

Storer Story

NOVEMBER-DECEMBER •
1962



Rick
REINERT
TVA



THE STORER STORY

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STORER STATIONS

WJBK-Radio, Detroit KGBS-Radio, Los Angeles
WJBK-TV, Detroit WAGA-TV, Atlanta
WJW-Radio, Cleveland WGBS-Radio, Miami
WJW-TV, Cleveland WIBG-Radio, Philadelphia
WSPD-Radio, Toledo WITI-TV, Milwaukee
WSPD-TV, Toledo WHN-Radio, New York



George B. Storer, Man of the Year

ALL the members of the Storer Broadcasting Company were proud and pleased when George B. Storer, chairman and chief executive officer, was named Pulse's 1962 "Man of the Year."

Mr. Storer was honored at Pulse's 21st anniversary luncheon at the Plaza Hotel in New York City before a crowd of some 500 industry, civic and advertising executives.

The award is given each year to the individual who in the opinion of Pulse and its consulting panel in the broadcast industry, makes a notable contribution to the advancement of the broadcast industry, or its public usefulness.

Mr. Storer was chosen, said Dr. Sydney Roslow, president of The Pulse, Inc., because of the "great sense of responsibility with which he and the Storer organization have served the public and public causes, varied interests of govern-





Over 500 guests crowded into the Plaza Hotel in New York City to honor George Storer.

ment, industry, labor and the investing public.”

Dr. Roslow continued by citing a few of George Storer’s accomplishments in the industry. He pioneered in establishing a full group headquarters staff capable of giving leadership to his far-flung stations. He also set a pattern of strong local station management with wide local autonomy.

Mr. Storer was the first and only independent broadcaster ever to launch three major television stations within eight months, an act then considered daring in most industry circles.

Chairman of the National Association of Broadcasters’ committee to select the first head of NAB’s television department, Mr. Storer was instrumental in developing the TV Code, and is a true broadcasting pioneer, according to Dr. Roslow.

From left are James Lawrence Fly, former FCC commissioner; Mr. Storer, and General David Sarnoff.



Election Returns From All Storer Stations

☐ When election time rolls around our Storer stations are on the job with complete up-to-the-minute coverage, and everybody pitches in to help. Ken Armstrong and Doug Adair headed up WJW-TV staff members and reported on local balloting throughout the night.

In Detroit WJBK-TV had 30 staffers on hand, headed up by Carl Cederberg and Jac LeGoff.

At WSPD-Radio in Toledo 25 members of the staff had job assignments at the studio, the Board of Elections, as roving reporters, interviewers, and at the homes of the key candidates. The WSPD team was headed by news editor Jim Uebelhart. City and county returns came from the Lucas County Board of Elections and highlights of key contests were taped from NBC and integrated into the program. By special arrangement with radio station WMNI, our Toledo station was able to re-broadcast all important election information from Ohio's State Capital, complete with interviews and statements from gubernatorial candidates. Coverage began at 7:45 p. m. and continued throughout the night.

When everyone works together — salesmen, announcers, engineers, newsmen and office personnel—the results have to be good and all of our stations can be justly proud of a job well done.



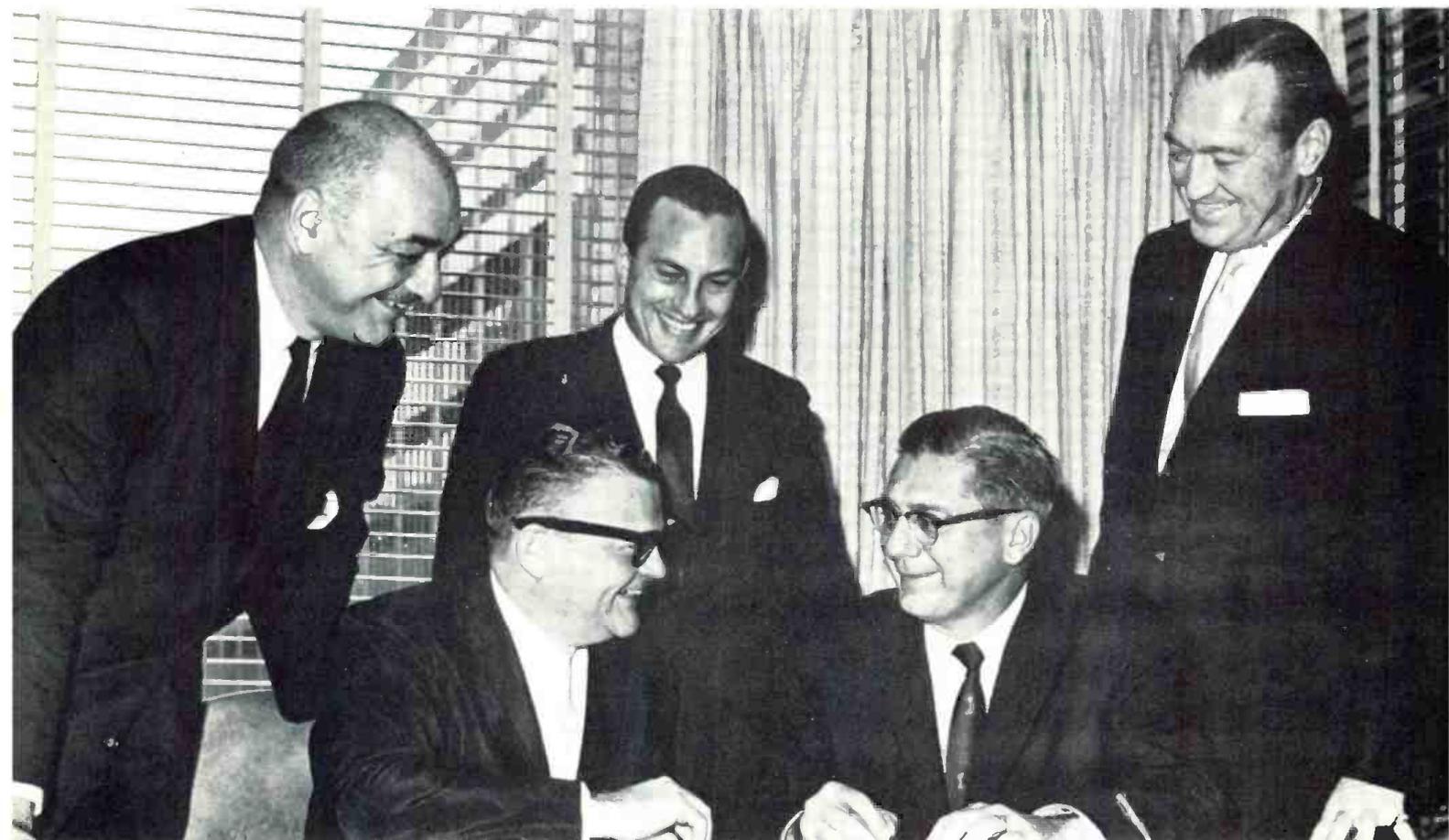
This newspaper ad ran in the Detroit News and Detroit Free Press. It reminded southeastern Michigan citizens of their election day right and duty and invited them to view Channel 2 to watch their vote count.

