the historic edifice and screened "The Innocent Fair," premiere program in the half-hour series.

A nostalgic re-visit to the Panama Pacific International Exposition of 1915, it is narrated by Walter Johnson, San Francisco businessman, who donated \$2 million for the restoring of the Palace.

Stoney's Beer Pays Tab For 10 Pitt 'Scoreboards'

Pittsburgh — Stoney's Beer, via Cavanaugh Morris Advertising, will pick up the tab for 10 KDKA "Football Scoreboard" programs this season. Bill Steinbach will air a 10-minute roundup of scores following each Penn State grid match on the station.

Play-by-play accounts of the games are being sponsored by the Gulf Oil Co., with Tom Bender and Randy Hall handling the commentaries.

Show 'Futures' Charted

(Continued from Page 1)

of the P & G-owned daytime serials.

Cramer's earlier background included production jobs at Radio City Music Hall, where he was assistant to Leon Leonidoff, and with MGM in Hollywood. He previously taught theatre at the Carnegie Institute of Technology, and has authored several plays, including "Call of Duty," produced at the Provincetown Playhouse, and "Love Is a Smoke," performed in Summer stock.

Chi Farm Director Hosts Livestock Confab

Chicago — Some 60 leaders in industry, agriculture and education will gather at WMAQ/WNBQ farm director Everett Mitchell's "Beautiful Day" farm tomorrow for a one-day conference to spotlight recent research developments in the use of forage in livestock feeding. A series of 12 broadcasts for Mitchell's WMAQ five-a-week "Farm and Home" program will be developed from the confab.

Another example of the
 Storer Stations' Community service: **Thoughtful,
 courageous, imaginative
 WITI-TV editorials
 are helping Wisconsin
 citizens to understand
 key public questions
 by presenting soundly
 reasoned opinions."**

Senator William Proxmire
 1962 CONGRESSIONAL RECORD - SENATE

IMPORTANT STATIONS IN IMPORTANT MARKETS

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	



WEBS SCOUTING ORBIT SPONSORS

Minow to Reveal His Views on Satellites at IRTS

FCC chairman Newton N. Minow will discuss long-range implications of satellite communications tomorrow when he addresses the first Newsmaker luncheon of IRTS at the Roosevelt Hotel. His first official comments about Telstar will concern its cultural, political and diplomatic implications.

Shock Waves Follow Canada 'Berton Hr.'

Special to RADIO-TV DAILY

Toronto — Screen Gems' first venture into the actuality arena—the taped, across-the-board night-timer "The Pierre Berton Hour"—has been making press headlines since its debut last week in five Canadian cities.

Controversy was kicked off with guest David Susskind's comments on opener that Canada was "a great chunk of geography limping painfully toward anonymity" and that Canada produces "some of the most sublimely dull men on the face of the earth." A succeeding show with three women guests was described by the Toronto Star as "the frankest discussion about

(Continued on Page 9)

ETV Okayed for Alabama But Channel Switch Nixed

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has made final assignment of UHF Channel 44 to Huntsville, Ala., for educational use on petition by Alabama ETV Commission, though denying a later petition to substitute 25 for 44.

Brown-Nixon Debate Gets KTLA Prime-Time Slot

Washington Bureau of RADIO-TV DAILY

Los Angeles—KTLA has slated prime time for the only scheduled debate between California's Gov. Edmund G. "Pat" Brown and gubernatorial candidate Richard M. Nixon.

Gov. Taps Goodwill Prexy

Detroit—Worth Kramer, Goodwill stations prexy (WJR, here and WJRT-TV, Flint) has been appointed to the Michigan Cultural Commission by Gov. John B. Swainson.

'You Were Big Help': AP Cites 3 Stations

Minneapolis — Three stations will be awarded citations today by the Associated Press Managing Editors Ass'n at its annual convention here.

Named for "outstanding cooperation in the coverage of news events" are radio station KNBC, San Francisco; WCYB, radio and TV, Bristol, Va.; and KRLD, radio and TV, Dallas.

KNBC's news editor, Bill Reddy, gave AP the first tip on the escape of three convicts from Alcatraz

(Continued on Page 10)

Thomas Swafford's Firm Buys Albuquerque Outlets

Albuquerque — Newly formed White Oaks Broadcasting Co. has purchased all tangible assets and acquired the licenses of franchises held by KDEF here, including a

(Continued on Page 10)

Blending Latin Beat, Top 40 Scores a Hit in Puerto Rico

Special to RADIO-TV DAILY

San Juan, P.R. — More than 500 leading business and government figures in this area have been invited by WUNO (formerly WRIO) to a reception in

the El San Juan Hotel Friday, to mark inauguration of the station's new format, "Top 40" music and news, the first time for this concept on the island.

William M. Carpenter, principal owner and president of WUNO, noted that, because of the difference in lan-



CARPENTER

Desilu's Sales Chief Hits 'Gloom & Doom' On Syndie's Future

West Coast Bureau of RADIO-TV DAILY

Hollywood — "Gloom and doom philosophy" of those predicting syndication's virtual end was derided here yesterday by Richard Dinsmore, VP and general manager of Desilu Sales, Inc., who maintained the syndie business is "booming."

Addressing the company's first international sales conference, Dinsmore said a large part of Desilu revenue now comes from outside the U.S. and the percentage will become

(Continued on Page 8)



DINSMORE

'Dennis' Rampage in D.C.

Cast and crew of CBS-TV's "Dennis the Menace" series take off Sunday to film an episode in Washington, marking the third location production planned for the show. Others include San Diego and Hawaii.

Time Sales to Lighten Heavy Coverage Cost Sought; Date Nears

With one "total-buy" sponsor each, both NBC and CBS video webs are in "launching shape" for the fifth manned-orbital shot, now scheduled for Oct. 3, as broadcasters continue to press sales drives to lower their costs on reporting the next leg of the space race. Mutual is the only other network with a sponsor deal at present.

Gulf Oil, through Y&R, has purchased full sponsorship of NBC-TV's shot cover, but it is still undetermined whether the network will remain with the space explorer continuously, or cut-back to Cape Canaveral periodically as other radio and TV nets have planned. On the day of the projected space probe, NBC also will telecast the World Series opener from Los Angeles.

Metropolitan Life Insurance Co.—also through Y&R—has taken full sponsorship of the CBS-TV space reports which will be on the air prior to lift off and "at all key times during the Schirra flight."

Minnesota Mining and Manufacturing (Continued on Page 9)

Pete Matthews Co. Buys R.I. Outlet for \$185,000

Westerly, R.I.—WERI has been sold by Dr. Augustinel Cavallaro, Sr., and family to Westerly Broadcasting, William E. (Pete) Matthews 60 per cent owner, for \$185,000, subject to FCC approval. National media brokers Hamilton-Landis & Associates handled the deal for the 250-watter on 1230 kc.

AFTRA-WNDT Signing Is Anticipated Today

Settlement of the strike called on Sept. 16 by the American Federation of TV and Radio Artists against WNDT here is expected by this afternoon. The station was operating on its Channel 13 last night after engineers crossed the AFTRA picket lines. The educational station plans to start its regular programming today.



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ficio Espana, Grupo 4, Planta 14.

Execs Leave Studios For Viewers' Views

Philadelphia—WCAU-TV executives conducted on-the-street interviews with the viewing audience for Saturday's edition of "Inside TV Ten," a once-a-month series in which viewers' questions about station policy are answered.

Appearing on the program will be VP and general manager John A. Schneider, director of public affairs George Dessart and program film manager Howard Wegbreit.

WDAU logo with 'A DOMINANT VIEW' and 'scranton-wilkes barre and WGBI represented by H-R'

COMING AND GOING

ROBERT W. BRECKNER, KTTV president, in London on vacation.

RALPH EDWARDS in Chicago today.

BOB BARKER, "Truth or Consequences" emcee, in Burbank hospital for observation.

JOCKO MAXWELL, WNJR sportscaster, returns to Newark following a Caribbean cruise.

FRANK GORSHIN to Cleveland on Friday to co-host the "Mike Douglas Show" for one week.

STARS END PROMO TREKS, FACE 6 SKEIN CAMERAS

West Coast Bureau of RADIO-TV DAILY

Hollywood — Full production is resuming on each of Four Star Television's six series, following a two-week hiatus to allow their stars to plug individual shows during cross-country treks, it was announced by Tom McDermott, executive VP for production.

Producer Tom McKnight is filming the "Hair Today, Gone Tomorrow" segment of "McKeever and the Colonel," starring Allyn Joslyn and Scott Lane, with "Hand in Glove" set to roll on Tuesday. Also filming is the "Daddy's Girl" segment of "Saints and Sinners," with Jus Addis directing for producer Marc Daniels. Stars are Nick Adams, John Larkin, Robert Simon and Richard Erdman.

Three starters go before the cameras today. They are the "Operation: Potomac" segment of "Ensign O'Toole," starring Dean Jones and produced and directed by Hy Averback; "The Losers" segment of "The Dick Powell Show," produced by Unit Productions headed by Sam Peckinpha, Bruce Geller and Bernard Kowalski, and the "Yankee Stay Here" seg of "The Lloyd Bridges Show," which John Peyser will direct for producer Everett Chambers. Aaron Spelling is exec producer of the latter.

Filming begins Tuesday on the "Suspicion" seg of "The Rifleman," starring Chuck Connors and Johnny Crawford and produced by Jules Levy, Arthur Gardner and Aaron Laven.

Pitt U. Student Unfolds School's Tale for VOA

Pittsburgh—A 30-minute program about Pittsburgh U.—to be broadcast to Asia and Africa by the Voice of America—will be presented on KDKA's "Program PM" tomorrow. Vasanth K. Bhat, a junior engineering major from India, will narrate the program which explores Pitt through the eyes of a foreign student.

Football Net Adds 1

Ithaca — WFYI, Garden City, L. I., has been added to the 1962 Syracuse U. Football Network, a division of Ivy Broadcasting Co.

DOLLAR SENSE SERIES' THEME Plain Language Promised For 'Let's Talk Business'

"Let's Talk Business," a new live program which WNBC-TV says will report on various aspects of the business world "in language understandable to the average head of the household," bows on the station Sunday. Series, presented by the station's public affairs dept in association with Columbia U. Graduate School of Business, will be conducted by Dean Courtney C. Brown. First program is on this topic will be: "Are We Spending Too Much Abroad?"

Newshen Views D.C. For Triangle's Five

Philadelphia — Anne Blair, Washington Radio-TV commentator, is reporting on the people, events and stories behind the Washington headlines for the Triangle Stations in a new series "Window on Washington" which bowed Monday.

Stations airing the program are WFIL, Philadelphia; WNBF, Binghamton, N. Y.; WNHC, New Haven, Conn.; WFBG, Altoona, Pa., and KFRE, Fresno, Calif. Five-minute reports with a capitol date-line are being heard each weekday. Each Sunday the program will be a 15-minute review of personalities and events along the Potomac.

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FINANCIAL

(September 25)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Capital Cities, Desilu, Esquire, Inc., Filmways, etc.

OVER THE COUNTER

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

Rochester's Newest TV Bows with 'Birth Story'

Rochester—WOKR began operations over the week-end with a half-hour documentary, "The Birth of a Station," only 75 days after it received its construction permit.

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Wisner Aids Variety Club With 1,000 Titan Ducats

New York Titans prexy Harry Wisner has donated 1,000 tickets to his team's AFL home opener Sunday at the Polo Grounds to the N. Y. Variety Club Foundation for Orthopedically Handicapped Children, Charles A. Alicoate, chief barker of Tent 35 and publisher of Radio-Television Daily, said yesterday. Wisner last year donated 1,000 tickets for the Tent's special heart project.

Now It's Old Grads Vying for Ivy Grants

"Alumni Fun," a new quiz show featuring two teams of alumni matching wits for cash awards to their alma maters, will bow in January as a Sunday afternoon addition to the ABC-TV schedule, sponsored by American Cyanamid Co., via Dancer-Fitzgerald-Sample. It will be produced by Cleary, Moses, Reid Productions, which also puts out "College Bowl." John Cleary will be exec producer.

Cyanamid's sponsorship of the program marks the company's second venture into network TV. Its first was as alternate-week sponsor of last year's "Eyewitness."

Blair Shifts Allen to N.Y. In Sales Force Buildup

John Blair & Co., in a move signaling expansion of its New York sales force, has transferred sales exec Peter R. Allen from its Detroit office to the same post in N.Y. Succeeding him in the Motor City is Robert J. Ward, head of the sales staff of WCAR there.

Allen, with Blair since July, 1960, previously was a salesman for WXYZ-TV, Detroit; an account exec for D.A. Marks Advertising; a time salesman for WWJ, Detroit, and a salesman for the Burroughs Corp. Ward comes to Blair after seven years with WCAR. Before that, he was a salesman for the Hekman Biscuit Co., Detroit.

Something Cooking

Phoenix — "Gold Star Chef," sponsored by Arizona Public Service Co., has returned to KPHO-TV, featuring Cecil Herren and Gretchen Schwensen, Arizona Public Service home supervisor.

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By TED GREEN

• • • Dave Garroway is promoting appreciation of good music through FM Listeners Guide. He's board chairman . . . Alan King, who guests four times with Garry Moore this year, has just been given another six "shots" on the hour show starting in January . . . Garroway's narration for the Peace Corps movie short is among his best work . . . Madison Avenue is talking about an Alan Ladd TV series for '63 . . . Handsome pianist Jack La Forge has just completed an album of Hawaiian music. He plays both piano and organ, backed by a swingin' orchestra conducted by Don Sebesky. Hugo Montenegro now a and r'd . . . All My Stetsons are off to Mr. Unbeatable Jackie Gleason: We caught a rehearsal of his Saturday night show and all we can say—It's a super-must to watch.

• • • TV actress Betty Lou Keim and hubby actor Warren Berlinger parents of a new baby boy . . . The exciting Cafe Sahbra Israeli musical revue being pencilled for a stint on NBC-TV's "Tonight" show next month . . . TV Thespians Liz Ashley and James Farrentino middle aisled in NYC . . . Songstar Connie Francis, dining at Sasso's restaurant, adlibbed a few of the tunes she'll chant on Ed Sullivan's show Oct. 14 . . . TV's Jock (Yancy Derringer and MGM's new Tarzan) Mahoney downed two quarts of milk while dining at Cafe Leon . . . With Fred Coe's new TV contract in his pocket, he's arranging for his favorite femme performer, Anne Bancroft, to star in one of his offerings.

• • • Goings on at WCKR, Miami: Cy Swingle upped to general sales manager; Bill Viands named sales coordinator, and Buddy Holiday has assumed the chores of chief announcer, along with his early morning show . . . Luther Evans has joined the station line-up . . . Camel and Pepsi-Cola have purchased the pre- and post-game shows around the World Series. New business includes a General Motors order for their entire line . . . Renewals have come from Northwest Airlines, National and Carling Beers and there's a special one-station buy for Snow's Clam Chowder.

• • • Off the Record: Jubilee Records, has released four new albums in its "5,000 Series." The LP's in both monaural and stereo, are "World of Billy Daniels at Basin Street East"; "Dick Ruedebusch Remembers the Greats," a follow-up to the trumpeter's smash hit album, "Meet Mr. Trumpet," also a "5,000 Series" LP; "Personality A-Plenty," by The Chiari Quartet; and "The Mulcay's Magic Millions," by The Mulcays, harmonica duo. Todd Records, subsidiary of Jay-Gee Record Corp. has released Joe Henderson's first album, "Snap Your Fingers" and a new single "Big Love."

• • • Kenneth L. Draper, formerly program manager for KEX, Portland, Ore., now program manager of KYW . . . Ted Lewis opens a month's engagement Oct. 2 at Roseland Dance City, from which he will be heard in weekly broadcasts over CBS Radio . . . Robert S. Taplinger Associates, has established a Chicago office . . . WTFM will stereocast for 110 consecutive hours directly from the 7th annual New York High Fidelity Music Show, at the N. Y. Trade Show Building beginning Tuesday, Oct. 2, at 10 AM.

You Going to a Fire, Mack?

NBC News cameraman Doug Downs knows what it's like to stand on the front bumper of a fire truck as it swerves through mid-Manhattan traffic at a 60-mile-an-hour clip. Downs found himself in such a precarious position while filming "Fire Rescue" for NBC-TV's "Du Pont Show of the Week" series.

The program, to be aired Sunday, is an on-the-scene record of the actual operations of Rescue Company No. 1, a trouble-shoot-

ing unit of fire fighters.

Following the rescue company for two months, Downs slept in the firehouse with his clothes on and left his photo equipment on the truck. For one sequence, he rode backward strapped to the bumper to shoot the driver's facial expressions.

KALL Sets Fair Record With Disk-Award Queries

Salt Lake City — KALL went to the Utah State Fair this year loaded with albums and disks to give away to lucky winners of its "Great Artists and Great Music" contests. The station presented the disks to contestants who correctly answered questions on this theme, and put visitors on the air via a remote station on the Fair grounds.

Sid Caesar's Back; Cigar Firm Has Him

"As Caesar Sees It," a new ABC-TV series of monthly half-hour comedy specials starring Sid Caesar, will premiere Oct. 16 under sponsorship of Dutch Masters Cigar Co. through Papert, Koenig & Lois.

Producer Leo Morgan has announced that the new series will carry on in the uninhibited, satirical vein of "Show of Shows," and "Caesar's Hour." The cast includes Jane Connell, who has starred in "Three-Penny Opera," "Guys and Dolls," "Once Upon a Mattress;" Norma Douglas, singer-comedienne; and Andy Duncan and Paul Sand, alumni of the satirical revue "Second City."

Allen Drops the Comedy For Drug Addict Special

West Coast Bureau of RADIO-TV DAILY
Los Angeles—"The Steve Allen Show" will present a film tomorrow on Synanon House in Santa Monica, where drug addicts help each other return to society.

"The Synanon Story" is presented in keeping with Allen's premise that while his show is a comedy program, it should also feature stimulating information of public benefit. The special will coincide with President Kennedy's White House Conference on Narcotics and Drug Abuse.

