



BOTH WHYN-TV AND RADIO WILL AIR CONVENTIONS

Westinghouse Will Again Sponsor CBS Network Broadcasts

Complete and continuous coverage by CBS News of the 1960 Presidential conventions, will again be sponsored on the CBS Television Network and the CBS radio network, (WHYN-TV) Channel 40, and (WHYN Radio) by the Westinghouse Electric Corporation, it is announced by Mark W. Cresap, Jr., president of Westinghouse; Louis G. Cowan, president of the CBS Television Network; and Arthur Hull Hayes, president of the CBS Radio Network.

Both Conventions Aired
Included in the sponsorship will be complete coverage by CBS News of the Democratic Convention, beginning in Los Angeles on July 11 and the Republican Convention, beginning in Chicago on July 25.

Broadcasting of the Democratic Convention at the new Sports Arena in Los Angeles will begin this afternoon (5-5:30 p. m.) when a behind-the-scenes, pre-convention program will be presented on both networks. Viewers will be taken on a camera tour of the arena, one of the largest and most elaborate exhibition halls in the United States.

One week after conclusion of the Democratic Convention, the scene will shift to Chicago where the Republican delegates will assemble in the International Amphitheater. Here, again, CBS News will present a pre-convention program, on July 24, to familiarize the national audience with the convention hall and with the key political headquarters in the Windy City. This will be the third consecutive election year in which the networks' cameras and microphones will be installed in the amphitheater.

In commenting on the 1960 political broadcasts, Mr. Cresap said: "It appears that the conventions and campaign of 1960 will be among the most spirited, as well as the most important, in the history of the country."

"The Westinghouse-CBS program should contribute greatly toward public interest in the campaign and toward greater

'Big Three' at Convention



For analysis of the national political conventions next month, anchor man Walter Cronkite of CBS News (upper right) will turn to two of the most experienced and expert hands in the business, Edward R. Murrow (left) and Howard K. Smith. The three are part of the team of 25 CBS News correspondents covering the conventions for the CBS television and radio networks, (WHYN-TV, Channel 40, and WHYN-Radio, 560 KC.)

public enlightenment as to the issues involved.

"Our experience in 1952 and 1956 gave ample evidence of the public's intense interest in these most significant political events. More than 80 per cent of all the families in the United States tuned in to see all or part of the conventions in 1956.

"We hope the 1960 program will assist in producing a maximum turnout at the polls on Election Day.

"Historic Drama"
"We at Westinghouse feel proud to team up with CBS in the presentation of this historic drama to the people of the United States."

Mr. Cowan said: "The decision of Westinghouse to sponsor the CBS News coverage of the Presidential conventions for the third consecutive time has significance beyond the strictly

commercial factors involved.

It once again represents a joint effort upon the part of both broadcaster and sponsor to provide the nation's electorate with the opportunity to evaluate the personalities and issues on a scale never before possible. We are proud to be associated in this venture with Westinghouse."

Mr. Hayes said: "The sponsorship by Westinghouse, of CBS Radio's broadcasts of the 1960 conventions and election is a most encouraging confirmation of the indispensability of network radio in providing complete and immediate information on matters so vitally affecting all Americans. We and our affiliated stations are most gratified to serve voters throughout the nation—for the third time under the same sponsorship."

CBS ASSIGNS ITS TOP REPORTERS TO THEIR TASKS

Cronkite 'Anchors' TV, Bob Trout Ties Radio Coverage

The assignment of CBS News correspondents to their specific reportorial beats at the national Presidential conventions is announced by John F. Day, vice-president—news, CBS News.

Walter Cronkite, as he was in 1952 and 1956, will be anchor man for the comprehensive CBS News coverage on the CBS Television Network. His radio counterpart will again be Robert Trout.

Howard K. Smith will serve in the dual capacity of analyst and pivot anchor man overlooking the convention halls.

Edward R. Murrow, who returned from a sabbatical year at the end of June, will analyze the convention proceedings, especially as they relate to foreign affairs.

Assigned to candidates and potential candidates will be Bill Downs (Adlai E. Stevenson), Paul Niven (Senator Stuart Symington), Charles Von Fremd and Blair Clark (Senator John F. Kennedy), Harry Reasoner (Senator Hubert H. Humphrey), Nancy Hanschman (Senator Lyndon B. Johnson), Wells Church (Vice-President Richard M. Nixon) and Tom Costigan (Gov. Nelson A. Rockefeller).

Other assignments to convention VIPs and delegations: Lewis Shollenberger and George Herman (National Committee Chairman Paul M. Butler, Democrat, and Senator Thruston B. Morton, Republican), Grant Holcomb (California), Tom Costigan (New York), Dallas Townsend (New Jersey and Pennsylvania), Stuart Novins, Harry Reasoner and Bernard Eisemann (Midwest), Charles Kuralt (South) and Elmo Roper (roving assignment).