WSPD night news editor, Adam Gallan, garnered reports from the news wires. On the right engineer Eddie Goon and national sales manager Emerson Kimble were in charge of monitoring and taping NBC. Election night marked Mr. Goon's 31st year with WSPD.



WHN Affiliates With the Mutual Network

Shown at the signing of the WHN-Mutual Broadcasting System affiliation are, seated from left, Robert F. Hurleigh, president, Mutual Broadcasting System; Lionel Baxter, vice president, radio division, Storer Broadcasting Company. Standing are Charles Godwin, vice president in charge of Mutual Stations; John C. Moler, president and general manager, WHN, and Stanton P. Kettler, executive vice president, Storer Broadcasting Company.



Radio Station WHN, New York, became the exclusive New York outlet for Mutual Broadcasting System programs on October 14. The agreement was announced jointly by Stanton P. Kettler, executive vice president of Storer, and Robert F. Hurleigh, president of Mutual Broadcasting System.

The 50,000-watt station will broadcast such outstanding Mutual news programs and commentators as the award-winning "The World Today," Whitney Boulton, Cedric Foster, George Hamilton Combs, John David Griffin, Fulton Lewis, Jr., Tony Marvin, Steve McCormick, Frank Singiser, Del Sharbutt, Fred Van Devanter, Westbrook Van Voorhis, Charles Warren and others.

In commenting on the new arrangement for WHN George B. Storer, Chairman of the Board and Chief Executive Officer, said:

"Signing this agreement with Mutual Broadcasting System is in keeping with Storer's long-established policy of bringing to each community it serves the type of service we feel the community needs. We believe that New York,

the country's greatest radio market, is entitled to receive the excellent service furnished by Mutual, one of the world's major disseminators of news.

"Networks hold an important place in radio broadcasting, and we think that Mutual deserves our cooperation in having a New York outlet for its programming. We consider our bringing this service to the New York area another part of our responsibility to our listeners. We know they will be delighted with the Mutual programs."

Robert F. Hurleigh, president, Mutual Broadcasting System, stated, "We are profoundly proud that WHN—Storer Radio in New York—will become the flagship of the Mutual Broadcasting System in New York.

"The forty years experience of the Storer Radio people, their dedication to news and public service for the communities they serve as being an integral part of broadcasting—will now be combined with the extensive and authoritative news services of Mutual."



Report to New York; Bill Edmonds and Police Commissioner Murphy.



Dale Young Show; Jim Doney, Young, Chris Duffy.



Governor John B. Swainson

Program Highlights

Radio WHN has added its powerful voice to the New York police department with the "Report to New York" show. Recently New York City's police commissioner, Michael J. Murphy, appeared on the show with WHN newsman Bill Edmonds. In the photo far left the gentlemen display two new pamphlets offered to all citizens of the area by the police department—"Narcotics Mean Death" and "A Message to Women." WHN has invited listeners to write to the station to receive their copy of the pamphlets.

Cleveland's newest and hottest live TV program is "Dale Young Time" on WJW-TV. This variety show, starring the singing, swinging personality of Dale Young, features guests, audience participation and surprise items. Pretty Pat Jeffrin handles audience relations and Shelly Saltman is on the scene to warm up the audience before the show. Al Russ and his orchestra provide the music.

Political campaigns have been in the news the past few months and our Storer stations have played an important part in bringing the issues and the candidates to the attention of the public.

When the smoke had cleared on the red-hot Romney-Swainson Michigan race for governor, a series of unique television debates initiated by WJBK-TV general manager Larry Carino emerged as one of the contest highlights. Carino called managers of Detroit's other two stations together to set up details for the debates between incumbent John Swainson and challenger George Romney. The stations then took turns hosting the debates with the respective news directors rotating in the role of moderator. The final debate in the series took place in the WJBK-TV studios and was moderated by news and public affairs director Carl Cederberg.

WHN Radio was on the spot at the Democratic State Convention in Syracuse on September 17 and 18 to provide on-the-spot news coverage of that important event. Newsman George Hamilton Coombs and Jack Allen, along with WHN's news director Stan Willis, reported by direct line from the convention floor.

As a public service to the voters of Southern California, KGBS aired all of the state and local issues. From October 15 through November 6 the station presented two of the issues a day.

Former Vice President Richard Nixon, incumbent Governor Edmund G. Brown and prohibition candidate Dr. Robert L. Wyckoff were all guests on KGBS's "Inquiry."

In Cleveland WJW-Radio provided radio listeners with an opportunity to hear the views of all four of the candidates for Mayor in a special one-hour program. The program featured the back-to-back views of the Republican and Democratic candidates for the position formerly held by Anthony J. Celebreeze, now Secretary of Health, Education and Welfare.

Dick Shepard has taken over WHN's new morning show. The program, "Dick Shepard and Company," is heard Monday through Saturday from 6 to 10 a.m. Bright, fast-moving, filled with the light-hearted "Shepard touch," the show is liberally sprinkled with such service features as traffic, time, weather, transportation and always the Sound of Music. In the photo above Shepard notes, "When we say traffic is heavy on New York's Park Avenue, boy, do we mean it!" To prove his point, Dick took a pony cart, and was photographed in the middle of New York's busy Park Avenue. The authentic Irish pony cart is owned by



George Romney, Governor-elect.