2 Channels Sked 6th Yr. Of Nebraska U. Football

Lincoln, Neb. — For the sixth straight year, KOLN-TV and KG-IN-TV will air film playbacks of the entire Nebraska U. football season. Hosts for the show will be Bob Zenner, sports director, and Bob Devany, head football coach at Nebraska.

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Canadian Officials Hold Hearings Oct. 16 On 28 Applications

Special to RADIO-TV DAILY

Montreal — The Board of Broadcast Governors will open a new series of public hearings in Ottawa Oct. 16 to hear 28 applications, including a renewal bid for a French-language TV station at Ste. Anne des Monts, Que.

The BBG announcement also said the board has agreed to postpone until January hearings on seven applications from the CBC which include TV network stations at St. John's, Nfld., and Timmins, Ont.

TV Transgaspesienne Inc., will make another presentation seeking the TV license at Ste. Anne des Monts which the BBG recommended for denial last June 11. At that time the board favored a rebroadcasting station of Mont Climont to bring TV into the area from another station.

Only other application involving a new base outlet is from Radio Roberval Incorporee which proposes a French-language AM radio station at Dolbeau, Que., to include partial programming from CHRL Roberval.

Other applications include nine TV rebroadcasting stations, three low-power radio relay transmitters for the CBC, an FM radio network and three football radio networks.

Hempstead Station Skeds Autumn Program Quintet

Hempstead, N. Y.—Long Island AM & FM station WHLI has skeded five new and revised programs for the Fall season, according to Jerry Carr, program director.

The five are: "Your Heritage—America—Its Principles & Problems," Saturdays; "Community Showcase," Thursdays; "Home-maker's Notebook," Wednesdays; "Story Hour," Sundays, and "Pioneer 6-1000," Mondays.

Toledo Radio Real 'Guesser'

Toledo — WSPD listeners are being availed of their share of guessing games, with the station conducting five different contests simultaneously.

Estimating the exact time the "alarm clock" will ring on WSPD keeps a steady stream of post cards coming to the station attempting to win \$13.70 daily. In another contest, varying amounts of cash are put into a piggy bank each half hour. When the bank is closed, the first listener to phone in the correct amount in the bank wins the money.

A transistor radio goes to the listener who comes closest to the

'GLAMOR-LESS' EXCHANGE TO SHOWCASE TV FILMS

Copenhagen — The supermarket of the celluloid world, the International TV and Film Exchange, will be held here Oct. 22-31 to give film salesmen and buyers from all over the world a chance to meet without the distraction of the glamorous film festivals.

One of the features of the opening program will be a display of both early and modern TV and movie equipment. A U. S. communications satellite is expected to be among the chief exhibits.

The exchange is set in a mass marketing atmosphere so that films of every kind from any country can be shown easily, and at minimum cost.

'DISCOVERY' ADDS VIRGINIA GIBSON

Actress to Assist Buxton
On ABC-TV Kiddie Show

Actress-singer Virginia Gibson will appear as a regular on "Discovery '62," ABC-TV's new children's program. She will assist host Frank Buxton on the weekly series, which debuts Monday.

Miss Gibson was the featured singer on TV's "Hit Parade" for one season and for 39 weeks starred on "So This is Hollywood," along with various dramatic shows. She has also starred in several MGM and Warner Bros. films.

Cox Asked to Lead CATV 'Free-For-All'

Atlanta—Kenneth Cox, chief of the FCC broadcast bureau, has been invited to head the list of speakers at the Southeast Radio-TV Seminar on "CATV: Friend or Foe" to be held here Oct. 16 under sponsorship of the Georgia Ass'n of Broadcasters.

The ass'n said the growing roster of participants already includes Bill Dalton, president of the CATV Ass'n; Russel Eagan, Washington attorney; Hollis Seavey of NAB; Fred Weber of Rust Craft Broadcasting, Ben Williams, WTOG-TV, Savannah, and Charles Batson, WIS-TV, Columbia, S. C.

'Shari Lewis' Producer

Jed Horner, director of Broadway's "Fair Game," has signed as producer of the new NBC-TV "Shari Lewis Show" on Saturday mornings.

NBC Names Mill Brown As 'Info' Coordinator

Milton Brown, NBC press dept manager of program publicity since 1955, has been named coordinator of NBC News information services.

Brown joined the net in 1949 as a staff writer in the press dept and was named column editor in 1951. In his new position, he will coordinate information pertaining to the various departments of NBC News and will act as liaison with NBC press and advertising and promotion departments.

Disney's 'World of Color' Skeds 2-Part Italian Seg

Walt Disney's "Wonderful World of Color" on NBC-TV will unveil its first two-part program, "Escapade in Florence," the next two Sundays. Starring Annette, Tommy Kirk and new Italian star Nino Castelnuovo, the program was filmed exclusively in Italy, and involves two American art students involved in an international theft plot.

Two WFBG Promos

Altoona—Joseph Houston, formerly WFBG-AM-FM-TV art director, has ben promoted to producer-director for the station, succeeding Colson Jones, who has been promoted to production manager.

DJ Spins Safety Promo With 'See the Kids' Club

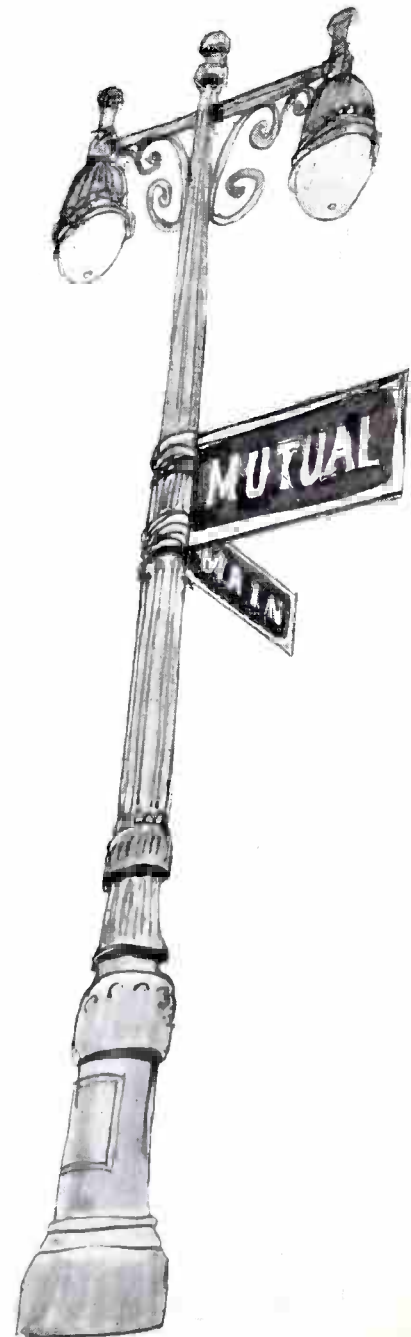
WABC deejay Herb Oscar Anderson is asking motorists to adopt a practice that has saved lives in other parts of the country. In the morning when kids are going to school, drivers are requested to keep their headlights on . . . it reminds other motorists to watch out for the kids and it helps the kids to see the cars.

WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET? To reach Main Street, U.S.A., turn at Mutual.

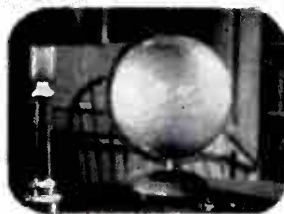
Whatever your market—teen age, young marrieds, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. Pick your market and head for Main Street, U.S.A. Check the signpost and turn at Mutual Radio. LANDMARK: Mutual Radio delivers 97 of the top 100 Main Streets in America.

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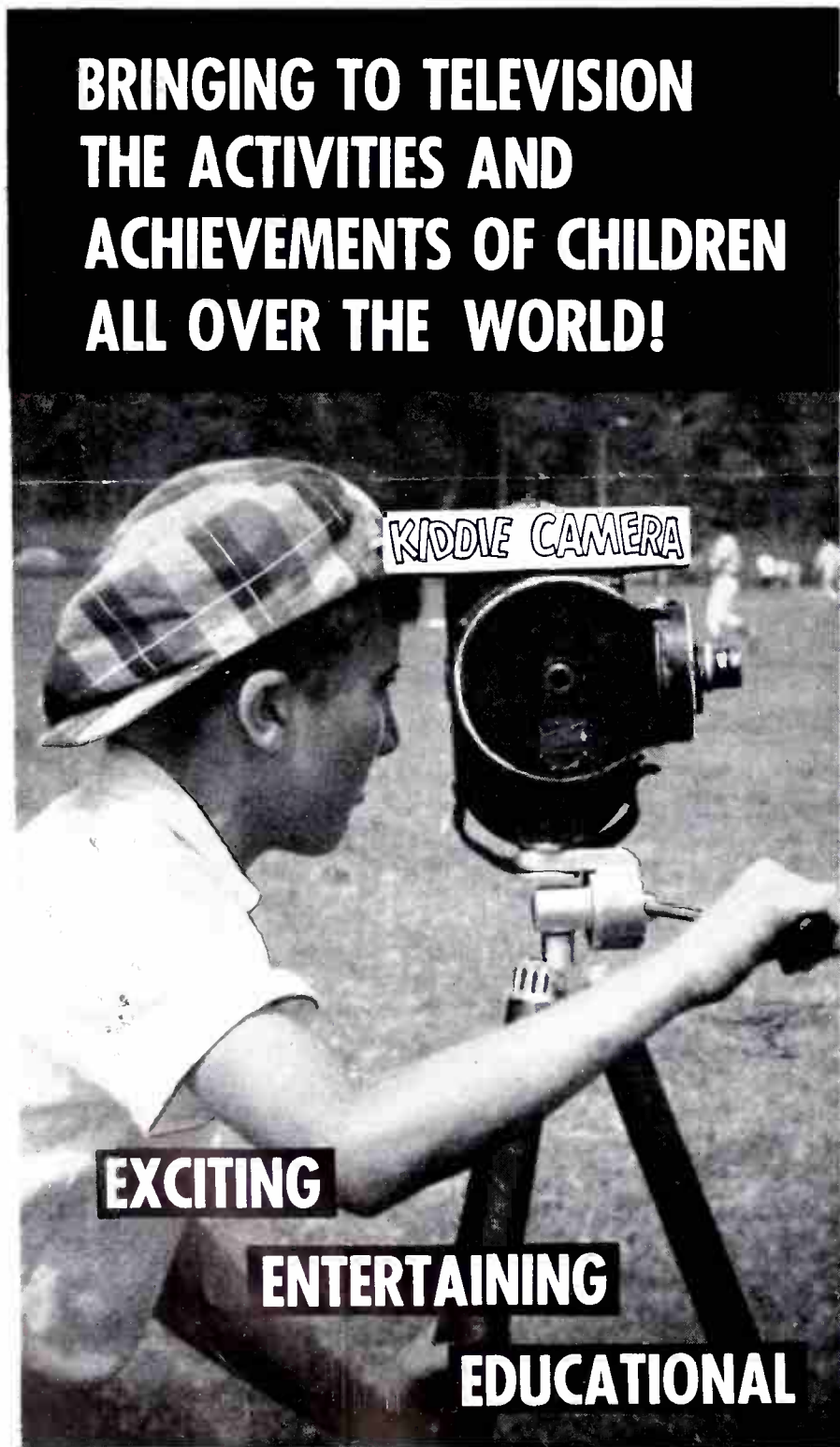
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FAIRVIEW
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BOY SLEEPS IN TREE HOUSE

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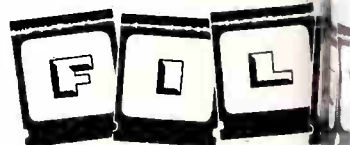


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KIDDIE CAMERA
West Hill, N.Y.
**MEET "BUSTER"
A REEL TRICK HORSE**

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UNUSUAL HOBBIES
Shows
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KIDDIE CAMERA
Oyster Creek
**MINIATURE RAILWAY
HAS TRIAL RUN**

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KID'S EYE VIEWS
OF THE NEWS



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2-6185**

Tammy Grimes Inks 3 Video Guest Shots

Tammy Grimes who, in October, winds up more than two years as "The Unsinkable Molly Brown" on Broadway and on the road, has been signed for three TV appearances.

She will star on "The Andy Williams Show" Nov. 8 on NBC-TV, "The Garry Moore Show" Jan. 15 on CBS-TV, and "The Ed Sullivan Show" on CBS-TV, on a still-to-be-determined date.

WPAT Appoints MacFee Director of Program Ops

Paterson, N. J.—David A. MacFee has been appointed director of program operations for WPAT AM and FM, replacing Joseph B. Somerset who last week was named a VP of Capital Cities Broadcasting Corp., WPAT owner.

MacFee comes to WPAT from another Capital Cities' station, WROW, Albany, N. Y., where he held the post of program director from June, 1960, until now.

Dinsmore Optimistic

(Continued from Page 1)

greater as the overseas market expands. He cited sales progress of "The Untouchables" in Canada, where it has achieved approximately 50 per cent saturation.

Dinsmore revealed two new product acquisitions for international TV syndication by the company. One is "Desilu's Little People," a half-hour puppet show in color, each segment of which will be narrated by different guest stars. The other is "Journey of a Lifetime," a series of half-hour films in color in which a young couple tour the Holy Land.

"There's one way to survive and progress in the syndication field," Dinsmore said, "and that's via industry, initiative, imagination and innovation. One can no longer deal with the stations, alone. More than ever, we have found, the salesman in syndication must act as a selling arm of the station. He just cannot go in and offer his picture to stations. He has to find the customer for the product and the station's time."

Universities Accredited CBS Video College

Rockford, Ill.—Three WREX-TV area colleges in Northern Illinois and Southern Wisconsin will give credits this year to viewers of CBS-TV's new "College of the Air" series, "The American Economy," bowing this week. Course has been accredited by Beloit College, Whitewater State Teachers and Illinois Normal U.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Eddie Albert signed to star in the BBC special live TV presentation of Clifford Odets' "The Country Girl," coming in its entirety Oct. 15. Albert jets to London this week to begin three weeks rehearsals in the role of the alcoholic, played by Bing Crosby in the film version.

☆ ☆ ☆ ☆

• • • Frank Sinatra left Paramount Studio early last night — where he is filming "Come Blow Your Horn" to host a stag party viewing of the Floyd Patterson-Sonny Liston fight on closed circuit TV to the Sinatra home. Among those attending were Mayor Sam Yorty, Sheriff Peter Pitchess, Dean Martin, Billy Wilder, Jack Entratter and Harold Mirisch.

☆ ☆ ☆ ☆

• • • Two segments of Revue's 90-minute color series, "The Virginian," will be put before the cameras this week, with the regular cast of six stars bicycling between them . . . Composer-conductor Johnny Green has been set for guestings on CBS-TV's "Panorama Pacific," the Tom Frandsen Show and the Pamela Mason Show . . . Rumor has NBC working up a color spec with Eddie Fisher and Juliet Prowse to follow duos Winter Garden show in Oct. . . Old-time buddies Lee Marvin and Keenan Wynn inked for "The Losers" seg of Dick Powell show.

☆ ☆ ☆ ☆

• • • Veteran sports commentator and columnist Sam Balter has been added to the growing roster of KGBS personalities with a 5-times weekly sports show, according to Bill Thompson, program director . . . Robert Hall, long time KLAC advertiser who has taken a hiatus from the airwaves of the popular "Sound of Los Angeles" station, has just signed a long term contract for a comprehensive spot campaign on the outlet.

☆ ☆ ☆ ☆

• • • George Gobel inked to guest star on the Red Skelton, Roy Rogers and Garry Moore TV shows in a trio of deals set by Gobel's partner-manager, David O'Malley . . . Richard Chamberlain returns to his stellar "Dr. Kildare" role for MGM-TV this week following a six-day tour of New York, Baltimore, Pittsburgh and Cleveland . . . Highlight of the trip was Chamberlain's grand marshal stint at Baltimore's annual "I Am An American" Day Parade.

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• • • Richard Carlson was signed Tuesday to guest star in the "Blessed Are the Meek" seg of Revue's hour-long "Going My Way" series . . . After a week's hiatus Jack Mullaney checks in at Four Star to begin his co-starring role in "Operation Pentagon," episode of "Ensign O'Toole" . . . KMEX-TV program VP Rene Anselmo says new UHF station will beam only first-runs . . . Jeremy Slate makes his singing debut on a Dec. Ed Sullivan show.

No Escape from 'Camera'

Entering its third CBS-TV season in the Sunday 10 pm slot, "Candid Camera" is creating scores of press agents for the show throughout the country, as "Smile, you're on 'Candid Camera'" becomes more and more a part of everyday speech in America.

Allen Funt, creator of the program, notes that people in all walks of life are beginning to use the expression tailored to their specific purposes. "Clergymen have sent letters informing us that they've placed 'Smile, you're on 'Candid Camera' signs in their collection boxes," he reveals. "Last Christmas, a street corner Santa Claus used it to stimulate his donations. A utility company out

West has asked if they could put it on their bills.

"High school and college students have used 'Smile, you're on Candid Camera' as a theme for their year books. There have been about 40 published cartoons with the smile saying as the only punchline."

During this season, Funt and producer-director Julio Di Benedetto intend to illustrate their show's trademark in such ways as a new theme song based on "Smile, you're on 'Candid Camera'."

GOP Won't Take 'No' On Buying Web Time

Washington Bureau of RADIO-TV DAILY

Washington — The Republican Party hasn't taken no from the networks as anything like a final answer. It has conducted surveys aiming to prove that viewers will not mind deletion of 5 minutes from the ends of their favorite programs, and that sponsors will not mind either. The Republican National Committee yesterday said it has presented this information to the networks with a request for reconsideration of earlier turn-downs of the idea for selling prime time to political candidates.

The committee said the listener survey was conducted in Yonkers and Hempstead, N. Y. last week, and of 100 polled, 91 said they wouldn't object. It added that 8 out of 10 sponsors of popular evening musical and variety shows expressed willingness to shorten their normal time on the air.

The GOP committee said its reason for "extra concern about TV exposure this year" is the fact that the Congressional session is running into October, making for a very short campaign time.

Cass and McRae Upped To Managers of H-R Co.

H-R Representatives has promoted Cal Cass to manager of TV sales in the Atlanta office, and Bill McRae to manager of radio sales in the Chicago office for the Mid-western region.

