

# Car Radios Prove Major Sales Tool: RAB

## Virtually All Drivers Listen While on Road

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

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

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

## Teenagers' Show Bows As Bowl & Dance Combo

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

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

## Salinger to Address R-TV Institute in Ga.

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

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

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

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

## Provo AMer Progresses

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

## Kahn Sideband Bid Denied

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

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

## Engineers to Attend Winter Skull Sessions

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

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

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

## Linkletter Goes Legit, Stars on 'GE Theater'

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

## TELEVIEWS

### Ken Murray's Hollywood

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

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

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

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

Larkay

## News Flashes From Coast-to-Coast

### Stitt at WKBW

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

### Deejay Show in New Slot

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

### WDAK Picks Robin, Eger

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

### 'Men of Destiny'

New Britain—WHNB-TV will

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

### Upped to Program Head

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

### 'Radiation and Man'

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

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

### On the 'March'

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

### Book Knows the Answers

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

## Minneapolis TV Airing Home Team's Hockey

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