Dick Shepard of WHN buggy riding on Park Avenue.



Dave Hawthorne, Ferrante and Teicher (popular piano duo), models and Ed Fisher.

at Storer Stations

New York's famed restaurateur, P. J. Moriarty.

Arthur Ferrante and Louis Teicher joined with WJW's piano personalities Ed Fisher and Dave Hawthorne to establish a new attendance record at the Public Auditorium for the Cleveland Summer Orchestra pop series. Ferrante and Teicher, who combine classical music with their own arrangements of today's popular composers, are one of the most exciting piano teams in the country. And this popularity, combined with WJW promotion, drew a record crowd of 8,330 to the auditorium—the highest attendance for a single performance in 24 years.

For some time our stations in Milwaukee, Toledo and Atlanta have broadcast a daily editorial. Now our radio and television stations in Detroit and Cleveland are serving their communities in the same manner. In Detroit Louis J. Miller, veteran Michigan newscaster, is the editorial voice of WJBK-Radio-TV. Larry Carino, general manager of WJBK-TV, was quoted as saying, "For 15 years the Storer Broadcasting stations in Detroit have served the dynamic Southeastern Michigan area through news and pub-

lic interest programs and through active participation in community affairs. Now, we are speaking out with comment and opinion on those local issues of great importance to every citizen." WJW-Radio-TV began their editorials on October 22, and their editorial voice is Norman Waggy, whose reporting background dates back to 1946.

"The Greatest Story Ever Told" is now on WJW-Radio. Each evening a portion of the Holy Bible is read to radio listeners by Bruce MacDonald, community affairs director. Mr. MacDonald started with Genesis and will continue through the complete Bible. It is estimated that several years will elapse before he completes the Book.

The half-hour dramatic program on radio, once so popular and now almost extinct, has returned to Cleveland, via WJW. Every Sunday night from 7:30 to 8:00 that station presents "Sunday Showcase." The show features a quartet of actors from the Cleveland Playhouse, Karamu, Lakewood Little Theatre and other area playhouses in masterpieces from the theatre, interwoven with classical music and poetry. Some of the future productions will be "The Cask of Amontillado" by Poe, "The Diamond Necklace" by deMau-

passant, "Jumping Frog of Calaveras County" by Mark Twain, as well as the works of Ibsen, Wilde and Baudelaire.

Simulated crash scenes dramatically outlined the reasons for the extremely high accident and fatality rate in the city of Atlanta on "Deadly Innocence," a WAGA-TV documentary. The film was produced by the WAGA-TV public affairs department, with Dale Clark as narrator. It will be one of the weapons employed by the Atlanta Traffic and Safety Council to curtail the increasingly rising number of accidents. The film will be shown to organizations by the Traffic and Safety Council in a community effort to lower the number of accidents. WAGA-TV cameraman Charles Vaughn handled the shooting of the documentary.

Detroit's Shirley Eder is now featured four times daily on a new radio series over WJBK, "That's Show Business." Shirley also writes a weekly column in 175 newspapers throughout the country, authors free-lance articles on celebrities, prepares an "advice" radio program known as "Dear Shirley" which is syndicated on a worldwide basis and is a regular contributor to Monitor.

Storer Stars

Bob Murphy Goes To Hollywood



The telegram read: "Delighted you could accept role in upcoming episode of Gunsmoke. Red carpet will be out leading straight to Longbranch . . . signed Jim Arness."

And so Bob Murphy of WJBK-TV was on his way to Hollywood. But not before another wire came through from Gunsmoke producer Norman MacDonnell asking, "Please advise whether Bob Murphy can ride a horse."

In the episode, "The Way It Is," Murphy was cast as the passenger agent at the Dodge City stage office with the unimaginative name of Slim. As soon as Murphy arrived in Hollywood he was fitted for costumes and then introduced to the cast. "They are all very nice," said Murphy, "and Arness is very large (6'8", 245 pounds). Amanda Blake did so much to make my wife and I comfortable on the set."

Murphy's call came in late afternoon of the second day. His appearance turned out to be longer than planned and lasted over two minutes. Milburn Stone, who plays Doc Adams on the show, was ailing with an eye infection and at the last minute had to be written out of the scene. As a result, Murphy picked up a few extra lines.

The scene was the exterior of the stage office. The stage driver and Slim come out of the office with the agent muttering, "Don't seem hardly worth the run—not with just two passengers." The Marshal and Chester approach and Slim exchanges a few words with them. The sequence closes with the stage pulling out and Slim and Chester looking on. The scene was filmed in approximately 45 minutes. The horses pulling the stage presented the only shooting problem. When the director cued Murphy and the driver to emerge from the office by commanding "action"—the horses began trotting away. The driver explained that the horses

were veterans of the Hollywood sound stages and were conditioned to move on the verbal command of "action."

"The show was very easy, very casual," remarked Murphy. "They shoot an entire show in six days with one day of rehearsal. I got the impression that they shoot everything possible inside. You have to wonder at the genuine outdoor look of those Dodge City street scenes. They're all done inside."

Murphy's appearance on Gunsmoke was unique enough to rate some paragraphs in the Detroit News—Hollywood Bureau man Harold Heffernan's column. Murphy was the first actor in the history of the show who could look Jim Arness straight in the eye without standing on a box. Both men are 6'8".

Maggie Davis Publishes Second Novel



Mrs. Maggie Davis, promotion assistant at WAGA-TV, has written a controversial novel about the Civil War entitled "The Far Side of Home." The book will be published in February by the Macmillan Company.

"The Far Side of Home" is based on true facts about Southern life during the Civil War era and emphasizes that of all the people living in the South during that period, only 8 per cent owned one or more slaves. Mrs. Davis bases her novel on the lives of the remaining 92 per cent, or what expert Dr. Bell Irvin Wiley of Emory University calls the "vast rural middle class."