Cass has been an account exec with the firm for the past seven years, and before that was manager of Burke, Kuipers & Mahoney, publishers reps. He was also with WINS. McRae has been Southern division manager for the past two years, coming to H-R from the Clarke Brown Co. where he was a VP. He has also been program director of KEYS, Beaumont, Tex., and sales manager of KTRM, Corpus Christi.

Colts Star to WITH

Baltimore — Art Donovan has quit the NFL Baltimore Colts to join the sports staff of WITH here. He'll appear daily in morning and evening football roundups.

Wives of Mayor Hopefuls Air Radio Plea for Hubby

Cleveland—Wives of four mayoral hopefuls will have an opportunity this week to boost hubby's primary ballot chances, when WJW allows the quartet two minutes each to detail why their husband would make a good mayor.

5-MIL. SPANISH MARKET ATTRACTING AD DOLLARS

"Spanish language marketing is growing at a phenomenal rate," according to Arthur Gordon, VP of National Time Sales, which represents the 24 stations of the National Spanish Language Network.

"Advertisers are taking cognizance of the size of the market," he said, "and finding that with proper guidance it is easy to develop sales in Spanish language marketing areas."

NTS has prepared a study which showed more than five million Spanish speaking Americans live throughout the U. S., and are increasing faster than any comparable group of Americans. In the Southwest their culture is Mexican, in Florida, Cuban, and in New York, Puerto Rican.

15 Markets Covered

In the first of a series of national surveys on Spanish speaking Americans conducted for the net by Pulse in 15 markets, this profile emerged: median weekly salary for the male head, \$81.20; which was augmented by the earning of others to increase the average household income; average number of persons in a household, 4.9 (significantly larger than the average household's 3.5); median weekly expenditure for food and groceries, \$23.70; median age of household head, 39; occupation of male household head, blue collar.

Berton Makes Headlines

(Continued from Page 1)

never aired on TV."

Screen Gems has been producing and airing programs in Canada for several years under the leadership of Lloyd Burns, VP in charge of international operations. On scene in Canada is SG's Canadian general manager, Ray Junkin.

Pitt's 'Twixt 12 & 20' Back with Teen Salutes

Pittsburgh — Teenagers here have welcomed back, for the second season, WIIC's "Twixt Twelve and Twenty" show, on Saturdays. Returning hosts Bill Cardille and Betty Diskin salute area high schools and present "Teen Scene" and "Talent Teen" as regular features along with guest recording stars each week.

Spec to Scan 'Chosen Child'

John Chancellor will narrate "The Chosen Child," an hour NBC News TV special on adoption, to be aired at a date to be announced shortly. The special was produced by Robert Northshield and directed by Frank DeFelitta, both of whom wrote it.

The program studies the happy side of adoption, where a childless couple welcome a son into their home, and the tragic side, where for various reasons children grow up without families.

Schieffer Back to KXOL

Fort Worth—Bob Schieffer has returned to the news staff of KXOL here after three years in the Air Force as an information officer. He originally joined the outlet in 1956 and was there until his entry into the service in 1959.

Three CBS O-Os Buy 7 Arts' Vols. 4 & 5

Three CBS o-o stations — WCBS-TV, New York; WCAU-TV, Philadelphia, and KMOX-TV, St. Louis — have acquired Seven Arts Associated Vols. 4 and 5 consisting of 93 Warner Bros. and 20th Century-Fox features, following negotiations with Robert Rich, Seven Arts VP-general sales manager.

WCAU-TV previously acquired 122 Warner Bros. titles in Seven Arts' Vols. 1, 2 and 3. WCBS-TV signed last January for the 41 features in Vol. 3.

WBKB Schedule for Fall Unleashes 'Wacky World'

Chicago—Terry Bennett returns to WBKB Saturday with his new show, "The Wacky World of Mr. B." Slanted primarily toward teenagers, the taped hour program will be unfettered as to format and direction.

"The Wacky World" revolves around Bennett's zany character, with a full-scale orchestra to accompany him around the city at program sites.

Kids Learn on New Show Just 'Around the Corner'

"Around the Corner," new hour Sunday children's series, has bowed on WCBS-TV. Designed for youngsters in the 7-to-10-year-old bracket, the programs feature songs, stories, current events and tips on etiquette with new guests each week. The show is produced by Ethel Burns as a WCBS-TV public affairs presentation in association with the N. Y. Board of Education.

Gulf, Met Life, 3 M Lifting Orbital Tabs

(Continued from Page 1)

uring has purchased a part of subsidiary MBS's coverage. Local sponsors are expected to buy a portion or all of the time allotted for individual station participation.

The space mission by Navy Lt. Cmdr. Walter M. Schirra, Jr., will differ from past flights not only in length—eight hours and 40 minutes for six orbits—but also in the area where the flight will terminate. If the astronaut is brought down anytime after three orbits, he will land in the Pacific, near Midway Island, instead of in the Atlantic, where America's other space flights ended.

Portions of both the TV and radio coverage will be beamed to Europe by communication satellite, with ABC News serving as

Telstar coordinator in New York. Large TV screens will be set up in four European capitals where Schirra's flight will be viewed. Cameras there will be covering European reaction, which will be sent to America via Telstar.

Wussler Pool Production

CBS will supervise production of the pooled TV and radio reporting, with Robert Wussler as pool producer and Robert Vitarelli as pool director. ABC, CBS and NBC rotate supervision of the all-net pool at Cape Canaveral.

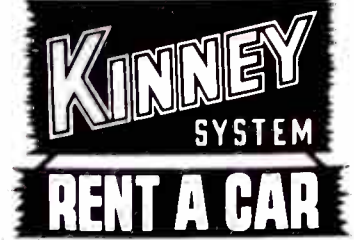
Launch-day coverage will begin at 7 AM, EDT, and conclude after Schirra's recovery. CBS will provide the film coordinator in Los Angeles, and NBC will handle the downrange audio coordinator in New York will be provided by

Mutual News.

A separate video line, allocated to each net on a rotating basis, will be available for broadcast on launch day. For the first half-hour the line allocation will be made to NBC, ABC and CBS on a five-minute basis. The line will be available on a ten-minute basis the remainder of the day on a continued rotating pattern.

The webs have contributed five news correspondents to the pool, in addition to 89 technicians, cameramen and production personnel.

Areas of pool coverage include the launch site at Cape Canaveral; NASA news center at Cocoa Beach; the astronaut's hometown of Houston; Pacific downrange from the carrier USS Kearsarge, and Atlantic downrange from the carrier USS Champlain.



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- National Credit Cards Honored
- Only \$6 per day, plus 10c per mile, Monday thru Friday



Call JU 2-4422

Food Sponsors Beef Sales for 'Ripcord'

Latest sales for the second year of UA-TV's "Ripcord" series continue to confirm a pattern of majority dominance by food sponsors and a wide diversification of other advertisers, according to executive VP in charge of sales M. J. (Bud) Rifkin.

Food advertisers account for 54.5 per cent of "Ripcord" sponsors, he said, and there is no close runner-up. He reported the following "Ripcord" sales highlights of the last few days:

Series has been renewed by co-sponsors in two Louisiana markets: on WAFB-TV, Baton Rouge, by Foodtown, Inc. and Fact-O-Bak, Inc. and on KTBS-TV, Shreveport, by Fil-A-Bil Service Stores and Holmes Pontiac, via Bozell & Jacobs.

'Dr. I.Q.' Back on Radio As Dayton Morning Man

Dayton—Jimmy McClain, "Dr. I. Q." from 1939-'46, has joined WLWD here to host his own morning show, beginning Oct. 15. Format of the program will include music, guests and audience participation.

For the past eight years, he has been general manager of the Don Mitchell radio stations in Rome and Smyrna, Ga., his only assignment since returning to the air in 1954. He left the industry in 1946 to enter the Protestant Episcopal ministry.

AP Cites Three Stations

(Continued from Page 1)

and provided information throughout the night of the breakout. WCYB was cited for consistent and thorough day-to-day coverage of news of the Bristol area under direction of president-general manager Robert H. Smith and news director Walter Crockett. News director Edmund A. Barker of KRLD gave AP the story of convict Vernon Spears' admission that a confederate probably carried a bomb aboard an airliner which crashed into the Gulf of Mexico.

TV Station With Sales Problems Wanted

Sales Manager wants tough major market position. A salesman during day—manager at night. 2 jobs past 10 years—3 years rising to New York City sales manager—2 years TV station time sales. Energetic, good personality. Excellent appearance and references. Available now.

BOX 207, RADIO-TV DAILY
1501 BROADWAY, N.Y.C.

TALENT AND MGM'T FIRMS IN PACT; 26 EX-MCA'ERS

Edwin K. Greene, president, United Talent Management, Ltd., and Herbert T. Brenner, president, International Management Associates, today announced that they have amalgamated.

The new UTM-IMA set-up will have 26 former employees of MCA, most of them key executives. Both companies were formed within hours of each other in July shortly after MCA announced closing down of its talent agency business.

Former MCA agents with UTM-IMA, beside Greene and Brenner, are B. Richard Rubin, Jerry Perenchio, Ronald Lief, Bobby Burns, Jack Bolton, E. O. Stacy, Dick Harris, Jim Murray, Noel Rubaloff, Larry Gengo, Alvin N. Bart, Danny Cleary, Howard A. Rubin, Al Van Petten, Harry Abrams, Richard A. Ray, Hank Tausend, Vida Aygarn, Mel Baker, Dan Davis, Jerry Golden, John Gaines and John Shallert.

Lionel H. Uhlmann, Jr. serves as UTM chairman.

New talent brought into either agency will be covered jointly by various departments in each company, Greene said.

The companies' personnel will share offices in New York and California. UTM will maintain its present offices in Chicago and Las Vegas to service both agencies' clients.

\$6,000 of Warren-Teed Aids Ohio Hospital Net

Columbus, O. — Warren-Teed Products Co., a local pharmaceutical manufacturer, has presented a \$6,000 grant-in-aid to Ohio State's College of Medicine to support a new two-way radio educational network which will beam programs via WOSU-FM and WHIO, Dayton, to 11 community hospitals throughout Central Ohio.

WBZ Names Rushnell

Boston—Squire D. Rushnell has been named WBZ production supervisor, replacing Dan Griffin, now producing WBZ's "Program PM." "Squire D" has been program and public affairs director of WTRL, St. Petersburg, for the past three years.

Collegiate TV Depts. Vying For New Dramas on Blind

All colleges and universities in the U.S. with a TV dept have been invited to participate in the production of original TV shows in work for the blind. Sponsor of the programs is the American Foundation for the Blind, New York City.

Gregor Ziemer, AFB's director of public education, said that four different categories are open to competition: 15-minute and half-

Sylvia Dowling of B&B 'Top Business Woman'

Mrs. Sylvia Dowling, VP and copy group head at Benton & Bowles, has been cited as "outstanding businesswoman of the year" by the Abbe Institute, New York philanthropic organization in adult education.

100 Mfrs. on Display At N.Y. Hi Fi Show

The Seventh annual New York High Fidelity Music Show opens Oct. 3 for the public at the N. Y. Trade Show building and continues thru Oct. 6, sponsored by the Institute of High Fidelity Manufacturers. More than 100 manufacturers will display and demonstrate millions of dollars worth of new hi-fi components for 1963, with four floors devoted to these exhibits. Special events will commemorate the first anniversary of FM-stereo radio broadcasting in the U.S.

Among the special events and displays on the show's second floor will be a "Telstar" display from AT&T; Ford Motor's "Concert Hall on Wheels" automobile; a "Hi-Fi Music on Canvas" art contest; a "Musical Therapy" exhibit; performances by a giant calliope; a "Decorating with Stereo" clinic, and a 110-hour remote "Stereothon" by WTFM.

McMartin News Director

Burlington, Vt.—Philip B. McMartin, WCAX News Bureau staffer for the past six years, has been appointed acting news director for WCAX-AM-TV by Stuart T. Martin, president and general manager. McMartin replaces John A. Sullivan, recently named executive secretary of the American Friends Service Committee for New England.

WGN Sparks Accord In Chi's Ork Dispute

By JACK RUSSELL

Chicago—Public response, activated by WGN and the Chicago American, have resulted in raising sufficient funds to settle the four-month contract dispute between the Chicago Federation of Musicians and the Orchestra Ass'n here.

Settlement guarantees the musicians 33 weeks employment next season and 36 weeks in '63-'64. In '64-'65, length of the season is conditional, with the association agreeing to supply 40 weeks of work if the Mayor's Commission on Economic and Cultural Development supplies sufficient funds. The commission will contract with the Association to finance 10 weeks of concerts, with deficits estimated at \$27,000 to \$30,000 per week, over a three-week period.

Grievance and dismissal provisions, one of the big stumbling blocks, as well as health and insurance benefits, will be arbitrated by a fact-finding board. Findings will be binding on both sides. One member will be selected by the mayor's commission, the other by the association.

Thomas Swafford's Firm Buys Albuquerque Outlets

(Continued from Page 1)

full-time FM station, for some \$175,000, according to proxy Thomas J. Swafford, who recently resigned as a CBS VP and general manager of WC-AU, the network's o-o in Philadelphia. The transaction had prior FCC approval.

Major investor in the purchase was Midland Capital Corp., New York firm headed by C. Edgar Schabacker, Jr., and specializing in long-term loans and equity investments for firms having less than \$5 million in gross assets. It was organized in 1960 by Marine Midland Corp., second largest bank holding company in the U. S.



SWAFFORD

Station Stamps Approval On Pittsburgh Postmen

Pittsburgh — WJAS is sponsoring a salute to Pittsburgh mail carriers with a "Mailman of the Month" contest, in which listeners are asked to nominate their carrier for a free transistor radio. One letter carrier is saluted every day on the station, which will run the contest indefinitely.

AGENCY NEWSCAST

By RALPH TYLER

Hutchins Advertising Co. has been chosen to handle all advertising and PR for Rochester's newest TV station, WOKR. The appointment was made by Channel 13 of Rochester, Inc., an interim corporation formed to operate the station. Advertising will be under the direction of Hutchins account executive James Gould, while PR will be handled by Harry Watts, Jr. WOKR, an ABC affiliate and Rochester's third TV station, began operations Sept. 15.

The Notre Dame football games have been bought by the Wilson Motor Co., Tecumseh, Mich., for WABJ radio, Adrian, Mich. In addition to the Fighting Irish schedule, 10 local high school games will be aired by WABJ with five sponsors picking up the tab. Jim Wood, sports director, will do the play-by-play of the high school games.

St. Louis Scene: Mitch Miller will headline the program of the St. Louis Advertising Club's noon meeting today. Acting as chairman of the day will be Joseph Griesedieck, president of Falstaff Brewing Corp., one of Mitch's sponsors. . . John T. Hart, president, has announced the change of name of Hart Advertising Co. to Hart & Johnson Advertising Co. Soulard Johnson, former president of KWRE Radio, Inc., has been named VP. . . Irvin Davis, president of Clayton-Davis & Associates, has been elected a director of Gibraltar Savings & Loan Ass'n. . . William H. Weber has been appointed VP and account exec for Richard C. Lynch Advertising. He formerly was an account exec at KMOX Radio.

Don Riggs, host of KDKA-TV's "Daybreak" and "Safari" programs (Pittsburgh), has landed a lucrative commercial plum for the National Football League season. Riggs has been engaged by Carlings to do all of its Black Label commercials to be used on the regional network of games being sponsored by Carlings.

Howard G. Rose, N. W. Ayer & Son VP, retired this month after almost 35 years with the agency, most of them spent in the firm's Chicago office. Rose joined Ayer in 1927, after previously working for GE's National Lamp Works.

Friedline to WNBC

Binghamton, N. Y. — Karl W. Friedline has been appointed program director of WNBC-AM-FM-TV, coming from WFBG-TV, Altoona. Both stations are owned by Triangle Publications.

Thought for Today

"Any great industry, especially one with the potential of broadcasting, must have within its own house a continuing cauldron of inquiring activity. This is true in good times as well as bad, in order that momentum achieved from past effort is not misjudged to be currently earned progress. In my opinion, it was precisely such a miscalculation that brought on many difficulties in radio, and the same thing will happen in TV if the industry as a whole does not constantly seek out and courageously face the truth and make its plans based upon the truth as the world around us changes day-by-day."

—LeRoy Collins
NAB President

Writers Guild Votes Strike Action vs. WHN

Members of the Radio Branch, Writers Guild of America, East, have voted to authorize a strike involving WHN. No date was set for strike action.

The Guild had been negotiating since last Spring but no negotiation has been held since late August. Action of the Guild's Radio Branch follows a strike authorization by its governing council. Contract dispute involves five WHN newswriters.

Meyer, Wolff Boosted In GAC Realignment

Josh Meyer will become VP in charge of New York Equity and Donald G. Wolff VP of dramatic TV and motion pictures, in a major realignment of two General Artists Corp. departments.

Before joining GAC, Meyer headed his own office, while Wolff came to the talent firm as part of the amalgamation of the Baum-Newborn Agency.

Pianist Peter Nero Brings Jazz Style to Griffin Set

Pianist Peter Nero brings his classical-jazz style to the new "Merv Griffin Show" during its premiere on NBC-TV starting Monday. As guest conductor, RCA recording artist Nero will also offer selections together with his trio.

KXOL Gives Tongue To Kid Shoe Promo

Fort Worth — More than 1,500 children participated in a back-to-school promotion created by KXOL for Fort Worth's three Kinney Shoe Stores.

Theme of the promotion was the selection of a "Cinderella" and "Prince Charming" for each of the stores, with a free year's supply of shoes to the winners.

Phillips Petroleum Backs Boston College on WEEI

Boston — Phillips Petroleum Co. is sponsoring the complete 10-game schedule of Boston College football on WEEI, with Fred Cusick, "the voice of the Boston College Eagles," doing the play-by-play, and Bob Gallagher handling the color.

Femme Sax Player Set For 'Jazz Scene' Spot

Jimmie Baker, "Jazz Scene U.S.A." producer, has signed femme saxophonist Vi Red for a guest appearance on the half-hour contemporary music show being filmed for Steve Allen's Meadowlark Productions Co. Miss Red will be featured with the male combo with which she records.