On the convention floor, equipped with walkie-talkie communication with the central news desk, will be a relay team composed of Douglas Edwards, Bill Leonard, Alexander Kendrick, Charles Collingwood, Richard C. Hottelet, Charles Kuralt and Nancy Hanschman.

Ron Cochran will deal with human interest "sidebar" material.

Inside TV

By EVE STARR

HOLLYWOOD, Cal.—Probably no manufacturer in the world has as many problems as a TV producer. Virtually everything he handles is touched with temperament while everyone he deals with is a talented bundle of more temperament and of all temperamental human beings the talented ones are the worst. He has no such thing, as an assembly line for his product. He can never get, have or show the same thing twice—running. When engineers design a refrigerator, the refrigerator comes out looking and performing exactly as the specifications said it would. When a producer blueprints a half-hour TV film, he never knows exactly how it is going to wind up.

Scripts are changed in mid-shooting. An actor's performance varies from take to take. On location, the weather becomes the most temperamental of all bosses. Child actors and their mothers represent problems monumental enough to make a refrigerator engineer shoot himself rather than swap jobs. And standing behind the producer every step of the way is the agency man, the sponsor's untutored representative, the greatest source of interference since the invention of the mother-in-law.

The agency man has but one mission in life: to see that the film in no way reflects discredit upon the sponsor. This might seem a simple enough mission until one realizes just how many ways, in a sponsor's sensitive mind, discredit can reflect. The sponsor's trouble is that he doesn't want to offend anyone. An offended person is a lost customer. Offended blocs are even worse than offended individuals. A villain must not be identified with any racial, religious or national minority. ("The Untouchables" has had untold trouble trying to get around the immutable fact that a great per cent of Chicago's gangsters in the Thirties were of a particular racial extraction.)

With the villains taken care of, the agency man keeps an eagle eye out for unwarranted plugs. And that brings to mind the most ridiculous story of them all. Not long ago, one of the CBS Ernest Hemingway specials was sponsored by Buick. The script called for a 1930 automobile, and the producer thought it would be nice to make it one of the sponsor's cars. This took a little doing for 1930 cars of any make are not easily come by, even in Hollywood, but one was finally turned up. Whereupon the network stepped in and insisted that all identifying marks be removed because the use of an identifiable car constituted an unwarranted plug. And this in the face of the fact that Buick itself was paying upwards of \$225,000 not only for the show, but for the CBS air time.

Fabian, the kid singer, and Bob Marcucci, his manager (who apparently figured that a single name, as with Liberace, is more glamorous than the usual two names), are up in arms over a national magazine article which accuses Fabian of having a "manufactured" voice. Marcucci is afraid the article is going to hurt his boy and cost him bookings.

Mr. Marcucci, it would seem, has a lot to learn about life in the public eye. Fabian does indeed have a manufactured voice, and Marcucci is the man who manufactured it. He discovered Fabian on a Philadelphia street and liked his looks; which is to say, he looked like a teen-age singer is supposed to look—dark, needing a haircut and possessing the requisite

sleepy eyes. Fabian couldn't sing a lick, but that didn't bother Marcucci. As he well knew, anyone who could carry a tune could be turned into a passable singer with a little electronic magic. It wasn't long before the canned miracle was wrought and Fabian rocketed to the top in the race to displace Elvis Presley while Sir Swivel Hips was still in the Army.

Now, apparently, Marcucci figures his boy should be treated like a star, if not royalty. Only good and kind words should be his, especially in print. It is no less than the duty of all American editors to interpret the Marcucci view, to lend their wholehearted assistance to the big build-up for Fabian so the singer and his manager might make themselves tidy little fortunes.

Just where Marcucci picked up this philosophy is difficult to say. Had he followed the careers of other singers such as Crosby, Sinatra, Presley, Lanza, Dean Martin and many others, he would know that the press considers it its duty to report the news, not confine itself to unbridled praise by the column inch. And the facts about Fabian, however nice a young lad he might be, are simply that he can't sing a lick and that his manager has latched onto his looks and his personality to make a fast buck while the craze for teen-age idols is still paying off. There is nothing wrong in this, of course. If the public is going to buy records made by these calf-like bleaters, then the smart thing to do is to go ahead and make them.

But it is not smart to expect the press to play along with these manufactured idols as so many teen-agers. And it is even less smart to give vent to screams of outrage when the press prints the simple truth about the matter.

Look for Bill Tallman to be back in the "Perry Mason" series. Producer Gail Patrick wants him—and whatever Gail wants, Gail gets!...Gower Champion, dancer turned director, is all set for a "special," and Tammy Grimes called "The Girl Who Stole the Heart of a Nation" which will star Rex Harrison Datchet Diamond?...New Jack Tar Hotel in San Francisco, built with Texas money and very swank, uses a drive-in closed-circuit TV to check in guests. One clerk in the garage and the room clerk checks you in and shows you your room.