Because the novel takes the non-traditional view of the "Old South," it has become controversial—even before publication. Mrs. Davis says that reports of it have been received coolly in the small town of Jonesboro where she lives. "In fact," she says, "I've thought of changing the title from 'The Far Side of Home' to 'You Can't Go Home Again'."

Mrs. Davis lives with her four sons on a 40-acre farm in Jonesboro and part of the property is situated on an actual battlefield, one of the last encounters in the campaign for Atlanta. She teaches an evening course in writing at Emory University.

She is the author of "The Winter Serpent"—a novel published by McGraw-Hill, 1958—and has been published in The Ladies' Home Journal, Georgia Review, Farm Journal and other magazines.

Historical advisers for the new novel were Wilbur Kurtz, Sr., who advised Margaret Mitchell on "Gone With the Wind" and later served as technical advisor for the movie; Dr. Bell Irvin Wiley, professor of history at Emory University, and Col. Allen Julian, head of the Atlanta Historical Society.

Nilly the Clown

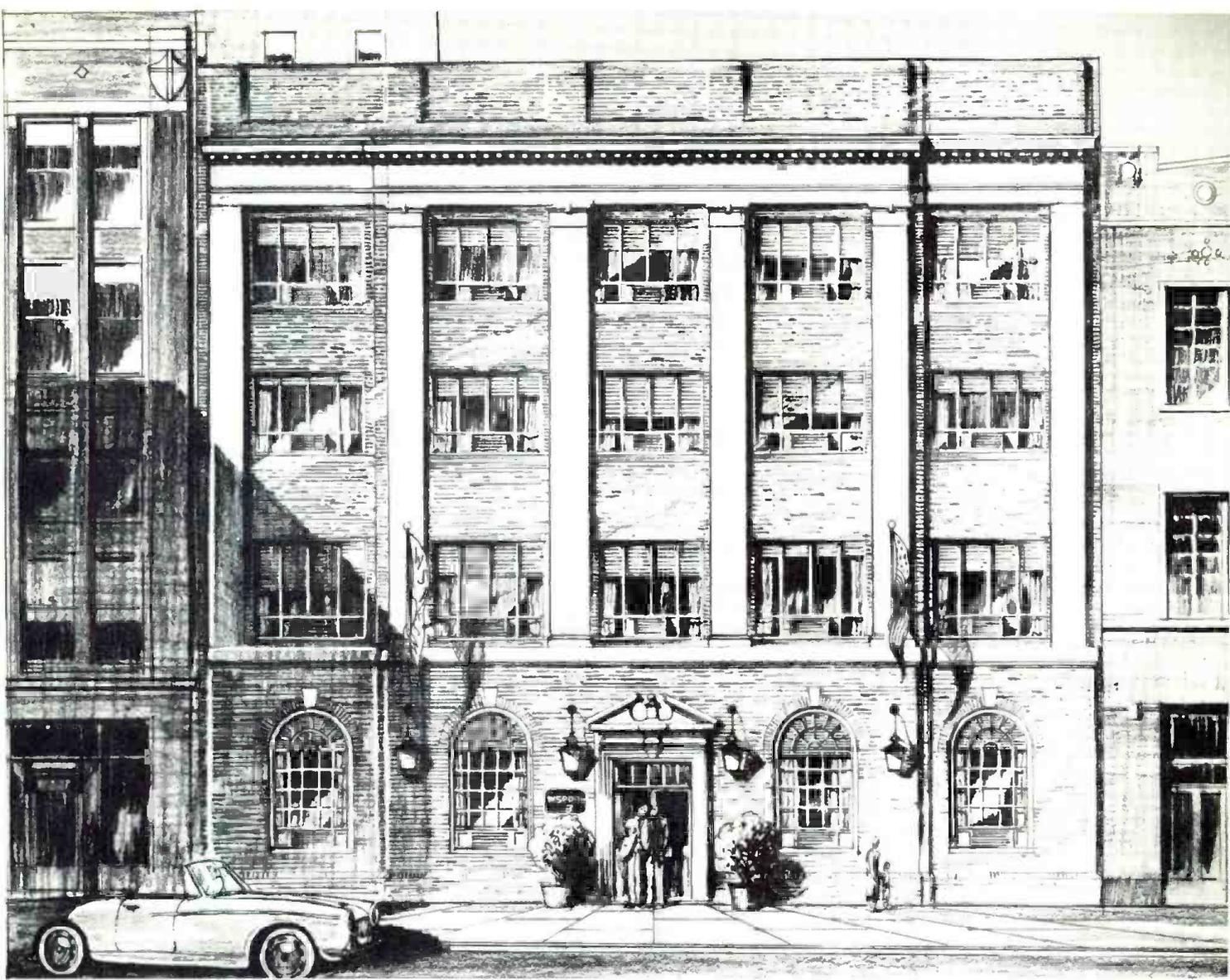


For a few lively minutes on Halloween afternoon the staff at STS in New York was regaled by a very funny clown—a la Emmet Kelly. The clown was decked out in a large tattered suit, giant size shoes, gloves, a bulbous nose, clown white make-up and black shoe polish.

"Nilly the Clown" arrived at the STS office carrying a beat-up shopping bag with lollipops that were handed out to the staff after they (the staff) were silently dusted off with a large, dusty handkerchief. Then the clown marched into Peter Storer's office—and just as silently dusted off his desk, blowing cigarette ashes all over his desk. This was cleaned up in rapid order, Mr. Storer was handed a lollipop, and the clown made a rapid exit.

But who was this tattered gent who was setting the entire office on its collective ear? Some of the girls were convinced "Nilly" was a girl—until the clown headed into the men's room. Finally Nilly unmasked, and lo and behold, it was an STS staff member.

To see for yourself the real identity of Nilly the Clown (and we guarantee you will be surprised) turn to the top of page 19.



New WSPD-TV Studio Building Dedicated to J. Harold Ryan

October 11, 1962 marked the dedication of WSPD-TV's new studios and offices, the J. HAROLD RYAN BUILDING in Toledo, Ohio.