Galuppi Has Many Roles In Pitt's 'Cordic and Co.'

Pittsburgh — Richard Galuppi has joined KDKA's "Cordic and Company" with regulars Regé Cordic, Bob Trow, Karl Hardman and Stephanie Diamond. Galuppi portrays a number of satirical roles in the daily four-hour wake-up show.

Puerto Rico's Brass Salute New Formats

(Continued from Page 1)

a leading announcer in Cuba prior to the Castro regime, who has been named WUNO news director. Carpenter, before taking over the station, was general manager of WAPA-TV here for two years, was one of the originators and owners of Community Club Awards, and had been general manager of WLOW, Norfolk, for eight years.

Among those invited to Friday's event are Gov. Luis Munoz Marin; Dona Felisa Rincon de Gautier, mayoress of San Juan; House Speaker Ernesto Ramos Antonini; Senate President Samuel R. Quinones; Joe Brandi of Young & Rubicam Noble (P.R.); Dario Iriarte of McCann-Erickson Corp.; Samuel Badillo and Harwood Hull of Publicidad Badillo, and Emil Cowing of Shell Co.

The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411

McColgan, Siegel Air Redskin-Cards Clash

Washington Bureau of RADIO-TV DAILY

Washington—Both WWDC and WWDC-FM will carry play-by-play description of the game between the Washington Redskins, currently leading the Eastern Division of the National Football League, and the St. Louis Cardinals from D. C. Stadium here on Sunday.

"Bill" McColgan will handle all play-by-play, with "Morrie" Siegel doing the color.

WWDC is also serving as key station for the Washington Redskins football network which covers 23 stations in 4 states.

WOR-TV Names Feleppa Sales Service Liaison

Richard A. Feleppa has been named coordinator of sales service for WOR-TV, New York. He will service advertising accounts for the station and its branch offices in Los Angeles and Chicago, and serve as liaison between the TV Sales Dep't and the Traffic, Tabulation and Accounting departments.

Feleppa has been with WOR for two years in the Advertising and Promotion Dep't.

Stan Kenton Set to Add His Sound to 'Jazz Scene'

Producer Jimmie Baker has snagged Stan Kenton and his "twenty-two sidemen" for a guest spot on "Jazz Scene, U. S. A." being filmed by Steve Allen's Meadowlane Productions for TV syndication. The Kenton crew will mark the first big band sound to be spotlighted on the series, which centers around the new wave of contemporary and traditional jazz groups.

Web Sells \$4.8-Mil. In Aug. for Daytime

Nine national advertisers placed new orders totaling \$3 million and three placed renewal orders totaling \$1.8 million in daytime business during August, NBC-TV reports.

The new orders for the month were: Kraft Foods, via Foote, Cone & Belding; General Mills, thru Knox, Reeves; Helene Curtis, via JWT; Sterling Drug, thru Cunningham & Walsh; Kellogg, via Leo Burnett; Heublein, via Fletcher Richards, Calkins & Holden; Readers' Digest Ass'n, thru JWT; Purex Corp., via Edward H. Weiss, and Campbell Soup, thru Needham, Louis and Brorby.

AWRT Prexy to Join Femme Chiefs' Meet

Chicago—WLS' Martha Crane, president of the American Women in Radio and Television, will represent AWRT at the Congress of American Women Leaders, Oct. 4-6, in Washington, sponsored by the National Federation of Business and Professional Women's Clubs.

Guest speaker will be Mrs. Eleanor Roosevelt, as chairman of the President's Commission on the Status of Women.

Steve Lawrence Vid'apes 1st 'Garry Moore' Shot

Steve Lawrence, who has contracted for four guest appearances on the "Garry Moore Show" this season, has taped the first of these for an Oct. 23 telecast. Lawrence recently completed a Summer theatre tour in the title role of "Pal Joey."

Cuts 'Low-Caloric' Disks

Carlton Fredericks, radio expert on nutrition, has been signed by Columbia Records for a series of albums on dietary subjects. The first, "Calories Do Count," will be released in January. The pact with the recording company was arranged by George Greif, of Greif-Garris.

JOSE JIMENEZ TO INVADe NBC

Dana an Elevator Operator
In Thomas-Leonard Series

NBC-TV will present a half-hour filmed situation comedy series starring Bill Dana during the 1963-'64 season, produced by the Danny Thomas-Sheldon Leonard company, with Leonard serving as executive producer. Dana will portray an elevator operator in a luxury apartment building.

Dana began his career as a NBC page. His early successes as a writer for Ed Herlihy's "Date in Manhattan" and the Jerry Lester show on that network brought him to the attention of Bill Harbach, producer of the "Steve Allen Show." He became a writer for it and introduced his famed Jose Jimenez character on the program.

'Athlete' Seg Sprints Into 13th Year at WEJL

Scranton, Pa.—For the 13th consecutive year, the "Athlete of the Week" program will be broadcast by WEJL. Each week a regional scholastic or collegiate athlete, who has proved himself outstanding in sports competition, is honored on the program and awarded an "Athlete of the Week" plaque.

RADIO UNO IN SPANISH MEANS #1!

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24 HOURS

EVERY DAY

¡UN EXICANTE NUEVO SONIDO EN SAN JUAN!



VIDFARE 'SECURES' HUB LICENSE

PUBSERV DRIVE TO 'SELL' N.Y. STATE MILK SURPLUS

An experiment in saturation pubservice broadcasting begins Monday when a majority of New York State's radio stations launch a six-week campaign to increase milk consumption. It's



SLATE

the first in a proposed series of similar projects sponsored by the New York State Broadcasters Ass'n.

Sam J. Slate, association president, said each member station will air 21 one-

minute announcements a week. Jingles have been produced along with a work kit for each participating station to "tailor" for its air personalities. Other stations in the state also have been invited to share in the campaign.

This means that for a period of six weeks in New York City alone,

(Continued on Page 6)

Mackey Co. Buys WRAK

Williamsport, Pa. — The FCC's Broadcast Bureau has approved sale of WRAK-AM-FM by WGAL, Inc., to Wright Mackey Corp. for \$200,000.

New AM for Arkansas

Benton, Ark. — The FCC has granted Bridges Broadcasting a new AM station on 1600 kc, 1 kw, daytime.

WINS Airing Editorials Backing Rival's Fight

WINS delivered its first editorial under the Westinghouse Broadcasting banner yesterday — backing a rival station's on-air and legal fight over a civic issue. WINS general manager Mark Olds urged listeners to support WMCA's 16-month-long campaign for reapportionment to get the people of New York City equal representation in the N. Y. State Legislature. Its case is now in the U. S. Supreme Court.

3 Ex-CBSers Form Own Film Company

Three former CBS-TV execs—Charles Romine, Charles R. Fagan and David Moore—have formed a film company, East End Productions, Inc., to package TV documentaries and industrial programs.

Romine, president, is a veteran

EFP is offering a half-hour TV documentary on Sonny Liston, on heels of his victory over Patterson. Produced weeks ago, film was held back 'till now, gambling on a Liston title win.

writer-producer-director in radio, TV and films and winner of five Peabody Awards, five Ohio State awards and two Sylvania Awards. He produced CBS-TV's "Adven-

(Continued on Page 7)

Let's Talk It Over

A Texan Judge's Logic Points the way to Smash Un-American Canon 35

By ARTHUR PERLES

HAMMER his words in shimmering gold high as a man. Affix the letters to a block of pure white Carrara marble. Then erect this monolith in a public square facing the headquarters of the American Bar Association:

"IF IT IS A PROPER INSTRUMENT IN THE HOUSE OF THE LORD, IT IS NOT OUT OF PLACE IN THE COURTROOM, PROPERLY SUPERVISED."

This simple statement, with the wisdom of Lincoln's common touch, is the most forceful comment to date, in our opinion, against shameful continuance of the ABA's Canon 35 which would bar radio and TV from the people's courtroom.

Texas has every right to feel proud of District Judge Otis T. Dunagan who told Billie Sol Estes' attorney that reporters of the electronic media belong in a court along with the newspaper and wire service reps.

But the archaic posture of the national lawyers' organization shows no indication of relaxing opposition to radio's and TV's presence in the courtroom. The only way to let down the bars to freedom of the press is for broadcasters to take the issue to the public. And the same goes for re-

(Continued on Page 8)

Britain's 'Go Ahead' For Test of Pay-TV Feared as Problem

Special to RADIO-TV DAILY

London—Britain expects a go-ahead on toll-TV next month when a government White Paper will be laid before Parliament. This is current opinion, despite the Pilkington Committee's recent rejection of Toll-TV in its wide-ranging report to the government.

So confident are British toll-TV companies that a measure of experiment will be allowed them very soon, that one of them, Brit-

(Continued on Page 7)

Strassburg Named Head Of FCC Satellite Office

Bernard Strassburg, in common carrier work with the FCC since 1943, has been named to head its new Office of Satellite Communication. FCC chairman Newton Minow will deliver his first official comments about Telstar and satellite communications at the first Newsmaker luncheon of IRTS today in the Hotel Roosevelt.

Station Record Seen Assuring Boston Ch. 5 Extension of License

Boston's highly-controversial Channel 5 today looks as though it will remain securely with the Herald-Traveler subsidiary—that is, "securely" as any station license subject to three-year renewal by the FCC.

The Commission's 4-1 decision, with chairman Minow as the sole dissenter, had Boston and Washington industry opining that, the WHDH, Inc., had received only a 4-month license, its notable record of public service over five years on the air, strongly assures continuance of its operations.

They pointed to the outlet's current five hours-per-day of color-casting and its impressive cultural exchange of programs with a Sao Paulo, Brazil, station, and excellent plant facilities and personnel

(Continued on Page 7)

Southwest R-TV Women Honor Montez Tjaden

Dallas—Montez Tjaden, PR-promo-publicity director for KWTW, Oklahoma City,

has been singled out by the Southwest Area Conference of American Women in Radio and TV for the first annual Robert E. Eastman Award as the Southwest's outstanding woman in broadcasting. Miss Tjaden completed a term of office last May as national AWRT president.



MISS TJADEN

Reds, D.C. Swap Hit Tunes In 'Cultural Exchange' (?)

Washington—When the strains of "The Broad and Rolling Steppe" are aired today on WWDC, the station will have completed the first phase of a "cultural exchange" with Nikita Khrushchev. It will play current Moscow hit parade tunes for similar Soviet airing of U. S. favorites.



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25 Execs Join Tour Of RFE Stas. Abroad

Twenty-five American broadcasters and businessmen will leave New York Oct. 12 for an inspection tour of Radio Free Europe's facilities in West Germany and Portugal. The tour is sponsored by the Radio Free Europe, Fund a private non-profit organization that seeks contributions to support the broadcast of RFE.

The trip members, including representatives from CBS, NBC, ABC and Westinghouse, will inspect RFE's shortwave transmitter site at Gloria, Portugal. In Munich, the group will inspect RFE headquarters and be briefed by the exile staff and their American supervisors on the organization's role in the struggle against Communism.

AVAILABLE

Secretary—with Agency, Radio-TV Background. Girl Friday. Good References. Write

Box 206, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

COMING AND GOING

DENNIS WEAVER, of CBS-TV's "Gunsmoke," arrives in N. Y. today to appear on "The Garry Moore Show."

RAYMOND BURR, to Richmond, Va., Tucson, Ariz., and Oakland, Calif., this week for p.a.'s.

MAURI GRESHAM, King Features Syndicate TV sales director, returns to Beverly Hills after a sales tour through the West and Southwest.

ROBERT W. BLOCH, publicist, has re-

turned from a Paris and London business trip.

JOHNNY TILLOTSON, Cadence recording star, to Hollywood for meetings with TV and film producers.

NATT HALE, assistant to the ABC-Paramount, president, is back at his desk after an illness in N. Y. and Portland, Ore.

WENDELL COREY, star of MGM's "Eleventh Hour" series, in N. Y. today for radio and TV p.a.'s.

Mullins' Denver R-TV Start Daily Editorials

Denver — KBTB - KBTR this week began airing its first editorials, broadcasting them three times a day on both the radio and TV stations. Themed on the Denver Police Dep't, the first day's messages on TV were aired by president and owner John C. Mullins, with Alvin G. Flanagan presenting them the rest of the week. The radio editorials are being aired by station manager Jackson Fleming.

Mullins said all editorials broadcast this week will focus on the police department, but each day they will treat a different facet of the overall problem of policing the city.

2 More Channels Sign To Conduct CCA Drives

Westport, Conn. — WTTV, Indianapolis, and KLRJ-TV, Las Vegas, have become the 12th and 13th TV stations to sign franchise agreements to undertake the Community Club Awards merchandising plan this Fall.

Stations franchised to conduct CCA campaigns are WCCB-TV, Montgomery, Ala.; KBAK-TV, Bakersfield, Calif.; WLEX-TV, Lexington, Ky.; KBLT-TV, Helena, Mont.; WKTV, Utica, N. Y.; KTEN-TV, Ada, Okla.; WUSN-TV, Charleston, S. C.; WCCA-TV, Columbia, S. C.; KELP-TV, El Paso; WXEX-TV, Richmond, Va., and WHTN-TV, Huntington, W. Va.

WLW Soars into 5th Year Of High-Flying Road News

Cincinnati — WLW has soared into its fifth year of helicopter traffic service, in association with the city's police force. On the air with road reports twice each week, the station has logged over 2,000 hours "in the air" for its "Clockwatcher" and "Rollin' Along" shows.

Malcolm X Will Appear On 1st 'Dissenter' Show Philadelphia — WCAU-TV's discussion series "The Dissenters," which airs viewpoints of minority groups in the Delaware Valley, bows Sunday with Malcolm X, leader of the Black Muslims, as guest.

More Comment Time For FM Allocations

Washington Bureau of RADIO-TV DAILY Washington—The FCC has extended filing dates in the FM allocation proceeding, with original comments now due on Nov. 1 and replies on Nov. 16, but hasn't promised to have its proposed allocations table ready.

It said merely it would continue work on the table and issue it as soon as possible.

Unger Tops Coast Firm Aiming Pay TV for L.A.

Hollywood — Oliver A. Unger has been elected chairman and chief executive officer of Home Entertainment Co. of America, newly formed pay TV company for the Los Angeles area, including Santa Monica. To be headquartered in New York, the firm has named William Sargeant, inventor of HEC's system, as its VP for technical development and operations, and elected him a director.

NBC Appoints Kasmire Corporate Info Director

NBC has promoted Robert D. Kasmire to director of corporate information, reporting to VP Lester Bernstein. He joined the network in 1959 as special projects coordinator after two years as assistant to the secretary to former N. Y. Gov. Averell Harriman. Kasmire at one time was in the news department of WJAR-TV, NBC affiliate in Providence.

FINANCIAL

(September 26)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, Tele-PromPTer, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

MGM Inks Bea Straight For 'Eleventh Hour' Seg

Beatrice Straight has pacted for a guest role in the 'Panel of Experts' episode of MGM-TV's "The Eleventh Hour." Miss Straight plays the mother of a mental patient in the story by Jerome Ross and Richard Nelson. Paul Nickell is director.

REP FIRM THAT WANTS WORKING TV SALESMAN

Knows the decision makers at agencies and clients. 2 jobs past 10 years—8 years rising to New York City sales manager — 2 years TV station time sales. Energetic, good personality. Excellent appearance and references. Available now.

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What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

SEVENTH ARTS



THE RAID
Van Heflin, Ann Bancroft,
Richard Boone



THE LEFT HANDED GUN
Paul Newman, Lita Milan,
Hurd Hatfield



HANNIBAL
Victor Mature,
Rita Gam



NO WAY OUT
Richard Widmark,
Linda Dornell,
Stephen McNelly

Action from 20th Century Fox in:
THE SILVER WHIP —
starring Dale Robertson, Robert Wagner
POWDER RIVER —starring
Rory Calhoun and Corinne Calvet
FIXED BAYONETS —starring
Richard Basehart and Michael O'Shea,
and many more action films
all contained in Volume 4's 40 great
"Films of the 50's".

Action from Warner Bros. in:
DARBY'S RANGERS —starring
James Garner and Edd "Kookie" Byrnes
LAFAYETTE ESCADRILLE —starring
Tab Hunter and Etchika Choureau
SANTIAGO —starring Alan Ladd,
Rossana Podesta and Lloyd Nolan, and
many more action films all contained in
Volume 5's 53 great "Films of the 50's".

AND... **DRAMA**... **SUSPENSE**...
COMEDY... **SCIENCE FICTION**...
BROADWAY...

Seven Arts Volumes 4 & 5 have
everything — everything to please
your audiences — top stars —
top stories — top directors — they're
all in Seven Arts' "Films of the 50's"
"Money Makers of the 60's" Volumes
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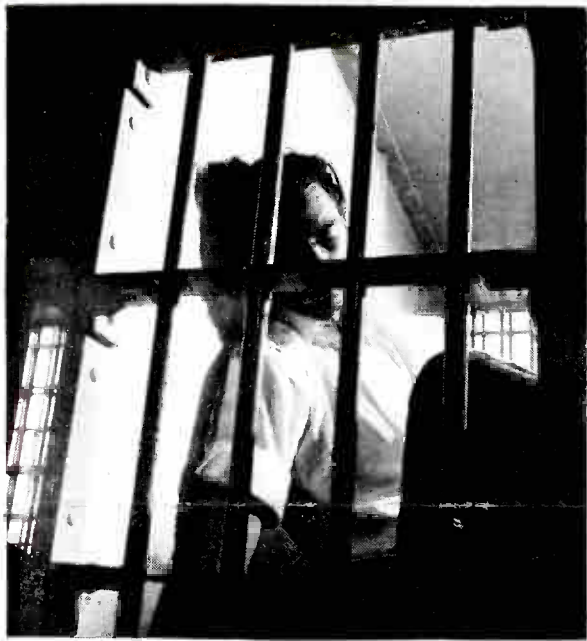
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
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LOS ANGELES: 5661 Regal Avenue TEL: 4-8376

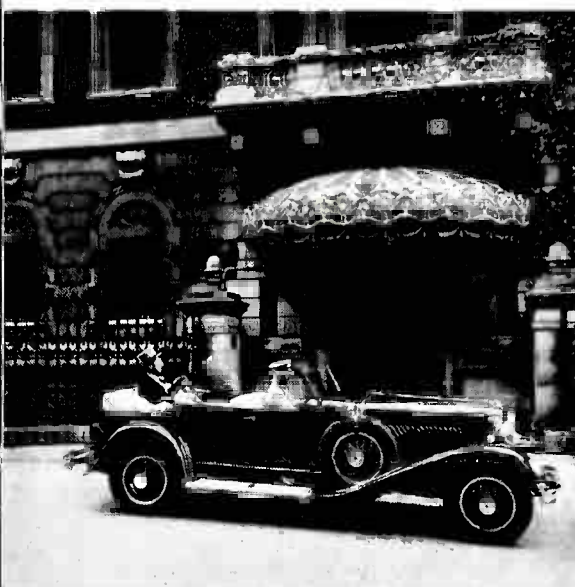
TORONTO: 416 Dundas St. West TEL: 4-7153

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Color SWS. Spec TV Rates and local individual feature prices upon request.