Jim Backus and his loving Henny have written a night club act for Jim who debuted at the Slate Brothers Club on Thursday (June 30). Telephoned Henny who had just returned from four weeks at the Cedars of Lebanon Hospital, a hepatitis victim. "I'm writing in bed," she told me. "It will be four months before I'm really over it, and I'll have to bedrest most of the time. This is Jim's first appearance as a night club entertainer although he's been hamming it up on stages for years. Usually as guest speaker or host. Mr. Magoo and Professor Upsyke skits are in, of course, and Jim has a couple of monologs that are a riot. I'm not going to tell you everything," Henny said, "come and see the act and call me." I promised faithfully to do this.

NEW MORNING SHOWS BOW ON '40' TOMORROW

'Dec. Bride' and 'Video Village' Appear at 10 And 10:30

Two changes in Monday-through-Friday morning programming go into effect on WHYN-TV, Channel 40, starting tomorrow.

At 10 a. m., "December Bride," starring Spring Byington, takes the place of "The Red Rowe Show," and at 10:30 a new program titled "Video Village" takes over in place of Jack Linkletter's "On the Go".

Aiding Spring in the Henshaw household shenanigans are Verna Felton as Hilda Crocker, Lily Ruskin's daughter and son-in-law, Ruth (Frances Rafferty) and Matt (Dean Miller) Henshaw, and Harry Morgan as Pete Porter.

"Video Village," a new, surprise-filled game show, stars Jack Narz as host and "village mayor." The program also features Joanne Copel, and as assistant mayor, plus a town council comprised of studio audience members.

"Video Village" transforms a studio village into a huge game board on which contestants, moving about as "pieces," vie for merchandise and modest cash prizes. Two players at a time, introduced by "Mayor" Narz, alternately spin a chuck-a-luck dice cage. Whatever number turns up determines how many squares each contestant may advance down the village's three mainstreets. The squares offer prizes, questions, surprise opportunities and also setbacks.

A special highlight is the third street, Magic Mile, on which contestants become eligible for the merchandise in the store windows. The first player to reach the end of "Video Village" wins the game and meets a new opponent.

The new daytime series will originate "live" in New York.

Chicago detective Ed Bundy (Harold J. Stone), tracking murder suspect Amy (Rula Lee), saves the life of Reno McKee (Jeff York) in "The Long Pursuit" on The Alaskans' tonight (ABC-TV, 9:30-10:30 p. m., WHYN-TV, Channel 40).

States and Number Of Delegate Votes	Ballot			For Subsequent Presidential Or Vice-Presidential Balloting
	Johnson	Kennedy	Symington	
ALABAMA	29			
ALASKA	9			
ARIZONA	17			
ARKANSAS	27			
CALIFORNIA	81			
CANAL ZONE	4			
COLORADO	21			
CONNECTICUT	21			
DELAWARE	11			
DISTRICT OF COLUMBIA	9			
FLORIDA	29			
GEORGIA	33			
HAWAII	9			
IDAHO	13			
ILLINOIS	69			
INDIANA	34			
IOWA	26			
KANSAS	21			
KENTUCKY	31			
LOUISIANA	26			
MAINE	15			
MARYLAND	24			
MASSACHUSETTS	41			
MICHIGAN	51			
MINNESOTA	31			
MISSISSIPPI	23			
MISSOURI	39			
MONTANA	17			
NEBRASKA	16			
NEVADA	15			
NEW HAMPSHIRE	17			
NEW JERSEY	41			
NEW MEXICO	17			
NEW YORK	114			
NORTH CAROLINA	37			
NORTH DAKOTA	11			
OHIO	64			
OKLAHOMA	29			
OREGON	17			
PENNSYLVANIA	81			
PUERTO RICO	7			
RHODE ISLAND	17			
SOUTH CAROLINA	21			
SOUTH DAKOTA	11			
TENNESSEE	33			
TEXAS	61			
UTAH	13			
VERMONT	9			
VIRGIN ISLANDS	4			
VIRGINIA	33			
WASHINGTON	27			
WEST VIRGINIA	25			
WISCONSIN	31			
WYOMING	15			
TOTAL	1,521			

761 Delegate Votes Needed To Nominate Democratic Candidates

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STARTING TOMORROW Ch. 40 WHYN-TV AND WHYN-RADIO 560 KC

8 P.M. to Midnight

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EXICO TO WA
MISSOURI IN IANA COLORADO
DEISLAN WISCON SIN WYOMING HO LU
NSAS NEW SEY VO L NOIS NAL NI YORK
OTA CONN IC FLO GEOR IA VER

PRESENTED BY WESTINGHOUSE

6-6:30 TONIGHT — Convention Preview

WHYN-TV CHANNEL 40
AND
WHYN-RADIO, 560 on DIAL