The station's exterior and interior were transformed into a gracious and warm Colonial landmark for downtown Toledo. The style of Channel 13's new quarters is like that of its sister station, WSPD-Radio, which moved into its Colonial building at Lafayette and Superior a year ago. Keith McKenney, general manager of WSPD-TV, said . . . "We believe strongly in the traditional concepts of this country—individual responsibility, worth and integrity. These are the basic ideas expressed throughout our history. And we think that this traditional style of architecture is a living reminder of the importance of those beliefs."

The official name of the station's building is THE J. HAROLD RYAN BUILDING in memory of the Toledo businessman who was a pioneer in the radio and television industry.

Mr. Ryan was a successful businessman in manufacturing, banking and the distribution of petroleum products, who during the 1920's turned his attention to radio broadcasting. He joined his brother-in-law, George B. Storer, to purchase WTAL, a 50-watt Toledo radio station. The call letters were changed to WSPD, as the station became the first of seven radio stations and five television stations operated by Storer Broadcasting Company.

WSPD was Mr. Ryan's and Mr. Storer's first joint effort in broadcasting—an effort that was to continue until



The completely refurbished new lobby at WSPD-TV.

Mr. Ryan's death in June, 1961, ending the 34-year partnership of the two men.

At the time of his death, Mr. Ryan was director and senior vice president of Storer Broadcasting. His widow, Mrs. Frances Storer Ryan, is still a resident of Toledo and attended the dedication ceremonies.

A special 30-minute program marked the dedication of the building that is located at 136 Huron Street. Governor Michael V. DiSalle; Mayor John W. Potter; George B. Storer, Chairman of Storer Broadcasting Company; George B. Storer, Jr., President of the Company; J. Carson Lumbattis, President of the Toledo Area Chamber of

Commerce, and Henry Page, Chairman of the Greater Toledo United Appeal were among the civic, community and company leaders that took part in the special dedication ceremony program. Company officials in attendance included Stanton P. Kettler, Lionel F. Baxter, Bill Michaels, Terry Lee, Glenn Boundy, Clyde McClymonds, Harry Steensen, R. M. Akin, John J. Kelly and Bob Edell.

Station general manager Keith T. McKenney, at the dedication ceremony, said . . . "Our Company has a lasting faith in Toledo. We think our undertaking this major building project is the best possible proof of that faith."

Attending the dedication ceremony were, from left, Bill Michaels, Stanton P. Kettler, Keith T. McKenney, Mayor John W. Potter, George B. Storer, Jr., Mrs. J. Harold Ryan and George B. Storer, Sr.





Mrs. J. Harold Ryan and George B. Storer, Sr.

Keith T. McKenney
General Manager



Ralph Rust
Operations Manager



Robert E. Bailey
National Sales Manager



Pat Kenny
Promotion Director



George Fulop
Chief Engineer





George B. Storer, Jr.
President of
Storer Broadcasting Company

WITI Dedicates New Tower



The Milwaukee skyline gained a new look on October 9 when four hundred civic, business and broadcast leaders gathered for the formal dedication ceremonies of the new 1,078-foot WITI-TV tower, the tallest self-supporting tower in America.

In a brief program, each of the three legs on the structure was dedicated to a facet of broadcast service—"entertainment," "community affairs" and "news and editorials."

Noting that "as obviously as this tower cannot stand without three legs, no democracy can stand for long without an informed electorate," Storer Broadcasting Company President George B. Storer, Jr. proudly dedicated the final leg to "the most impor-

tant facet of our service, news and editorials."

Previously, Tom Moore, vice president in charge of the ABC television network, had dedicated one leg to entertainment and Henry Maier, Mayor of Milwaukee, had named a leg of the tower to community affairs.

Mr. Moore stated that the entertainment leg of the tower was a fitting symbol for "the head of a network whose innovations, many of which still survive, have made it a leader in the field of entertainment."

Mayor Maier opened his dedication remarks for the community affairs leg by quoting the opinion of FCC Chairman Newton Minow, a native of Milwaukee, that it is "not sufficient for television to cater to the whims of the

community; it must endeavor to fulfill the needs of that community."

The Mayor continued, "I feel that WITI-TV has done so effectively in the past, and I am sure they will continue to do so in the future." He then dedicated the community affairs leg "in the belief that it will lend strength to community service in Milwaukee."

Roger W. LeGrand, WITI-TV General Manager, outlined the new tower's brief history and noted that the tower was just a first step in expansion and improvement plans of Storer Broadcasting Company, which owns and operates WITI-TV. Wisconsin Governor Gaylord Nelson opened the dedication ceremonies, which also included Carl Zimmerman, WITI-TV Director of News and Public Affairs.



At the open house there was time for talk about network programming. From left are Cormine Patti, regional manager of ABC-TV station relations; Dean McCarthy, WITI-TV operations manager, and Don Shaw, director of ABC-TV station relations.



Guests were greeted in a Storer receiving line which included, from left, Bill Michaels, vice president for television; Stanton P. Kettler, executive vice president; George B. Storer, Jr., president, and Roger W. LeGrand, general manager of WITI-TV.

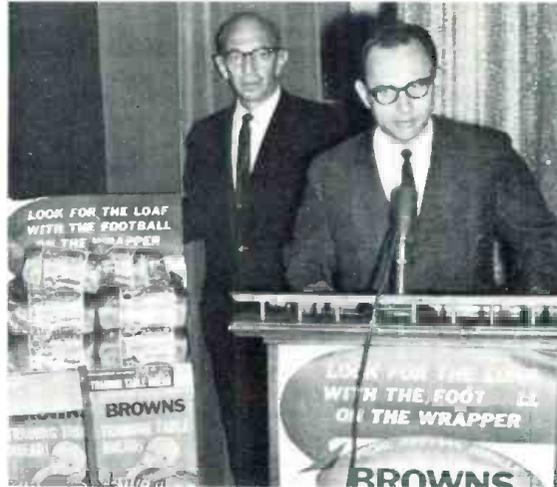


Attending the dedication ceremonies were, from left, Tom Moore, vice president in charge of ABC-TV; Wisconsin Governor Gaylord Nelson; Carl Zimmermann, WITI-TV director of news and public affairs; Fr. William F. Kelley, S.J., president of Marquette University, and Col. Kurdziel, of the United States Marine Corps.