The range of WCBS-TV programming is vast. Examples: the narcotics addiction problem, children in need of help, "superfluous" people who feel society has bypassed them.

New York Spectrum



and state governmental processes, the elegant life in the New York of yesteryear (with Bob Trout), "The Merchant of Venice" (2½ hours from the Shakespeare Festival).

There's really no city in the world like New York. Its charm, its variety, its vitality are boundless. So are its problems.

It takes a television station of extraordinary stature to mirror a community this big...to serve the needs of its complex, often troubled society. And that's CBS Owned WCBS-TV, New York's most-viewed station month after month, year after year.

Originating a broad, comprehensive array of local community service activities, Channel 2 produces prime-time specials and regularly-scheduled series which cover the entire spectrum of life in the nation's most dynamic metropolis...from the problems of drug addiction to Shakespeare in Central Park.

This month, the Chock Full O'Nuts Corporation, an advertiser closely identified with New York and its people, signed a 52-week contract for sponsorship of multiple WCBS-TV public affairs programming — the weekly "Eye on New York" broadcasts, twelve prime-time half-hour documentaries and four hour-long special programs, and the entire Election night local coverage. The largest sale of its kind ever made in New York television, this contract provides uniquely tangible recognition of Channel 2's leadership in — and service to — its community.

WCBS-TV
Channel 2, New York

Grappler Rocca Grasps Baton for MGM LP Disk

Radio-TV commentator Guy LeBow has pacted with M-G-M Records for a Latin American LP with music conducted by wrestler Antonino Rocca. Rocca now has his own radio program. "The Violent Music of Antonino Rocca" is scheduled for November release.

Maine Channel Joins SG Post-'50 Lineup

WGAN-TV, CBS affiliate in Portland, Me., is the first station to sign for Screen Gems' new package of 73 post-'50 Columbia features following the initial sale last week to CBS o-os in New York, Philadelphia, Chicago and St. Louis, it was announced by syndication VP by Robert Seidelman.

According to Gene Wilkin, general manager of WGAN, quick buy of the newly released package was keyed by the success on the station of Screen Gems' first Columbia Pictures package, the 210-title "Post-'48" group, which the station bought a year ago last June along with the 65-title "Best of Universal" package, also from Screen Gems. That group boosted WGAN's early evening ratings by 100 per cent and upped its Thursday evening 7:30-9 PM prime-time period by 33 per cent said Wilkin.

Mike Abbott to Karzmar As VP in Charge of TV

West Coast Bureau of RADIO-TV DAILY Hollywood—Michael Abbott, a producer and executive assistant to David Susskind at Talent Associates the past eight years, has been named VP in charge of TV for Karzmar Productions, theatrical and TV production and packaging company.

Initial projects on Abbott's schedule include a comedy series tentatively titled "The Two Mr. Olivers," scripted by Arnold and Lois Peyser, pilot of which rolls in November, plus a series of specials he is currently packaging.

Mike Laurence a Veep For Continental PR

Continental Public Relations has appointed Michael Laurence a VP. The PR firm mainly in radio and TV, is expanding to include major industrial clients. Laurence will supervise these and serve as PR director for Walt Framer Corp. producer of "The Big Payoff."

Laurence was PR director for Straus Broadcasting, and Radio Press International.



By TED GREEN

• • • Reports that Richard Maltby is splitting with his wife and big band are only half true. The big band is swinging along and ready to play country-wide . . . Carmel Quinn, the beguiling singing star, opens the Chicago entertainment season tomorrow at the Camelia Room of the Drake Hotel for three weeks . . . "Sing Along" producer Bill Hobin is mighty proud of his daughter Candy, 14, who just qualified to compete in the annual National Horse competition at Madison Square Garden . . . Robert Q. Lewis, who has been a deejay at KHJ (Hollywood) the past year, returns to Manhattan for a three-week busman's holiday. While here, Bob will co-emcee NBC-TV's "Play Your Hunch" in October and appear on "Leave It to the Girls." He's on "To Tell the Truth" Tuesday . . . Pittsburgh native Erroll Garner makes his first personal appearance in his home town in three years Sunday to tee off that city's Community Fund Drive via a telethon on WTAE, WIIC and KDKA.

★ ★ ★ ★

• • • Andy Griffith flies to Chicago Oct. 4 to present \$2,200 to Muscular Dystrophy fund on WTAQ's Sig Sakowicz show. Incidentally, Sig flew to Madison, Wis., in 20 minutes, flew back in 20 minutes and it took him 20 minutes to get to his car at the airport parking lot . . . Les Keiter leaving WINS, after eight years as sports director, to join WFIL and WFIL-TV in Philadelphia on Monday in the same capacity . . . Looks like WFIL is really on the ball signing great talent. Already on the scene as director of special events and doing his own TV show across the board is Rex Morgan . . . The first of three great debates between Bert and Harry (Piel), for whom a Citizens Committee has been created to urge their permanent return to the air, starts Monday on radio with the zany pitchmen debating against E. Gordon Gibbs, an alleged ad agency efficiency expert who is against their return. The debates will be on the air thru Oct. 15.



KEITER

• • • Jerry Schnitzer, president of commercial film production firm bearing his name, has virtually an open commutation jet-plane ticket between New York and Hollywood. Two weeks ago, he made a round-trip here to complete preparations for the new Gallo Wine commercials for BBDO, as well as to attend production meetings on future commercials. He flew back to the Coast, made two commercials, turned around and flew back to film a series of commercials for the New York Times, also for BBDO. Now he is back in Hollywood working on two more commercials.

★ ★ ★ ★

• • • Brook Benton is investing some of the money from his hit records in Oklahoma oil wells . . . Singer Damita Jo will shoot a pilot for a TV series entitled, "Damita's Folks" . . . Comics Chase & Reed up for a guest-shot with Perry Como . . . Oscar Brown, Jr., and his wife expect a new addition to the family in February . . . Comic George Kirby set for another guest-shot on the "Tonight" TVer . . . Peter Paul and Mary want comedian George Carlin to tour the country with them . . . Comedienne Rusty Warren's comedy albums have passed the 2-million mark in sales . . . Vaughn Monroe plans to pen his memoirs in the Fall.

★ ★ ★ ★

• • • Jackie Mason, rabbi turned comedian, signed to do six Ed Sullivan shows for \$30,000, and two Paar shows, after an SRO club tour in the midwest and west. Mason's last Paar appearance netted him \$1,500, but the one due for tomorrow, we're told, will bring the comedian \$4,500 . . . Drey Shepperd, who appeared in "Dobie Gillis," "Father Knows Best," "Lassie," "Pete & Gladys," "Betty Hutton Show," "Bachelor Father," "Sunset Strip" and many more, has signed with the Milt Wohl Agency. He's great doing sophisticated comedy, a la Cary Grant . . . With her Broadway success in "I Can Get It For You Wholesale," there's talk of a more polished Molly Goldberg type series in the works for Lillian Roth.

Benny Tapes Whole Year To Ease B'way Return

Jack Benny will return to the Broadway stage in February for the first time in 31 years, re-creating his night club act and performing with vocalist Jane Morgan, who will also solo. When he opens, Benny will have taped his entire season of CBS-TV shows, having 16 of them in the can already.

7 Sponsors to Ride With 'McHale's Navy'

"McHale's Navy," starring Ernest Borgnine in the title role, bows on ABC-TV Oct. 11 as a weekly half-hour series with seven sponsors. They are American Motors, via Geyer, Morey, Ballard; Bristol-Myers, Young & Rubicam; Chesebrough-Ponds, Norman, Craig & Kummel; Dodge autos, BBDO; Goodyear Tire, Y&R; Reynolds Tobacco, William Esty Co., and Shulton, Inc., Wesley Associates.

Tale of PT Boat

Opening segment in the series about a zany PT boat crew during World War II is "An Ensign for McHale," written by Gene L. Coon and directed by producer Edward J. Montagne.

Pubservice Drive Set For N.Y. Milk Surplus

(Continued from Page 1)

over 1,000 announcements will be aired. More than 6,000 spots are estimated for the state.

The NYSBA board of directors decided several months ago to sponsor a series of projects to promote the economy of all state communities. The drive dealing with the liquid milk surplus was decided on after many committee meetings and a long session with Gov. Rockefeller.

Nine Outlets Start Monday

Nine New York City stations launching the campaign Monday are WABC, WCBS, WHOM, WINS, WLIB, WMCA, WNEW, WOR, and WQXR.

Project activities are spread among the city stations. Stephen B. Labunski, VP and general manager of WMCA, did initial research for the writers. Mary McKenna of WNEW is coordinating research in conjunction with Pulse to measure effects among consumers. Sid Bakal of WOR is handling promo and PR. Spots are being written and produced at WCBS by Joe Cook.

C. P. Snow on 'Calendar'

British Novelist Sir Charles Percy Snow replaces author Morton Hunt as guest on CBS-TV's "Calendar" today.

Aussie Prof Wants People Need People

"People Need People," the drama presented last October on the "Alcoa Premiere Presented by Fred Astaire" series, may soon become part of the psychiatry teaching program at the U. of Sydney, Australia, pending agreement with Revue Studios, producer of the program.

Prof. David Maddison, head of the university's post-grad dep't of psychiatry, asked permission to use the hour drama dealing with the U.S. Navy Psychiatric Unit at Oakland, Calif., in the teaching of psychiatric nurses, medical students and trainee psychiatrists.

WHDH's Public Service Expected to Sway FCC

(Continued from Page 1)

developed by the newspaper subsidiary.

Technically, the station must reapply to the FCC next Feb. 1. It is understood that the other two applicants are barred for one year from filing for the channel, whereupon they may ask for a hearing in the Court of Appeals.

Two interesting aspects of yesterday's decision which have broadcasters speculating beyond the Boston case are:

1. What is interpreted as a "pulling away" by the other Commissioners from the Minow point-of-view.

2. A relaxation of the FCC attitude favoring diversification of media ownership within a city.

WHDH, Inc., was declared best equipped of the applicants, with commissioner Craven disqualifying himself and Bartley not participating because he had not heard oral argument.

Operating on CP

The Boston Herald-Traveler has been operating the station on a construction permit, while controversy has raged for years. It began with hearing allegations of improper pressures. On court remand, the FCC held hearings on the charges and found that both WHDH and Massachusetts Bay had, indeed, engaged in improper actions, but not to the extent of disqualification.

The majority restated the WHDH comparative superiority over Massachusetts Bay, and said that as to Greater Boston, the advantage of past broadcasting experience and record accorded WHDH outweigh the advantage of diversification of media granted Greater Boston in considering how the public interest would be served.

Back with McLendon

Dallas—Jim Randolph, formerly of KLIF, is back with the McLendon organization as program director of WYNR, Chicago.

'Empire' Kleig Lights Aid Real Life Capture

Santa Fe, N.M.—The crew of Chrysler Corp's TV series, "Empire" flushed out an escaped murderer from his hiding place into the hands of police in a real life drama here. The crew, with its portable kleig lights, was recruited by police when the convict hid out at St. Michael's College as night fell. He surrendered after midnight in the glare of the crew's sweeping lights.

Video Replacement Market Ends Canada's Sales Lag

Special to RADIO-TV DAILY

Montreal—Development of the long-awaited market for replacement TV sets is giving Canada's electronic industry a big lift this year. Electronics Industries Ass'n of Canada reports TV set sales in the first seven months of 1962 totaled 204,078 units, 42 per cent over the amount in the same period last year.

The replacement upsurge comes two or three years later than the industry had expected. It had been supposed that the replacement cycle for TV sets would be about seven years; instead, it has turned out to be closer to 10 and 11 years. Many of the sets being sold now are replacing receivers purchased in the early 1950s, when TV was introduced in Canada. Production during that period climbed steadily to a peak of more than 800,000 units in 1955, before falling away as the market became saturated.

Expect Color-TV Demand

Optimists in the industry now are predicting that another 500,000-unit year for sale of B-&-W receivers may be expected within the next four years. In addition, the industry is looking for substantial sales of color sets when color transmission begins in Canada—possibly by the end of 1963.

**QUINCY HOWE
PROBES NEWS**

Veteran Commentator Scans
Passing Parade for WNEW

Quincy Howe has joined the roster of WNEW Radio news commentators with a daily analysis covering politics, industry, education, science, religion and the arts. His commentaries will be heard on various newscasts throughout the day.

Howe, now 62, is editor of "Atlas," a magazine which reviews the world press. Formerly, he was a commentator and correspondent for CBS and ABC.

BTS to Pittsburgh; Rankin Heads Office

Broadcast Time Sales, exclusive radio reps, has opened a new office in Pittsburgh as the second of five to be established before the end of the year in cities which contain, and are surrounded by, clusters of actual and potential radio advertisers, it was announced by prexy Carl L. Schuele.

The first new branch was opened in August in Milwaukee, joining long-established offices in New York, Chicago, Los Angeles, San Francisco, Detroit and Philadelphia.

Named manager of the Pittsburgh office was Thomas E. Rankin, who joins BTS after serving as an account exec at KETV, Omaha. He has also been a salesman at WICU Radio and TV in Erie.

East End Productions, Inc. Formed by 3 of CBS-TV

(Continued from Page 1)

ture" and "Odyssey" series.

Fagan was production supervisor and account exec for the net for 15 years. Moore worked with Edward R. Murrow for five and a half years on "Person to Person." He was a film director for "The Paley Report" on U. S. natural resources.

UK Toll-TV Expected

(Continued from Page 1)

ish Home Entertainment, has just made a film specially for the service which, it is believed, will be by wire and not air.

The film is of the Covent Garden company dancing Aurora's wedding from "The Sleeping Beauty" with Dame Margot Fonteyn in the title role.

Most pay-TV companies fear, however, that the government will allow trials only to groups as small as 500 viewers.

"If the Minister opts for such limited trial," said C. D. Yarrow, BHE joint managing director, "we shall have to stop the pipe-line completely." Programs would not justify expense unless they played to at least 250,000 people, he declared.

FM Okayed for Stereo

Montgomery, Ala. — WFMI-FM has been granted subsidiary communications authorization on a multiplex basis by the FCC's Broadcast Bureau.

First 'Pied Pipers' Go to Larry, Mitch

Two TV personalities will be the first recipients of an award, in the form of a statue of Pied Piper, to be presented by ASCAP to individuals or organizations for their work on behalf of American music.

ASCAP president Stanley Adams said the award will go to Lawrence Welk and Mitch Miller, "whose tremendously popular TV programs devoted solely to music have done most to revive interest in the great songs of our musical heritage as well as offering new works of quality."

Rukeyser Returns to N.Y. For NBC Show Publicity

Merryle S. (Bud) Rukeyser, Jr. has been appointed program publicity director in the NBC Press Dep't in New York. Previously news info director, Washington, he will now supervise all publicity for NBC-TV and Radio entertainment programs originating in New York.

Rukeyser joined the NBC Press Dep't in January, 1958, as a staff writer. In January, 1959, he was named press editor, news and public affairs, and in April, 1959, became manager, business and trade publicity. Before joining NBC, he was a TV publicist with Young & Rubicam, and earlier was a reporter for the Albany Times-Union and International News Service.

BMI, 3 Affils File Suit For Copyright Violation

Broadcast Music, Inc., and three of its affiliated publishers have instituted legal action against DHE Enterprises and Monaco Restaurants Associates (proprietors of Monaco Beach Club) for copyright infringement. Peer International Corp., Promotora Hispano Americano de Musica and Asociacion de Autores y Compositores Mexicanos were named as co-plaintiffs for infringement of the songs "Perfidia," "Cha Cha Cha Guajiro," "Amor de Mis Amores" and "Amor."

Horse Race Promo Spurs WTRF-TV's Fall Season

Wheeling, W. Va. — WTRF-TV has launched its Fall promotion program on new NBC shows with a "WTRF-TV-NBC Night at Wheeling Downs," featuring a program of nine races, each named for an NBC program. Dean Jones, in the guise of "Ensign O'Toole," made a personal appearance during the show.

AGENCY NEWSCAST

By RALPH TYLER

Names make news today along Ad Row: Esty Stowell, president of Ogilvy, Benson & Mather, has for the third year been named chairman of the advertising committee of the United Hospital Fund which begins its 83rd annual appeal Monday. He'll lead a group of volunteers in raising their quota of the overall goal of \$3 million from executives and privately owned firms in the advertising field . . . Alfred A. Whittaker, VP and director of marketing, Bristol-Myers Products Division, has been named chairman of the Ass'n of National Advertisers' committee on planning and evaluation.

First National Realty & Construction Corp. will sponsor the complete radio coverage by WM-CA, New York, of the orbital flight of astronaut Walter M. Schirra . . . Howard Markoff & Associates has introduced into the New England areas of Hartford, New Haven and Springfield an intensive radio and TV campaign for Formula 409, a new spray cleaner. Stations participating are WNHC-TV, WHYN-TV, WHCT-TV and WHYN, WPOP and WT-YM Radio.

John W. Twiddy has been named director of media relations for Brand Names Foundation. Among his responsibilities will be

Thought for Today

"The secret to the dominant position of one business organization over another is the quality of its leadership. The successful company has a management team that sets the pace and makes things happen, whereas the management of its competitor waits for another company to get the ball rolling. The true test of leadership is the kind of climate prevailing in an organization—the will to succeed—which the people get from the management."