Potpourri



(Left) Shown with WHN newsman Dick DeFreitas is FCC Chairman Newton Minow. WHN Total Information News was on the spot during Mr. Minow's recent talk to the International Radio-TV Society at the Hotel Roosevelt.



(Right) WJW-TV's director of merchandising, Ted Anthony, spoke to a group of over 200 Laub's Bakery personnel at a Channel 8 luncheon promoting Laub's "Brown's Training Table Bread." Maurie Beyer, vice president of Laub's, looks on.



(Left) WHN Radio's director of public affairs, Ted Schneider (left) presented a set of the "Documents of Freedom" to New York City's police commissioner, Michael J. Murphy. The presentation took place at police headquarters.



(Right) When a Detroit high school football player was seriously injured in a game, classmates appealed to WJBK to donate the services of ONE D.J. for a record hop. Clark Reid, Robert E. Lee, Dave Shafer and Dave Millan promptly volunteered—and the result was \$1,000 to aid the injured boy. From left are Shafer, Orville F. Heft of Cass Technical High, Dave Millan and Clark Reid.



(Left) While in Detroit visiting WJBK-TV and Children's Hospital recently, Lassie took time out to meet a fan. He's Detroit News feature editor, Bob Lubeck.



(Right) When the crew of "Route 66" was in Cleveland to shoot three segments of the series, WJW-TV promotion director Shelly Saltman gave a helping hand to unit publicist Lou Weiner. Here is Saltman with stars Martin Milner and George Maharis.

Awards

Joseph T. Conway, WIBG general manager, and station personality Hy Lit have received special awards from the City of Hope for sponsoring and supporting a radio campaign to endow an occupational therapy department in the children's hospital of the City of Hope, free non-sectarian medical center. In the photo are, from left, Hy Lit, Mr. Conway, Mrs. Dottie Fried, Mr. Milton Gold, Mr. Harry Sylk and Mrs. A. Artzes. At the time the awards were given it was announced that the Hy Lit-WIBG Teenagers Mercy Wing had been established at City of Hope.



● WHN, Storer Radio in New York, has been granted an award for Outstanding Public Service Programming in the First Equitable Savings and Loan Association Journalistic Achievement Contest. The award was presented to Ted Schneider, WHN's public affairs director, by Dr. John B. King, associate superintendent of schools of the City of New York. In presenting the award Dr. King noted . . . "WHN contributed consistently excellent and creative news and feature reporting of a public service nature

and its resultant stimulus to worthwhile community endeavors."

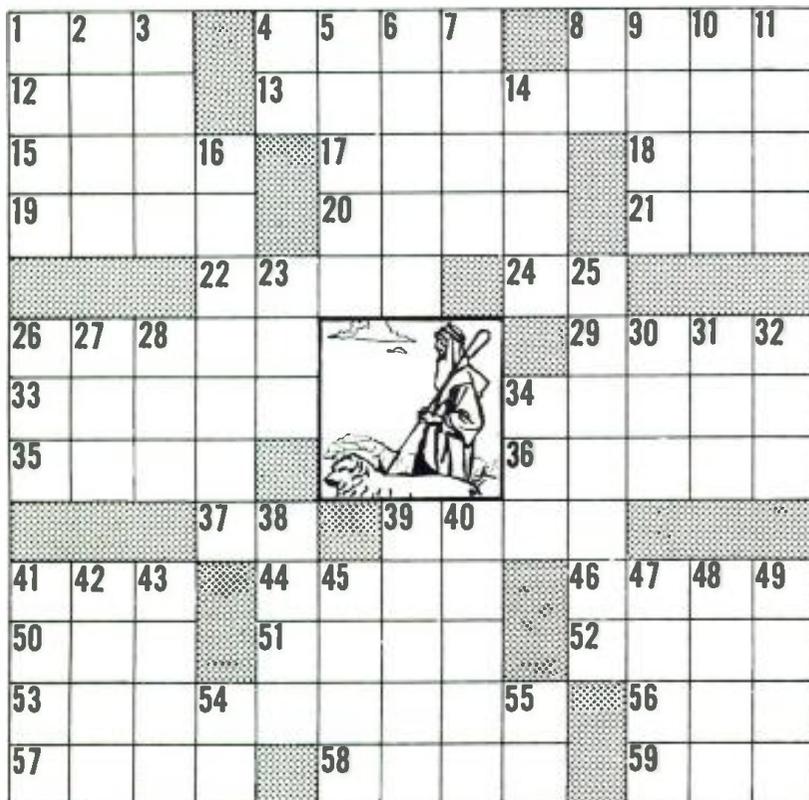
● WAGA-TV promotion manager Ned Jay and announcer Paul Shields were the proud recipients of the Quill award of the Atlanta Chapter of Sigma Delta Chi, national journalism fraternity. Recognition went to the WAGA-TV team for their July 26 edition of "Reporter's Notebook" featuring E. G. Marshall, star of the CBS program, "The Defenders." The Quill award committee commended . . . "not only the program as it was arranged, but the ingenuity shown by the person

arranging for the show."

● NBC recently presented WSPD-Radio with a plaque that read, "25th Anniversary — 1937-1962. The National Broadcasting Company presents this award of merit to Radio Station WSPD, Toledo, Ohio, in recognition of its twenty-five years of service, broadcasting in the public interest as an affiliate of the National Broadcasting Company." The plaque was signed by Robert E. Kintner, president, and Robert W. Sarnoff, chairman of the board. Reggie Martin, general manager of WSPD, received the award.