—Donald C. Power,
Chairman, General Telephone

the consumer advertising campaigns conducted by the foundation, with an estimated annual worth of \$15 million. The campaigns are created by volunteer agencies, with the current general advertising series handled by Young & Rubicam. Before joining Brand Names, Twiddy was senior media buyer with MacManus, John & Adams, and had worked with Foote, Cone & Belding as a media buyer from 1955 to 1959.

☆ Let's Talk It Over ☆

(Continued from Page 1)

sistance in the House of Representatives where there are still too many old-line politicians who are plainly scared at the prospect of the electorate seeing them in blundering action or solonic ineptitude.

THE ARGUMENT that TV coverage might turn such public proceedings into a "circus" holds no more water than the following:

Let's abolish newspapers because any day, anywhere, one of them indulges in an orgy of yellow journalism. Let's close up the operating rooms because some real-life Dr. Kildare forgets to remove a surgery sponge from a patient under the knife. Let's do away with Congress because it occasionally produces a Zioncheck, or padlock courts because there's a hanging judge here and there in the land.

These make as little sense as depriving the audiences of radio and TV—all the people in the U. S.—of their Constitutional right to learn what is going on in the courts of justice and in the lawmaking assemblies which are theirs.

To the ABA, we say, there are arrogant popinjays among lawyers, all but periwigged and berobed, who make complete asses of themselves before the bar—but there are also many more of the Darrow, Nizer and Bennet Williams caliber.

When the Estes criminal trial resumes on Oct. 22, Judge Dunagan has every intention of allowing radio and TV again to report the case according to their best editorial judgments. WFAA-TV's Mike Shapiro wired us yesterday that his mobile equipment and news crew again "will be on hand."

That's democracy, and as far as Shapiro's enterprise is concerned, that's integrity and enterprise—all of which this country needs more of, not less.

Outdoor Firm's Drive To Boost All Media

Foster & Kleiser, one of the largest outdoor advertising firms on the West Coast and a division of Metromedia, Inc., is paying tribute to TV, radio and print media in a new drive designed to impress advertisers with outdoor's ability to multiply the efficiency of ad campaigns. The drive themes outdoor as "the most powerful additive in advertising."

First ad in the series is titled "Something left to be desired," and features art work including a full-page photo of a TV set, a radio and a pile of newspapers and magazines. Second ad is titled "Don't Overlook Outdoor," and carries a double-truck illustration of TV aerials atop buildings.

"Top It Off with Outdoor" is the theme of the third ad, which is devoted to TV story boards, broadcast copy and newspaper layouts, while the fourth insertion is titled "Put Your Campaign Over the Top" and gives prominence to auto radios.

PM Shows Host

Waterbury, Conn.—WWCO has appointed Bob Spaulding as host of its 7 PM-to-midnight show.

Steve Goes Polynesian With Poi(fect) Video Luau

Hollywood — The stage at the Steve Allen Playhouse will be transformed to a South Sea Island Monday, when Steverino hosts a luau for guests Jayne Meadows, Buddy Hackett and Martin Denny. During the program, Steve will be taught the hula and venture into the audience with dishes of poi.

Monaco TV Festival Changes Prize Rules

Special to RADIO-TV DAILY

Monaco—There will be a change in the eligibility period for prizes at the Third International TV Festival of Monte Carlo to be held here Jan. 10-19.

The new regulation will permit programs airing during the '62 calendar year from Jan. 1 to Dec. 31 to be submitted to the festival by the Dec. 15 deadline. Eligibility period in the previous two festivals was Nov. 1 to Dec. 31 of the following year.

U. S. programs honored in last year's festival, in which 15 countries participated, were "Casals Master Class," winner of the special jury prize; "Play of the Week's 'Black Monday,'" and "The Shari Lewis Show."

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS



Indiana University Library
Bloomington Ind

Minow Tells Broadcasters:

NO FCC RUBBER-STAMP RENEWALS

Tougher Standards Seen Radio Therapy For 'Overcrowding'

Washington Bureau of RADIO-TV DAILY
 Washington — The FCC-NAB meeting on overpopulation of radio stations has been tentatively set for Dec. 5-6-7, with Dec. 7 to be used only if the conversations run over. The case for broadcasters will be handled by George Hatch, KALL, Salt Lake City, chairman of the NAB Radio Development Committee and mem-

(Continued on Page 5)



HATCH

Lensing of 'Three Sons' 12 Days Ahead of Time

West Coast Bureau of RADIO-TV DAILY
 Hollywood — Production of "My Three Sons" is 12 days ahead of schedule, with today's filming wrapping up the first 19 segments of this season's 38 programs. Producer Ed Hartman has called a week hiatus for the cast, headed by Fred MacMurray, with filming to resume Oct. 8 at Desilu-Gower Studios.

Overlap Creates New ETV

Salt Lake City—The FCC has approved acquisition of KLOR-TV in Provo by Brigham Young U., but has specified that the station must operate as non-commercial educational because of overlap with the university's KSL-TV, a commercial station here. Previous KLOR owners went bankrupt and the university

YANK JOB SWAP; EIRE - TO - BRITAIN

Roth Quitting Irish Post To Join ATV in London

Special to RADIO-TV DAILY
 Dublin — Edward J. Roth, an American, who is credited largely for building Ireland's Radio Eireann into a major operation as its managing director, will leave Jan. 1 to join Associated TV in London. Roth, veteran stateside broadcaster who has been in Ireland for several years, will become

(Continued on Page 5)

NBC Webs Sew Up If-fy Pennant Tie

If the National League pennant race ends in a tie, the playoff series starting Monday will be covered exclusively by NBC-TV and radio nationwide, with home towns of the participating teams excepted.

The best two-of-three playoffs would start in San Francisco Monday. The second game, and the third game if necessary, would be played in Los Angeles.

If the playoff is necessary, the World Series starting date will be pushed forward to Thursday, regardless of the playoff length. NBC-TV and radio is also covering the series.

obtained the station for \$10,000 for out-of-pocket expenses of the predecessor bankrupt owner, and will buy some of the equipment for \$140,000. Sale was pursuant to court order.

Multiple Signatures For Licensing Apps Draws Fire of NAB

Washington Bureau of RADIO-TV DAILY
 Washington—The NAB has asked the FCC to stay a recent order, pending reconsideration, requiring multiple signatures on broadcasting applications by corporations. NAB general counsel Douglas A. Anello, in a petition filed with the commission, suggested that the new signature requirement "is an attempt to impress a sense of responsibility on corporate officers

(Continued on Page 4)

Webb Calls 2-Week Halt With 14 G.E. Segs Canned

West Coast Bureau of RADIO-TV DAILY
 Los Angeles — Executive producer Jack Webb and producer Mike Meshekoff have skedded a two-week hiatus from filming at Warners of "General Electric True," CBS-TV Sunday night factual drama anthology. Series bows Sunday with 14 half-hour segments already canned.

David G. Taft Dies at 46

Biddeford Pool, Me.—David G. Taft, 46, vice chairman of the board of directors of Taft Broadcasting Co., Cincinnati, died here of a heart attack while vacationing. The company operates WKRC and WKRC-TV, Cincinnati; WTVN and WTVN-TV, Columbus; WBRC and WBRC-TV, Birmingham, and WKTY-TV, Lexington, Ky.

Baton Rouge WYNK Sold

Baton Rouge — The FCC has approved the sale of WYNK here by receiver Joel M. Hirsch to Miss Lou Broadcasting Corp. for \$45,000.

Webs Urged to Sked Series for Children To Avoid Competition

Newton N. Minow charged yesterday that some critics of the FCC seem to want a commission "which mechanically rubber-stamps license renewals every three years — an FCC which sees no evil, hears no evil, and speaks no evil."

Speaking before the International Radio and TV Society in New York, the FCC chairman said: We have been criticized by some because more broadcast licenses

(Continued on Page 8)



MINOW

North Dakotans to Hear Canadians on Editorials

Williston, N. D. — Canadian station execs will tell members of the North Dakota Broadcasters Ass'n how their outlets editorialized during the recent government medical care dispute in Saskatchewan, at NDBA's annual meeting scheduled here Oct. 11-12.

End Looms for Cross As Henry Nears Full OK

Washington — John S. Cross, who frequently votes in opposition to Minow on the FCC, may have cast his last ballot on commission matters. If the Senate confirms E. William Henry today to the FCC, he is expected to be sworn into Cross's seat on Monday. Henry was approved yesterday by the Senate Commerce Committee.

KINNEY RENT A CAR

Call

2-4422

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

KINNEY SYSTEM RENT A CAR



Established Feb. 9, 1937

Vol. 91, No. 63 Fri., Sept. 28, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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Sun Oil's Newscasts Span 30 NBC Years

Sunoco's "Three Star Extra" radio program Monday begins its 16th consecutive year of NBC news broadcasts on a five-night-a-week schedule. Tonight's broadcast officially completes the 15-year tenure and is the longest continuing NBC network news program carried by a single sponsor.

Ray Henle and his Sunoco "Three Star Extra" program picked up on the next broadcasting day, where Lowell Thomas and his "Sunoco News Voice of the Air" left off in 1947 following 15 years on the air.

'Today' Cinches Shop Window

NBC-TV's "Today" show will originate from the street-floor Florida Showcase Exhibit Center in Rockefeller Center on a continuing remote basis. The Monday-thru-Friday morning series has been using the exhibit center for its home-base on a temporary basis since July 9.

Various changes will be made in the Florida Showcase in con-

nection with its use by "Today." Among these is the addition of a "green room" which will be located directly above the "Today" set and will be easily accessible to it.

BERNARD KALB, CBS' Hong Kong representative, leaves N. Y. today for Southampton and Le Havre aboard the S.S. France.

RICHARD H. ROFFMAN, radio-TV publicist, has returned to N.Y. from L. A. after being honored by the National Jewish Information Service.

AL HIRT arrives in town today from New Orleans for an appearance on the "Ed Sullivan Show."

HERB WEBER, WHN general sales manager, to San Francisco and L. A. for agency and client meetings.

Insomnia DJ Pioneer Back in Post-12 Slot

Art Ford, a pioneer in New York all-night radio, returns to familiar ground Monday after a three-year absence from the post-midnight airways with a new "Art Ford Show" scheduled for WINS.

Ford flew to Europe recently to tape the interviews and music for his premiere show, "Midnight in London, Paris and Rome," and each succeeding program will be themed on a timely subject.

A dominant figure in all-night radio for 15 years, Ford spurred his insomniac-radio format in 1942 with "Milkman's Matinee" on WNEW. Recently, Ford has been heard on WNBC.

Synod Cites Ill. Channel For Its 9-Year Period

Peoria — WEEK-TV here has received a citation for "outstanding public service in the field of religious telecasting" by the Lutheran Church - Missouri Synod. The presentation was made for the station's nine consecutive years of televising "This Is the Life."

Introduced in 1952, the weekly program is carried by 300 stations in the U. S., Canada, Puerto Rico, Bermuda and Australia. Production headquarters for the show is in St. Louis.

DAVID HALE HALPERN, Ted Gotthelf Associates radio-TV VP, to Washington for conferences.

JACK JONES, Kapp recording star, in N. Y. to record a new album.

TOMMY SANDS in N. Y. for meetings in connection with a second appearance on the "U. S. Steel Hour."

ROBERT P. SUTTON, CBS Radio VP and KNX general manager, vacationing at Dana Point, Calif., with his family.

JOE SCHOENFELD, William Morris Agency talent exec, arrives in N. Y. today.

BARNEY BALABAN has returned from London.

Pirates Mgr. Takes Show To N.Y. for Series Action

Pittsburgh — General manager Joe L. Brown of the Pittsburgh Pirates will air his KDKA show from New York Oct. 7, during the World Series there. He and his guest, Pirates manager Danny Murtaugh, will discuss the series' action on the program, sponsored by Knights Life Insurance Co., via Sykes Advertising.

Carney Guests In Gleason 1st

Jackie Gleason and Art Carney join forces again as loud-mouthed Ralph Kramden and his pal from the sewers, Ed Norton, on tonight's premiere of "The Gleason Show."

Sponsors are Colgate-Palmolive, through Ted Bates; The Drakett Co., Young & Rubicam; Hertz Rent-A-Car, Norman, Craig Kummel; Philip Morris, Benton & Bowles, and Ralston Purina, Gardner Advertising.

O'Leary and Friedman Join Rochester Channel

Rochester — WOKR here has announced the appointments of John J. O'Leary as film director and Don Friedman as production manager. O'Leary comes to the channel from Metropolitan Broadcasting, where he was film manager from 1957, and before that was commercial manager with the Du Mont TV network.

Friedman was previously with WILK-TV and WNEP-TV, Scranton-Wilkes Barre, Pa., as producer-director. In addition, he was head of production for "TV Bandstand."

FINANCIAL

(September 27)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp.	12 1/4	12	12	— 1/8
AB-PT	28 5/8	27 3/4	27 3/4	— 3/8
Am. Tel. & Tel.	107 3/8	105 1/2	105 1/2	— 1 3/8
AVCO	22	21 1/2	21 5/8	— 1/8
CBS	35 7/8	35 1/8	35 7/8	+ 5/8
Columbia Pic.	20	19 3/8	19 3/8
Crow-Collier	22 3/4	22	22 1/4	— 5/8
Decca	39 1/2	39 3/8	39 1/2
Disney	26 1/2	26 1/4	26 1/4	— 1/4
East. Kodak	96 7/8	94 1/4	94 3/8	— 7/8
Gen. Prec.	32 7/8	31 1/4	31 1/4	— 1/4
General Tel.	19 5/8	19 3/8	19 3/8	— 1/8
Hazeltine Corp	18 7/8	17 1/2	18	— 1 1/4
Magnavox	32 1/8	31 1/2	31 5/8	— 1/8
MCA	43 3/8	41 5/8	41 3/4	+ 1/4
M-G-M	30 3/8	29 1/4	29 3/4	— 1/4
Metromedia	12 3/4	12 3/4	12 3/4	— 1/4
Minn M&M	49 3/8	48	48 1/4	— 1/8
Nat. General	6 1/2	6 1/4	6 3/8	— 1/8
Paramount	37 7/8	37 5/8	37 7/8	— 1/8
P.ough	26 1/4	26	26 1/4	+ 1/4
RCA	46 1/2	45 1/2	45 7/8	— 1/8
Storer	29 7/8	29 3/4	29 7/8	+ 3/8
Taft	15 1/4	15	15 1/4	+ 1/2
20th-Fox	21 3/8	21 1/8	21 1/4	+ 1/4
United Artists	27	27	27
Warner Bros.	12 1/8	11 1/2	12
Westinghouse	25 5/8	25 5/8	25 5/8	— 1/2
Zenith Radio	52 1/8	50 1/8	50 1/4	— 5/8

AMERICAN STOCK EXCHANGE

Allied Artists	3 1/8	3 1/8	3 1/8	— 1/8
Capital Cities	15	14 7/8	15	— 1/4
Desilu	77 1/8	77 1/8	77 1/8
Movielab	9 1/2	9 1/2	9 1/2	— 1/4
MPO	6 3/8	6 3/8	6 3/8
NTA	1 1/8	1	1
Reeves Sound	3 1/2	3 3/8	3 1/2	— 1/8
Technicolor	19 1/2	10	10	— 3/8
TelePrompTer	7	6 3/4
Trans-Lux	12 3/8	12 1/4	12 1/4
TV Industries	1 5/8	1 5/8	1 5/8	— 1/8

OVER THE COUNTER

	Bid	Asked
Jerrold	5 1/8	5 3/4
Meredith	21	24 1/8
Rust Craft	9 1/2	10 3/4
Seven Arts	7 1/8	8 3/8
Sterling	1 1/2	2
Transcontinent	9 1/2	10 1/2
Wometco	25 1/4	27 1/2

* Courtesy of National Association of Security Dealers.

Wolper Ups Cartwright To 'Story of' Producer

William Cartwright has been elevated to producer-director at Wolper Productions, where his assignment to "The Story of" brings to eight the producers toiling on the documentary series. Cartwright had been a film editor.

TV Station With Sales Problems Wanted

Sales Manager wants tough major market position. A salesman during day—manager at night. 2 jobs past 10 years—9 years rising to New York City sales manager—2 years TV station time sales. Energetic, good personality. Excellent appearance and references. Available now.

BOX 207, RADIO-TV DAILY
1501 BROADWAY, N.Y.C.

BETTY A TWO-NATION MC ON 'ANSWERING SERVICE'

When WABC-TV launches the American version of "Answering Service" on Monday as an across-the-board, half-hour morning strip, hostess Betty Furness will become the only performer with regular live shows each week from two different countries. The Ted Cott-produced program had its premiere Saturday on Canada's CFTO-TV, Toronto.

Slotted at a late-night hour in Canada, the telephone company reports over 11,000 calls were received during its debut. The program featuring guest personalities answering questions from listeners, is sold out in Toronto.

WABC-TV, anticipating strong viewer interest, has set up 10 telephones to handle incoming calls to the program.

Meantime, Cott's Channel Television Productions, Ltd., is now represented on Canadian TV with four and a half hours of national programming per week, with the launching by the CTV Network of "Here's Looking at You," five-a-week afternoon show starring veteran Hollywood and TV make-up man Richard Willis. Near SRO, its sponsors include the Javex Corp., via McLaren Advertising, plus the Toni Co., Kellogg's and Bechans.

Andrews to Play 'Uncle' For New Children's Show

"The Johnny Andrews Show," a new children's program featuring the singer and variety artist, will bow Monday on WOR-TV, New York.

The program, which will be seen each weekday at 11 AM, offers several special features, including piano lessons for the children by Andrews. He'll also sing, play the piano and show films. Once a week a child psychologist will visit the show to offer advice on problems confronting children.

Borgnine to Visit Perry

Ernest Borgnine, who bows Wednesday in his own ABC-TV series, "McHale's Navy," has been signed to guest on NBC-TV's "Perry Como's Kraft Music Hall" Nov. 7.