CROSSWORD PUZZLE

Answer on Page 19



- Across*
1. — to the world, the Lord is come
 4. The — of Bethlehem
 8. Three kings of the Orient
 12. Night before Christmas
 13. Birthday of Jesus
 15. Sold at Christmas to raise funds to control tuberculosis
 17. Mother of Jesus
 18. No room here for the Holy Family
 19. Prefix, bearlike
 20. Not a creature was stirring, not — a mouse
 21. Period
 22. French novelist
 24. Latin and
 26. Silent —
 29. Heathen god
 33. St. Nicholas
 34. Come, let us — Him
 35. Chimney
 36. Feasted
 37. Act
 39. This gave the luster of midday to objects below
 41. Boy
 44. Peak
 46. Present
 50. For skating
 51. Tiriba (ab.)
 52. Followed by the wise men
 53. Angels announced Christmas to them
 56. Forget this on Christmas
 57. Length of time
 58. Colors
 59. Behold
- Down*
1. Christ
 2. Above — where the star shone and the angels sang
 3. Affirmatives
 4. Before Christ (ab.)
 5. Syrian proper name
 6. Courageous
 7. Ireland
 8. Mountain (ab.)
 9. Among
 10. Ganelon
 11. Contraction
 14. Past
 16. Illuminated, as a Christmas tree
 23. Latin go
 25. Message of great joy
 26. Initials bank puts on checks returned for p'ment
 27. Word ending
 28. African antelope
 30. To put on
 31. Mined metal
 32. Guided as the Star — the three kings
 34. Lots of this near Christmas
 38. Vow
 39. Jolly
 40. Oxygen compound
 41. Make one of these for Christmas cards and gifts
 42. Often felt in head and feet near Christmas
 43. Prancer and Dancer
 45. Variegated
 47. — — better to give than to receive
 48. Travel
 49. Christmas symbol
 54. Post man
 55. Sunday School

New Jobs . . . New Faces

WJW-TV



One of the newest members of the WJW-TV staff is Susan Marie Storm, secretary to George Lyons. Twenty-one-year-old Susan is from Ashtabula, Ohio. She attended Kent State University, is married, and is an avid card player. Before coming to WJW-TV she was a legal secretary.



Edward A. Royster has been named local account executive for WJW-TV. He came to the station from the Whlaye Company (taxi advertising) in Louisville. He served in Cleveland as their midwestern representative. A graduate of the University of Kentucky, Royster is an experienced pilot.

WGBS



Jim Ward, well known Miami radio and TV newsman, has added his voice to the WGBS news department. A native of the Republic of Panama, Jim attended the Canal Zone College and Montana State. He is bi-lingual and has an exclusive arrangement with Pan American to announce all Latin American flights.



A pretty addition to WGBS (in the continuity department) is Marilyn Catlow. Marilyn, a graduate of Albright College, comes to WGBS from Westfield, New Jersey, by way of a Miami advertising agency. She spends her spare time sailing on Biscayne Bay and bowling.



Veteran radio announcer John Kent has joined the WGBS Sound of Music announcing staff. John comes to WGBS from WAFB in Baton Rouge—and he started his broadcasting career with KALB in Alexandria, Louisiana. For many years he was the Readers Digest reporter for the CBS Network in the "deep south."

WITI-TV



Terry Brophy is WITI-TV's receptionist. She attended medical technology school and is presently going to college in the evening division. She likes bowling, horseback riding and music.



WITI-TV engineer Tom Sardina graduated from the Milwaukee Institute of Technology, where he majored in television engineering. Tom is a newlywed and admits to being a hi-fi bug.



Dorothy Schossig is in the WITI-TV accounting department. For six years she lived in Miami Beach and was front office cashier at the San Souci Hotel. Married, she has a son.

KGBS



Alan Lisser has joined the KGBS news staff. A 21-year veteran of the broadcasting industry. Lisser started his career at KGMB, Honolulu, in 1941 and returned to the mainland in 1944 at KFRC, San Francisco. He has been active in film narration and has recently done work for Aerojet General.



Ed McLaughlin, formerly manager of spot radio for PGW, has been named general sales manager of KGBS. A native of San Francisco, McLaughlin entered the sales field in 1958. A graduate of San Francisco State College, McLaughlin is married and has two children.

WHN



Newest member of WHN's roster is Lonny Starr, who takes over the 8 p. m. to 1 a. m. Sound of Music. He was formerly with WNEW for 12 years and WINS for two. Wrestling fans knew Lonny as the voice of Channel 5's wrestling matches. He and his wife and two children live in Long Island.

WJBK-TV



Meet Connie Page, whose half-hour show is seen on WJBK-TV. She came to the station from KTNT-TV, Seattle, where she was public service editor. She has toured Africa and 13 Middle East countries for the station and interviewed notables like Albert Schweitzer, Haile Selassie and King Hussein.

STS



Julian P. Kanter has been appointed midwestern sales manager of Storer Television Sales. He replaces George Lyons and will direct midwestern sales from the STS offices in Chicago, where he has been his entire broadcasting career. Kanter attended the University of Chicago.

WJW-Radio



Morning man on WJW is personable Ed Fisher. His varied experience includes stints in Mansfield, Indianapolis, Zanesville, Moline and Chicago. He is perhaps best known as Bozo the Clown (a recent show on WJW-TV) and has won many followers with his warm, good-natured personality.

WJW-Radio



New newsman on WJW is Joe Dannery. A native of Youngstown, Joe has covered hearings in the Ohio Legislature and Federal Congress dealing with unemployment compensation legislation and other steel bills. He has worked as a stringer for major news stations in Cleveland and Pittsburgh as well as WHOT, Youngstown.



Hal Morgan, WJW newsman, began his radio career as an announcer of collegiate sports and studio programs while an undergraduate at the University of Kansas. During his 17-year career with WGAR he was equally at home as commentator on the weekly CBS broadcasts of the Cleveland orchestra or as emcee of the night owl show.

WAGA-TV



The new addition to the promotion department at WAGA-TV is Carol Ippolito. A graduate of the University of Georgia, Carol is the author of freelance articles and is currently campaign chairman of the Atlanta Chapter of the Muscular Dystrophy Association. She was market editor of the Atlanta Journal.

Fun Time



'Sun' Bowlers

The Miami Beach Daily Sun (Storer-owned newspaper) sponsors a bowling team in the American Legion League. Kneeling, from left, are Pat Vinuya, who has worked in Mr. Storer's household for over 30 years, and Tirso Reyes, Home Office chef. Standing are Earl Mansell, Jack Tomshaw and Tony Plachter.