Linkletter, Ol' Redhead In 'Neighborly' CBS Chat

Two "neighbors" get together for a chat Wednesday when Arthur Godfrey visits Art Linkletter's "House Party." Both are heard on CBS Radio in adjoining time slots. Linkletter, who usually interviews his guests, will instead be questioned by Godfrey.

DRINKING AGE GETS TV DEBATE

WPIX Taps State Officials For Public Affairs Panel

"Local Issue," new WPIX weekly public affairs series, focuses on the problem of teenage drinking Oct. 9 in the controversial question, "New York's Drinking Age—13 or 21?" Host-moderator John Tillman will introduce on the program two members of New York State's Joint Legislative Committee for the Revision of the Alcohol Beverage Control Law.

"Local Issue" is produced by the WPIX News-Public Affairs Dept. Marvin Long is director and A. H. Perlmutter serves as public affairs coordinator for the series.

RCA Coast Operation Moves, Doubles Qtrs.

West Coast Bureau of RADIO-TV DAILY Hollywood — The Film Recording and West Coast Operations Dept. of RCA's Broadcast and Communications Products Div. will double the size of its facilities in moving from Hollywood to new quarters in Burbank, according to a description of the plant by manager Adron M. Miller.

He said the larger facilities, which will be fully occupied by Nov. 1, were required for the department's increased work load in the design and manufacture of equipment for the TV and motion picture industries. The Burbank building contains some 30,000 sq. ft. of floor area and will house engineering, production and marketing activities.

Time Buyers Set to Yawn — But KDKA Was Pulling Legs

Pittsburgh—Two-hundred time buyers from ad agencies in New York, Chicago and Philadelphia were greeted by a boring list of "egghead" lectures to be topped by a visit to an Indian reservation as they flew here as guests of KDKA-TV.

Luckily, the station was only joking, and general manager Jerome R. Reeves presented suitable excuses as, one by one, the lecturers and Indians failed to materialize, much to the relief of the station's guests.

The hosts, led by Reeves, sales manager Henry V. Greene, Jr.,

Sweeney Tells Execs Radio Holds the Key To Top-Buying Public

Dearborn, Mich. — At least 40 per cent of adult TV viewers spend more time with radio than with TV, RAB president Kevin B. Sweeney told radio station executives attending RAB's management conference here yesterday.

Sweeney reported that some male TV viewing ran as high as 10 hours daily. "But the bottom 40 per cent averages only 42 minutes a day with TV, a figure far surpassed by radio," he said.

The study, which eliminated what Sweeney termed "no-buy kids," was made for RAB by R. H. Bruskin Associates, covering 2,548 households distributed throughout the U. S. The meeting here is the sixth in the series which is being held this month in key cities across the nation. The final two sessions will be held next week in Kansas City and Fort Worth.

Merrick and Davis Hiked To Western Casting VPs

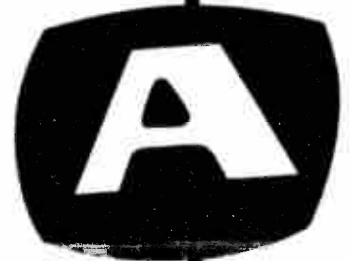
Missoula, Mont. — Western Broadcasting Co. has promoted William A. Merrick and Robert E. Davis to VPs and general managers of KBMN, Bozeman, and KCAP, Helena, Mont., respectively.

Merrick has been station manager for the Bozeman outlet since 1958. Davis has been with Western since 1961, when he joined the Helena station as manager of the outlet.

WPOP to Mid-West Co.

Kansas City — Newly formed Mid-West Time Sales here has been appointed regional sales rep (St. Louis, Kansas City, Memphis, Omaha, Des Moines, Dallas) for WPOP, Hartford, Conn.

in the public interest



Representative: MEEKER

Hi-Fi-Minded Burglars Loot Ga. Outlet 3 Times

Macon, Ga.—WNEC here is convinced that its music department is getting too popular, especially after the station was robbed of 300 records and albums. In two earlier burglaries, thieves looted the outlet of recorders, turntables and mikes. Probably the work of hi-fi-minded thieves!

Broadcast \$s Top Milwaukee Meeting

The Institute of Broadcasting Financial Management's second annual meeting in Milwaukee, Oct. 17-19 will offer a series of two-hour workshops. Five new members are to be elected to the 15-man board.

Taxation, music licensing and governmental financial reporting are prime topics.

Session speakers are: H. W. "Dutch" Cassill, of Blackburn & Co., on "How Much Is Your Station Worth?" and Robert E. Hill, assistant professor at Arizona State College, on "Dollars and Decisions in the Broadcasting Industry."

NAB in Plea to FCC

(Continued from Page 1)

through procedural processes." The order, effective Monday, was issued Sept. 21.

The petition said: "If the commission wants to insure that corporation licensees are aware of the contents of applications, it should not attempt to accomplish this under the guise of a procedural amendment. If this is a matter of concern and if existing rules are not sufficient or clear in this regard, then it is important enough to warrant a separate proceeding."

"It is our position that the Communications Act, the commission's rules and regulations and its decisions make it abundantly clear that the full responsibility for the operation of a broadcasting station rests in the licensee, and this responsibility may not be abrogated, no matter who might sign the application form."

STORK NEWS

Sal Agovino, of The Katz Agency's radio sales staff, and his wife Yulanda, became the parents of a boy, Michael.

David Eschelbacher, ABC Studios services manager, and his wife, Francine, are the parents of a girl, Deborah Gail, born in Flushing Hospital.



By TED GREEN

• • • A.T.U. Productions has completed its "Sam Shovel-Private Eye" beer package of six 60-second animated commercials in color and its second group of four 15-second paint spots . . . Irving Fields back at the Latin Quarter and his second year of broadcasting over ABC Radio . . . Yep C.H. you are right: The owner of Scotch 'N' Sirloin restaurant in Great Neck is Donna Stallings, ex-Rheingold gal, TV model and pilot. Donna is completing plans for a radio interview series she'll emcee from restaurant. Donna is married to Chuck Dryfus, who used to be a top PRman in the industry.

• • • Mitchell R. Leiser, VP of programming development for International Television Development has just returned from two weeks in Europe, where he supervised two pilot films for the South American market, starring Madrid's own correspondent, Bobby Deglane. Mitch in town for a few days to set Buddy Bregman as producer-director for a Roland Petit-Zizi Jeanmaire special, then off to Europe again. He'll spearhead various international projects for InterTel's production and distribution facilities in Rome . . . Eli Mintz, who was "Uncle David" for years on "The Goldbergs," turns up in an October "Ben Casey" episode . . . Alan King just completed another article for McCall's. His second in three months. Due out in November . . . Georgia Gibbs' fans, and there is a host of them, very happy to see that Her Nibs will be opening at the Plaza's Persian Room Oct. 10.

• • • John Reed King of KDKA-TV, Pittsburgh, set for a "Gun-smoke" appearance this season as soon as he can find time for a week away from his sold-out TV and Radio shows. He was host this week on his TV show to Joan Benny, with a Tell-A-Star call to Jack in Hollywood and one to Victor Borge in Connecticut . . . Trumpet star Al Hirt makes his first of four Sullivan appearances this Sunday, and will introduce his new RCA Victor album, "Trumpet and Strings." One of the selections he'll play is "Poor Butterfly."



KING

• • • Songstar Connie Francis' new MGM recording, "I Was Such a Fool," getting a big deejay spin, was penned by Mike Canosa and restaurateur Denny Stradella (of Danny's Hideaway) . . . TV-film actor Robert Sheltons lost their expected heir . . . When "cry" comedian Rip Taylor guests on the Ed Sullivan show Oct. 21, he'll use a few funny one-liners written by Steve Allen. Not the TV star but a 12-year-old lad of the same name who happens to be son of Rip's personal manager, Buddy Allen . . . TV-cafe agents Marcia Mittleman and Shelly Rothman walked down the middle aisle in NYC . . . The Israeli Cafe Sahbra nightclub in Manhattan will be used for scenes in a forthcoming "Naked City" TV segment.

• • • A few days ago we reported that Jack La Forge recorded a new album of Hawaiian music. We've since discovered that eight of the songs are original tunes and the name of the album is "Hawaii and I." Jack plays piano and Hammond organ on this, and orchestra is conducted by Don Sebesky . . . Handsome Mark Rydell, star of CBS-TV's daytime soap opera, "As the World Turns" has just cut his first record for Philips records. The single platter, featuring a song written by Rydell and introduced on the soaper, is called "Penny."

Tina Louise and 'McCoys' Meet for CBS Premiere

Tina Louise will guest on "The Real McCoy's" premiere show of the new season, on CBS-TV Sunday. She'll portray a "country cousin" who comes to work for the McCoy clan and disrupts the entire household.

Blyden Signs for Guest In 'Sam Benedict' Series

Larry Blyden has been signed by MGM-TV to guest in the "Hear the Mellow Wedding Bells" seg of "Sam Benedict." Don Medford directs the story by Joseph Petraceca and David Rayfiel. E. Jack Neuman is exec producer.

KBOX Milking Contest Proves a Moo(t) Point

Dallas — KBOX personality Jimmie Kaye recently challenged champion cow milker Bill Henderson to a milking contest in a motion sponsored by the Mesquite, Tex., Jaycees. The milk test called for each man to run the length of an arena, milk a cow into a soft drink bottle and race to the judges stand . . . Henderson is still milking champ.

Six Stars Bicycling Between Skein Segs

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Two segments of Revue's 90-minute color series, "The Virginian," are now before the cameras with the regular cast of six stars bicycling between them.

The "Wild Harvest" segment is shooting at Vasquez Rocks with Charles Bickford as guest star. William Whitney directs for producer Warren Duff. "And the Pursuit of Happiness" is before the cameras with Douglas Heyes producing and directing his own script.

Stern Moving 'Indoors' As Merchandise Chief

Morton Stern, formerly an account exec with Allied Outdoor Advertising, has been appointed merchandise manager of the QXR Network. Before joining Allied, he served as marketing director with the Getschal Advertising Co. where he handled sales of drug store products, cosmetics and toiletries.

He has been associated with ABC, and from '49 to '51 was exec director of the Independent Military Air Transport Ass'n.

Kelly Goes to Kaycee From Albany Exec Slot

Albany, N. Y.—Don Kelly will resign his position as of Sunday as program director of WPTR, Albany, and will take over similar duties at KMBC Radio in Kansas City.

Kelly's replacements has not yet been selected, general manager Perry Samuels said. He also announced the appointment of Frank C. Visk as WPTR continuity director.

OBITUARY

Bob Mann

Bob Mann, 41, news director of WQXI, Atlanta, for the past year, has died as the result of a heart attack.

NBC Is Putting 'World' in Series

A 'Live It Up' Affair For Bedside Network

An informal "Harvest of Fun" party will be held at the Waldorf Astoria, New York, Oct. 26 for the Bedside Network, Veterans Hospital Radio and TV Guild.

The evening will include dancing to Noble Sissle's combo, games of skill, a raffle of boutique accessories and supper. Co-chairmen are Arthur Wagner and Sylvia Esenberg, with Gwen Verdon, honorary chairman. Deadline for reservations, at \$5 each, is Oct. 15.

'Sing Along' Tunes Up For 3rd NBC-TV Bow

"Sing Along with Mitch" begins its third consecutive season on NBC-TV today with the premiere themed on "Waltz." Mitch Miller's "Sing Along Gang" will waltz around the world (in song) from Switzerland to New York with a stop in Vienna. A new novelty for the season—singing along to old movie theatre slides—will be introduced.

'Overcrowding' Theme

(Continued from Page 1)

Members of the NAB staff. NAB emphasizes, however, that broadcasters who wish to attend independently of NAB auspices can also offer any information they wish to present to the commission. Five commissioners, NAB president LeRoy Collins, Hatch, and others from NAB met yesterday to set the dates.

The meeting is an outgrowth of FCC and industry worry that radio stations are being allowed to proliferate without regard to whether all can survive. Both government and industry have had reservations about limiting the number of radio stations on economic grounds. It is believed the discussion will center around tougher engineering standards to accomplish the same ends.

ETV for San Mateo

West Coast Bureau of RADIO-TV DAILY San Mateo, Calif. — The FCC's Broadcast Bureau has granted San Mateo Junior College a new ETV station on UHF Channel 14 here.

NAB, Humane Ass'n Objectives Alike: Swezey

Philadelphia—NAB's objectives are similar to those of the American Humane Ass'n, according to NAB Code Authority director Robert D. Swezey. "Our real difficulty," he said "lies in translating these nice sentiments into action... whether it's in a dog pound or a TV studio." He received the AHA Award of Merit for establishing procedures on handling of animals in TV.

Coverage of Classic Beamed Across Globe

NBC-TV and radio coverage of the World Series will see to it that the baseball classic is truly global. Its TV coverage will be live in Canada and Mexico, as well as the U. S., while the radio broadcasts — in addition to being carried by some 500 U. S. stations — will be aired by 85 in Canada, be carried on shortwave in Mexico and Latin America and be picked up by the Armed Forces Radio Service for shortwaving to military personnel around the world.

Of the some 220 U. S. TV stations airing the games, 188 will carry them in color. In Canada, 60 channels will telecast the series in b-&-w. Mexican baseball fans in the Monterrey area will see it live in b-&-w via micro-wave, from Weslaco, Tex.

Quick Service to Hawaii

Hawaiians will see the games each day only hours after the final out, with color tapes to be flown from Los Angeles by jet for airing that same night on three Hawaii channels. Kinescopes in b-&-w will be flown to Alaska for airing four or five days later in Anchorage, Fairbanks and Juneau, and will also be distributed by Armed Forces TV Service for viewing at overseas bases several days later.

Play-by-play of the games will be multi-lingual, with some Canadian TV and radio stations to report in French, and the broadcasts carried in Mexico and Latin America to be in Spanish.

'CBS Reports' on Crisis Facing Congo Republic

CBS-TV will present the problems and struggles of the Congolese to prevent subversion of their new Republic in "CBS Reports: Showdown in the Congo" on Wednesday. CBS News UN correspondent Richard C. Hotelet and Africa correspondent Blaine Littell will host the documentary.

Griffiths to WGBI-WDAU

Scranton-Wilkes Barre — Dave Griffiths, veteran broadcaster in northeastern Pennsylvania, has joined WGBI-WDAU as copy supervisor.

Top Honors to Elektra At Int'l Film Fete in N.Y.

Elektra Film Studios of New York has topped 300 entries from 17 countries in the second annual International Film Festival of New York. It took first prize in three out of seven categories for the world's best industrial films. Elektra president and creative director Abe Liss also was awarded the Silver Cup for best special effects.

Greater Video Bite For Dog Food Firm

ALPO 100% Meat Dog Food is increasing its TV coverage this Fall by extending its usual six or seven week campaign in major markets through Thanksgiving.

The commercials will be aired on 29 stations in 25 metro areas. Three areas where TV coverage is being used for the first time are Madison and Milwaukee, Wisc., and Columbus, O. Agency is Weightman, Inc., Philadelphia.

Allied Artists Adds 5 To Sales Chart of 60's

Addition of five more stations to Allied Artists TV Corp.'s "Cavaliers of the '60s, Group 1" feature package has been announced by Robert B. Morin, VP and general sales manager.

The stations are WLOS-TV, Asheville, N. C.; WTAF - TV, Marion, Ind.; WPRO-TV, Providence, R. I.; WKOR-TV, Rochester, N. Y., and WSAV-TV, Savannah, Ga.

New \$2-Million Center For Baltimore Outlets

Washington Bureau of RADIO-TV DAILY Baltimore — Hearst Corp.'s WBAL-AM-FM-TV has begun broadcasting from its new, \$2-million Broadcast Center, first building in Maryland ever constructed from the ground up specifically for radio and TV facilities.

Roth Leaving Ireland

(Continued from Page 1)

deputy to ATV's managing director. He replaces Lew Grade, who takes over the managing directorship vacated by Val Parnell. Parnell will remain on the ATV board.

Before assuming his post in Britain, Roth is due in New York and Washington Oct. 22 for meetings of the European Broadcasting Union.

WLW-T



has made

CINCINNATI NUMBER 1 COLOR TV MARKET

—with more color TV sets per population in Cincinnati than in any other U. S. city!

—with over 55 hours of weekly color programs, including 30 hours of NBC Network and 25 hours of WLW-T's own local originations... averaging 1/2 of WLW-T night-time shows in color!

—with WLW-T survey proving color commercials 3 1/2 times more effective than black and white commercials!

—with the many WLW-T technical contributions to the color television industry!

So there's a pot of gold waiting for advertisers at the end of the WLW-T color rainbow.

Call your WLW Representative... you'll be glad you did!

The other dynamic WLW Stations
WLW-A WLW-I WLW WLW-D WLW-C
 Cincinnati Indianapolis Radio Dayton Columbus
 Crosley Broadcasting Corporation

RHU Program Clinics Promote New Packs

Richard H. Ullman, Inc., sales arm of The Peter Frank Organization, plans a series of program clinics in leading markets to illustrate use of its line of radio production and station concept packages.

RHU's new line—includes updated versions of its basic production packages: "The Big Sound," "Dimensional Radio" and "Formatic Radio." PFO president Peter Frank has disclosed that his firm's properties have been sold to 1,516 stations in the U. S. alone, to date.

RHU also is to distribute product of Music Makers, Inc., creator of music commercials. PFO will act as Music Makers' sales arm, with MM also to create for PFO. Among the PFO divisions creating and producing for RHU are PFO Radio and Television Productions (PFOP) in Dallas, and Stars International in Hollywood. PFO execs VP Morton J. Wagner coordinates all its divisions.

Stars of Revue Series Tape Plugs for 'Y' Day

West Coast Bureau of THE FILM DAILY
Hollywood — Radio spot announcements for the 30th annual "Y" Day in Hollywood, Oct. 27 at the Hollywood Bowl, were recorded this week by stars of Revue Studios' TV series.

Those on the lot taping messages include Earl Holliman and Andy Prine of "Wide Country;" John Smith of "Laramie;" Jerry Mathers, Tony Dow and Hugh Beaumont from "Leave It To Beaver," and Michael Burns of "It's a Man's World."

Chicago AMer to Tackle 'Fighting Irish' Grid Sked

Chicago — WLS has scheduled the complete Notre Dame U. football roster starting tomorrow, sponsored by Apollo Savings & Loan Ass'n for the third consecutive year. Jim Gibbons will cover the action, and Ed "Moose" Krause, Notre Dame's athletic director, provides the color.

Ed Sullivan Devotes Hour To Dick Rodgers Tribute

Top stars sing the music of Richard Rodgers Nov. 4, when the entire "Ed Sullivan Show" honors the great American composer. Guest stars appearing in the tribute include Diahann Carroll, Vic Damone, Peggy Lee, Roberta Peters and Cesare Siepi. Rodgers himself will conduct the orchestra in one number.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Personnel changes this week include Austin Heywood, named manager of advertising promotion and publicity for KTLA and Robert Mashick resigning to join KPIX . . . Beautiful Gloria Moreland cast this week by producer Andrew Fenady for the pilot of Screen Gems telefilm series, "Postmark: Jim Fletcher" . . . It was type casting since the actress-dancer formerly did reviews for the L. A. Examiner . . . Series has James MacArthur in title role of newsman.

★ ★ ★ ★

• • • KMEX-TV, Spanish language station, kicks off at 3 PM Sunday with half-hour salute by top showbiz personalities and political figures . . . Among those extending taped greetings are Rita Moreno, Dan Duryea, Yul Brynner, Mayor Sam Yorty, Sheriff Pete Pitchess, Robert Ryan, Hornando Courtright and Mexican Consul Luis Orci.

★ ★ ★ ★

• • • KTTV has opened regional sales offices in San Francisco. Ed Hawkins, formerly with Lennen and Newell, will head up the new office which will cover the Bay Area, Seattle, Portland and the Western states . . . Mort Sidley, KHJ Radio sales manager and radio director of the Don Lee Division of RKO-General back in town from a week's sales conferences in San Francisco . . . Arnold Carr has left his Hanna-Barbera publicity and promotion post to form his own PR firm in Los Angeles . . . Chuck Young, KTTV national sales director, in Chicago for a week of conferences with the station's Chicago rep . . . Ted Pettit new sales promotion-merchandising head of KNXT . . . Ron Gay, nighttime coordinator of news and traffic info for KMPC, was honored by the California Highway Patrol in a surprise party for Gay's "tireless efforts in promoting CHP" . . . The Conference of California Judges paid tribute this week to KRCA-TV with a citation "for its contribution to public education through visual presentation of the judicial function in an accurate and comprehensive manner."

★ ★ ★ ★

• • • Bobby Darin taped a one-hour show this week with KHJ's Paul Compton for Saturday night airing, 8 to 9 PM. Darin will plug his Capitol album "Oh Look at Me Now!" . . . On "Across the 7 Seas," KRCA Tuesday, October 2, viewers will hear not only the voices of the travelers featured, but will hear and see the people they visited in Switzerland, Italy, France, England and Ireland. The travelers featured on the program are Mr. and Mrs. Phillip de Lacey of Los Angeles.

★ ★ ★ ★

• • • Bill ("Jose Jimenez") Dana will fly to Hawaii Oct. 5 to entertain GI's at Hicham Field and patients of the service hospital in Honolulu. He's currently in New York taping first of six Ed Sullivan shows this season . . . Exec Producer Herbert E. Leonard has signed director Bob Gist to a non-exclusive multiple contract which calls for Gist to direct four upcoming "Route 66" episodes . . . Gabrielle Upton set by the Frank Cooper office to write "Daddy's Little Girl" segment of the NBC series "Saints and Sinners." Marc Daniels produces.

Pitt TV Promo Proves Power

Pittsburgh — WIIC has a talking point these days on what it calls "the tremendous promotional power projected by TV." The station's case in point: the promo initiated by the station in cooperation with the Pittsburgh Golden Triangle Ass'n that drew more than 300,000 persons to downtown Pittsburgh.

The two-way tie-in, billed as a salute to the 175th anniversary of the U. of Pittsburgh, featured a 60-unit, two-hour parade, fireworks and TV's Doctor Kildare,

Richard Chamberlain.

Station PR and promotion director Caley Augustine arranged to have the Pittsburgh Post-Gazette replate the front page of the morning edition with a banner head announcing "WIIC Launches Fall Season" with the rest of the page covered with news stories of Fall programs.

New Sel Levy Firm To Edit Films for TV

Sel Levy, a veteran of 12 years in the film editing field, has formed his own company which, in addition to film editing services, will work in the production of films for TV and theatrical and non-theatrical motion pictures. Called Films by Sel Levy, Inc., the new firm is headquartered in New York.

Levy has been a film editor for nearly two years with Gerald Productions, and before that was associated in the same capacity with Alan Funt for "Candid Camera." He has also been with Jules Power Productions, working on children's shows for TV, and served as executive assistant to the president of D-J Film Productions.

Felson Writes 20th-Fox Comedy-Western Pilot

West Coast Bureau of RADIO-TV DAILY
Hollywood—Henry Gregor Felson has been signed by William Self, VP-production chief at 20th-Fox TV, to write the pilot script and prepare subsequent teleplays for a new comedy Western series, "The Curly Kid Montague."

NBC Ups James Parks To KRCA Sta. Manager

West Coast Bureau of RADIO-TV DAILY
Los Angeles — James Parks has been appointed station manager of KRCA, NBC o-o here. He joined the outlet in 1953 as sales manager, and was promoted to sales director in 1961.

Prior to joining KRCA, Parks was president of the James Parks Co., packaging "The Quiz Kids" and "Abie's Irish Rose" radio shows. His start in broadcasting was with WLS, Chicago. He is a board member of the Hollywood Ad Club.



PARKS

Horse-Drawn Conestoga Leads 'Wagon Train' Trek

A covered Conestoga wagon drawn by two horses and escorted by a scout astride another steed journeyed through Manhattan's streets from the NBC studios at Rockefeller Center to ABC's studios at W. 67th St., when "Wagon Train" moved from one network to the other. WABC-TV promo chief Lester Dinoff rode shotgun.

AGENCY NEWSCAST

By RALPH TYLER

Effective media-marketing combinations for various BBDO clients will now be determined by a computer just placed in use by the agency. Although BBDO is the third agency to install one of the intricate machines (the other two are Young & Rubicam and J. Walter Thompson), no trend is in the making, as it is felt they are impractical for agencies billing under \$50 million.

BBDO general manager T. C. Dillon said the computer, a Honeywell 400, will be used to "integrate totally" his agency's marketing and advertising functions.

The first phase is principally matching of markets and media profiles.

The computer stores on high-speed electronic tapes all the relevant material which appears on media rate cards. It prints out detailed cost estimates at high speed.

Houston Highlights: John M. Rosso has resigned his post in the PR dep't of Shell Oil Co. to become PR manager for his alma mater, U. of Arkansas. Frank E. Davis, formerly Shell's area PR rep at Midland, Tex., succeeds Rosso . . . Goodwin, Dannenbaum, Littman & Wingfield has been named to handle TV, radio and outdoor advertising for Foley's, Houston dep't store . . . Ernest Criezis & Associates has been appointed for financial PR and industrial advertising by Millican Mills. The agency has also been named PR counselor for E. Burch

'Lie' Replaces 'Avengers' As Steel Hour's Opener

The Steel Hour will air "The White Lie," a drama co-starring David Wayne and Neva Patterson, instead of the previously announced "The Young Avengers" for its season opener Wednesday on CBS-TV.

The live production, directed by Paul Bogart, launches the Steel Hour's 10th season. The series is produced by The Theatre Guild, George Kondolf, executive producer.

20-Hr.-a-Day Color Bar Aids WABC-TV Viewers

WABC-TV, which began color-casting on Sunday with the premiere of the network's "The Jetsons," is now running a tinted test bar 20 hours a day to aid set owners in adjusting their color controls.

The station's test bar consists of a yellow and green vertical stripe on the right side of the screen and doesn't interfere with b-&-w viewers.

Thought for Today

"Without advertising to stimulate a constantly expanding demand for goods and services, we wouldn't be the wealthiest nation that has ever existed."

—Luther H. Hodges
U.S. Secretary of Commerce

Downman & Associates.

Henry H. Franz, since 1955 associated with WFBM stations in Indianapolis, has been named general manager of the Indianapolis division of Bonsib, Inc., Fort Wayne, Ind., advertising and PR firm, which will open its offices in Indianapolis in October. Franz had been station manager at WFBM since 1961.

Campbell-Ewald has been appointed advertising agency for the Florists' Telegraph Delivery Ass'n, which bills approximately \$2 million a year . . . Gulf Oil Corp. and its local dealers have picked up sponsorship of the double-header football slate to be aired by WSUN Radio, Tampa, Fla., beginning tomorrow. Gulf Oil will sponsor the available half of the Notre Dame games and entirely sponsor the Pick-of-Dixie Southeaster Conference games.

Air Force Pins Wings On Video Documentary

Saginaw, Mich. — A documentary filmed and telecast by WNEM-TV on the Wurtsmith Air Force base has been approved for general distribution to bases throughout the world by Second Air Force Headquarters.

The documentary, "Operation Wurtsmith," was presented by the station as a tribute to the personnel of the Air Force in the area. It was produced by WNEM-TV's Nick Schneider. Randy Hippler directed and Gary Jones wrote and narrated the program.

Sonora Named to Head St. Louis Promo Staff

St. Louis—Sam Sonora has been appointed promo director for KT-VI here, it was announced by Paul E. Peltason, exec VP-general manager of the ABC-TV affiliate. He was formerly promo manager for WXYZ, Detroit, and promo, advertising and merchandising manager for WJPK there.

Rocco, Carroll, Paley Rep ABC Radio West

West Coast Bureau of RADIO-TV DAILY Hollywood — ABC Radio West, the web's regional network which encompasses the 11 Western states and includes 116 stations, has formed ABC Radio Representatives with Tony Rocco, Don Carroll and John Paley named district reps respectively, in New York, Chicago and Los Angeles. The new rep firm is aimed at primarily serving ABC Radio West.

Rocco previously was with American Radio and TV Advertising Agency and Saturn Productions, and served as sales manager of WPTR, Albany, and general manager of WKBW-AM-TV, Buffalo. Carroll, formerly Midwest rep for Hicks & Greist, has also been with WGN-AM-TV, Chicago. Paley had been an account exec and merchandising exec for Lennen & Newell in Los Angeles, and a senior account exec for David Olin Advertising.

Newscasters Elect Fern

Pittsburgh—Jack Fern, KDKA-TV news director, has been elected VP of the Pennsylvania News Broadcasters Ass'n at its recent convention at Penn State U. A former CBS News staffer, he conducted a news film workshop at the meeting.

FIREMEN'S PREZ TOUTS 'RESCUE'

Ryan Terms It Example Of Media Public Service

"Fire Rescue," which will be seen Sunday on NBC-TV, has been termed "an outstanding example of public service by the communications media" by Gerald J. Ryan, president of the 10,000-member Uniformed Firemen's Ass'n of New York City.

The program, depicting work of Rescue Co. 1 of the city dep't, will be aired on the "Du Pont Show of the Week." It was produced by Creative Projects, NBC News, under Irv Gitlin's supervision.

Five More Makes 40 For Dr. Burke 'Probe'

National Telefilm Associates, Inc., has finalized deals in five more cities for Dr. Albert E. Burke's "Probe" series, topped by Idaho First National Bank's purchase for yet-to-be-designated stations in Boise and Idaho Falls.

Besides the Idaho deals, KXLY-TV, Spokane; WEAR-TV, Pensacola, Fla., and WHBF-TV, Rock Island, Ill., have been set to carry "Probe." The new sales increased the total carrying the NTA package to 40 stations.

The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and hand-somely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411

N.Y.C. Official Aiding Int'l Film Prize Fete

Nina Rao Cameron, New York City's UN Committee director and administrator of the Consular Corps Committee of the Public Events Dep't, will serve in a liaison capacity for the Jan. 15 International Film Awards dinner of the Independent Film Importers and Distributors of America at the recently opened Hotel Americana.

Chairman Richard Brandt said invitations to the event have been extended to ambassadors at the UN and in Washington, as well as to the consuls general in New York of the many nations represented by award nominees.

Williams, Timex Sponsor 'I'm Dickens' in Canada

Special to RADIO-TV DAILY
Toronto — J. B. Williams Co. (Canada) and Timex of Canada, Ltd., will sponsor "I'm Dickens—He's Fenster" when it begins on most CBS-TV 0-0s today.

In Toronto, the program will be seen on CBLT. The J. B. Williams order was placed thru Parkson Advertising, New York, while the Timex order came via Ronalds-Reynolds Co., Toronto.

WLS and Medics Explore Advances in MD Training

Chicago—The challenge of medical and dental education will be explored by WLS, in cooperation with Illinois U. Medical Research Center, in an eight-part series beginning Sunday. New developments in training will be taken up by leading physicians and dentists in roundtable discussions and interview-type programs, hosted by Dr. William Grove, associate dean of the medical school. One program will deal with TV as a teaching aid.

Prestige Reps WMMM

Westport, Conn. — WMMM has reappointed Prestige Representation Organization as its national sales rep for the second year. The outlet was PRO's first account when the firm was organized two years ago.

Philly Salutes UN Week With Stamps for Essays

Philadelphia — WRCV is airing an audience contest on "What the UN Means to Me," daily thru Oct. 29, to observe United Nations Week, Oct. 21-27. Contestants write a statement, in 50 words or less, on the subject, with winners receiving a UN stamp collection.



By PETER C. DAVALLE

• • • Granada TV is optimistic about selling its "Coronation Street" TV series in the U.S. Twice a week over here, 20 million watch the comedy, romance and drama about the inhabitants of one street in a north of England industrial town. One of its central characters, acid-tongued Ena Sharples (played by veteran actress Violet Carson) has become British TV's inspired creation, attracting more fan mail than anybody else on the small screen.

• • • In conjunction with Westinghouse Broadcasting, Britain's ARTV has secured TV rights to "Black Nativity," with its cast of American Gospel singers. Production has been recorded over here and will hit our screens over Christmas . . . ARTV also announces that it will bring to London from Athens the entire cast of the Greek Tragedy Theatre for a special British TV production of Sophocles' "Electra."

• • • Over in Madrid the other day, I chanced across Jerome Thor, an affable personality who I'm told made a big impression over in the States in the "Foreign Intrigue" TV series. Jerome's currently making his first film, Samuel Bronston's eight-million-dollar "55 Days at Peking," with Charlton Heston, Ava Gardner and David Niven . . . That morning, Jerome had been thrown by a frisky horse at Las Matas, site of the reconstruction of Peking at the turn of the century. "I was lucky not to have broken my neck," he said.

Minow Denies Gov't Control in Globecasts

(Continued from Page 1)

have not been renewed by the present commission than have not been renewed in the FCC's entire 35-year history. We've also been criticized for imposing fines for violations of the law or our rules which have helped to take the profit out of deceptive and sharp broadcasting practices."

"This kind of criticism," he said, "is the best evidence that we are doing our job — doing it in the light of the public, not the private interest, as our own conscience and understanding enable us to see the light."

Recalls Recent Moves

Reviewing the FCC's recent history, he said, "We have both preached and practiced station responsibility for fulfilling program promises to the public. We have done more than lift an eyebrow. Where warranted, we have lowered the boom."

Minow argued that no commissioner enjoys the "distasteful" task of "negative measures of regulation."

"The role of an umpire is unpleasant and unpopular," he said. "Those who blow whistles are bound to be the target of the pop bottles of invective and self-interest."

In his opening remarks, Minow managed a sardonic dig at broadcasters over his proposal last year that there be more and better hours of children's programming.

Two networks, he said, "in clear confirmation of rugged independence and arms-length autonomy, have scheduled their children's series to be broadcast at the identical time Saturday afternoons.

"It is certainly desirable to provide TV programming for minority groups," he said "including minors." But perhaps my suggestion has been taken a little too literally, if the result is programming for that minority group of children who have two TV sets in their playrooms . . . or who are bi-focal!"

Speaking of Telstar, Minow said more cooperation will be needed as international TV progresses from experiment to regular operation, and "even on this side of the Atlantic, we must search for new ways to work with each other.

Looks to the Future

"There may be occasions in the future," Minow continued, "when the networks may want to join hands and rotate the carrying of some international events live on one network at a time. If you need government help in making such arrangements, it is yours for the asking. What we in Washington would prefer is some leadership on your own initiative, without government prodding, to share whatever burdens there may be in the larger interest of keeping your nation well informed."

Minow said the FCC, one of the

Detroiters Can Hear Music Series Twice

Detroit — For the fourth year WWJ will air the Detroit Symphony Orchestra concerts on a three-day delay basis, to give music lovers a double opportunity to hear the series.

Concerts, performed Thursday evenings at the Ford Auditorium will be aired by WWJ on Sunday. The opening concert next Thursday will thus be broadcast Oct. 1.

Paul Paray will conduct the initial concert, which will include the world premiere of James Cohn's "Wayfaring Stranger" Variations.

'Flicka' in Royal Bow With Gen. Mills Backing

"The Royal Carriage" will be the opening segment of the "My Friend Flicka" series tomorrow, partially sponsored by General Mills, through Dancer-Fitzgerald Sample. Returning regulars are Anita Louise, Gene Evans and Johnny Washbrook. The teleplay is by Curtis Kenyon.

"midwives" in the birth of space communications, is now "busily engaged in getting ready for next year's international conference to work out permanent frequency allocations for space communications."

He said one of the tasks of the FCC, with the advice of NAS, will be to pass judgment on whether a future round-the-clock communication satellite system "will be high, middle, low altitude — or some combination of the three."

'Obvious Advantages'

He said the high altitude system "has obvious advantages . . . but "we are anxious to move ahead . . . and today we do not have a booster capable of launching a high-altitude satellite."

A low altitude system, he explained, requires more satellites.

On the responsibility of broadcasters in international communications, he said:

"Your government will not cannot — monitor or censor your world programs, either the programs you send or the programs you receive and show in America. That's going to be the job of your conscience and your character. The penalty for irresponsibility will be more serious for the nation than the revocation of a station license.

"If this is too much responsibility for you," he added, "you should not be involved in international TV."