Le Casino Cinq



Dan Wall, Steve Halpern and Ned Jay.



High stakes at the Chuck-a-luck table.

Although WAGA-TV's Le Casino Cinq only opened its doors for two nights, it was acclaimed by those who know clients' parties as the most successful ever held for Atlanta advertisers.

The BBFIP (Big Bash for Important People) featured a French gambling casino complete with le jazz hot, hors d'oeuvres, a gendarme and such assorted fun and games as chuck-a-luck, wheel of fortune, black jack and roulette played with wooden chips.

Le Casino, brainchild of WAGA-TV promotion manager Ned Jay, was not only authentic down to the last platter

of snails, but it had some pretty predictable and authentic trouble. The house went broke several times, especially at the roulette table where canny clients managed to keep ahead of the house croupiers. But enough wooden-nickel millionaires were present at the wind-up auction for prizes to make it a big success.

The casino offered a completely converted WAGA-TV conference room. Green baize tables and drop lamps set an appropriate note, and the gambling was helped along by the efforts of Hunter Bell. Steve Halpern, Lorenzo Jones and Larry Lascaris of WAGA-

TV Sales, with Ned Jay acting as house cashier.

Carol Ippolito of promotion was the cigarette girl and Maggie Davis acted as hostess. Also assisting was Linda Ford, featured on the WAGA-TV promotion film shown at the party. The gendarme was Dan Wall, promotion department artist. Press, agency people and representatives of national advertising using the CBS Network saw a 50-minute presentation of "Seven Wonderful Nights." The CBS film was augmented with special material featuring WAGA-TV's Paul Shields and Linda Ford.

Column Notes . . .

Nilly the Clown



Presenting Nilly the Clown—lovely Gloria Nielsen, STS receptionist. Gloria called in "sick" Hallowe'en morning and despite warnings from her mother that she would surely get fired for such foolishness, the strong urge for fun overruled and pretty Gloria arrived on the scene as Nilly . . . to everyone's delight.

United Fund Appeal

All over the country people are contributing to the United Fund and employees of the Storer company are no exception. We thought we would pass on to you what WITI-TV and General Manager Roger LeGrand did to promote UF in Milwaukee. After a brief appeal for the Fund, Mr. LeGrand read the following poem.

Today upon a bus I saw a lovely girl with golden hair,
 She seemed so gay I envied her, and wished that I were half so fair,
 I watched her as she rose to leave, and saw her hobble down the aisle.
 She had one leg and wore a crutch but as she passed—a smile.

Later on, I bought some sweets. The boy that sold them had such charm.
 I thought I'd stop and talk a while; if I were late, 'twould do no harm.
 And when we talked he said, "Thank you, sir, you've really been so kind.
 It's nice to talk with folks like you. Because, you see, I'm blind.

Still walking down the street I met a lad with eyes so blue.
 But he stood and watched the others play; it seemed he knew not what to do.
 I paused and then I said, "Why don't you join the others, dear?"
 But he looked straight ahead without a word, and then I knew he couldn't hear.

Oh God, forgive me when I whine.
 I have two ears—the world is mine.
 Two legs to take me where I'd go.
 Two eyes to see the sunset's glow.
 Two ears to hear all I should know.
 Oh God, forgive me, when I whine.
 I'm blest indeed; the world is mine.

VOA

At the beginning of the Cuban crisis,

and continuing until November 13, WGBS devoted the hours from 7 p.m. to 6 a.m. to the Voice of America program. On October 22 George B. Storer, Jr. received the following telegram from President John F. Kennedy . . . "Many thanks to you and your organization for your cooperation. This is a splendid public service in the interest of the nation."

Dividend

On November 12 the Board of Directors of Storer Broadcasting Company declared a quarterly dividend of forty-five cents per share on its Common Stock, payable December 10, 1962, to stockholders of record November 23, 1962. Storer Broadcasting Company Common Stock is listed on the New York Stock Exchange. At the same meeting, the Storer Board declared a quarterly dividend of twelve and one-half cents per share on its Class "B" Common Stock, which is not listed.

Stations

In October WIBG staged another first in the radio industry, with a 24-hour Home Town Spectacular. Over 80 artists in the popular music field who were "home town" products, were featured. To name a few—Frankie Avalon, Chubby Checkers, Freddy Cannon, James Darren, Fabian, Bobby Gregg, Buddy Greco, Bobby Rydell and Eddie Fisher. Groups such as The Dovells, Danny and the Juniors, The Four Aces, Bill Haley and his Comets and the Sensations were also highlighted during the spectacular. John Mahan, production director, handled the vast production problems involved in gathering the specially recorded materials, as well as the many records which were featured throughout the day.

A salute to WJBK-Radio for their latest efforts to help control traffic accidents in Detroit. The station has produced a completely new series of safety announcements recorded by a group of Detroit youngsters ranging from 6 to 10 years of age, representing their school. The project was prepared and coordinated by Dave Millan, WJBK program operations assistant. The safety messages are scheduled multiple times daily, creating a vital impact on

listeners through the charm of a child's voice pleading for adults to be safety conscious.

For 27 years Uncle Jules Blair conducted the Kiddie Karnival on WSPD-Radio. Dozens of his discoveries have gone on to big things in the entertainment world—including Teresa Brewer and Helen O'Connell. Uncle Jules died in September and a group of those who had worked with him got together to reminisce about him in a half-hour program.

ALSAC Award—WSPD



Danny Thomas presented a plaque to WSPD program manager Jack Williams inscribed . . . "Presented to WSPD-Radio in grateful recognition of distinguished service. ALSAC, Danny Thomas, President, October, 1962." From left are Williams, Thomas, Roy Oviatt, radio-TV editor of the Toledo Blade, and Eddie Kutz.

Thanksgiving Messages

In keeping with the spirit of Thanksgiving, KGBS presented a "Be Thankful" series which was aired throughout the day November 22. According to KGBS program manager Bill Thompson, the five one-minute programs featured special messages from Protestant, Catholic, Jewish and Baptist ministers in Los Angeles. The programs were aired each hour on the hour.



Toledo, Ohio. Another of the great cities served by Storer stations.

