



RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television
Established February 9, 1937

VOL. 83, NO. 23

NEW YORK, FRIDAY, AUGUST 1, 1958

TEN CENTS

PROGRAM AVAILABILITIES SOAR

Westinghouse Plans Ad Budget Increase

Westinghouse Electric Corp. has stepped up its advertising budget to over \$35-million, and plans an ever larger increase in the coming year, according to a spokesman for the firm.

Westinghouse's former ad budget was in the neighborhood of \$30-million.

Westinghouse, which recently purchased the "Studio One" time slot on CBS, for a new show called "Music U. S. A.", will increase radio and TV advertising, in accordance with the overall increase.

(Continued on Page 6)

FCC Goes Through 1,500-Sheet Agenda

Washington—The FCC in its closing burst of activity immediately before the long August vacation, was confronted with an agenda involving some 1,500 sheets of paper outlining some 250 separate matters which received consideration. The Commission meets today, despite the fact that it has already taken off on its August vacation, to all intents and purposes. It happens that the law requires at least one meeting a month, and this is it. Purely routine matters will be handled.

Peak Listings Appear In The 19th Edition Of Shows Of Tomorrow, Program Buyers Guide For '58-'59

By CHAS. A. ALICOATE
Editor and Publisher, RADIO-TELEVISION DAILY

The television viewer and radio listener in Oshkosh, and the young lady in Baton Rouge are every bit as smart mentally, artistically, sartorially and regarding TV fare and radio programs, as their brothers and sisters of Broadway, Michigan Boulevard and points West, according to broadcasting people who are exhibiting an intense interest in the quality approach to programming and research this year. The fact is more than apparent in the articles and program offerings presented in this Nineteenth Edition of the SHOWS OF TOMORROW and PROGRAM BUYERS GUIDE for the industry.

New CBC Finance Bill To Go To Parliament

Montreal—The Canadian Government will soon introduce in Parliament legislation for new financing of the Canadian Broadcasting Corp., and control by it, of all broadcasting, both public and private.

The bill, it is understood, will be in line with recommendations of the Royal Commission on Broadcasting which was headed by R. M. Fowler of Montreal and which proposed the setting up of a board of broadcast governors

(Continued on Page 4)

WSRS, Cleveland Sold In \$500,000 Contract

Cleveland, O.—WSRS AM and FM here, with a price tag exceeding \$500,000 has been sold to a group of broadcasters, according to

(Continued on Page 2)

Sterling, Brillo, Renew Contracts With NBC-TV

A total of \$5-million in gross billings has been added to NBC-TV with recent orders placed by Sterling Drug and the Brillo

(Continued on Page 195)

ABC-TV Sells Daytime

Another segment of time in ABC's new daytime block has been sold. The latest buy is for Lever Bros., through Foote, Cone & Belding. The daytime shows are now said to be over three-quarters sold out.

This further maturation of the industry, particularly in the TV sector, is pointed up specifically by leaders who know whereof they speak, and who are represented as authors in the SHOWS OF TOMORROW issue.

The "in depth" visualization of research—"Not How Many, but Who?"; the realization that the TV audience is more sophisticated than many think; TV taking on more complexity as it continues

(Continued on Page 195)

Stations Can Refuse Politicos Time Sale

Washington Bureau of RADIO-TV DAILY
Washington—FCC rules specifically state that broadcasting stations do not have to sell time to political candidates, the FCC yesterday told a New York candidate who had appealed to the Commission about WRGB, Schenectady, policy.

Schenectady Mayor Samuel E. Stratton, a candidate for nomination

(Continued on Page 4)

FCC Discards Class B FM Station Allocation Table

Washington Bureau of RADIO-TV DAILY
Washington—The table of allocations for Class B FM stations has been discarded by the FCC, and television is now the only broadcasting service which has such a table. There has been some pressure, off and on, for abandonment

(Continued on Page 6)

Court Asks Sweeping Probe Of FCC Influence Attempts

Washington Bureau of RADIO-TV DAILY
Washington—A sweeping investigation as to whether there were any improper attempts to influence FCC commissioners in the bitterly fought Boston Channel 5 TV case was ordered yesterday by the U.S. Court of Appeals. Thus the FCC, which has repeatedly been hit by court decisions threatening to disrupt its processes, is squarely in the middle again.

The court ruling requires the FCC to take the case back for determination of whether any member should have disqualified himself from voting, whether anyone influenced the Commission illegally, whether any party actually knew of any misconduct in the case, and whether any applicant should have been disqualified because of such misconduct.

The FCC already has a similar proceeding in progress with re-

(Continued on Page 6)

Ralph Jones Agency Drops NEMA; Shuts N. Y. Office

Due to a cut in brand names financing of the National Electric Manufacturers Association advertising, the Ralph H. Jones advertising agency has dropped the account, and closed its New York office. The account was reported to be \$5-million.

NEMA, which used radio and

(Continued on Page 2)

A-Buy Radio Network Appoints New Ad Agency

Sacramento, Calif.—Following presentations by two other agencies, Gerth, Brown, Clark & Elkus has been named agency for the A-Buy of California network of

(Continued on Page 195)

UHF Co-Channel Repeater Test Is Given OK By FCC

Washington Bureau of RADIO-TV DAILY
Washington—The FCC yesterday announced that it would permit a UHF station to try to fill in

(Continued on Page 6)

KOTV Is Chided By FCC On Treatment Of Pay-TV

Washington Bureau of RADIO-TV DAILY
Washington—KOTV, Tulsa, Okla., is the latest in a growing list of TV stations to be chided by the FCC for alleged unfair treatment of the issue of subscription televisions, but again no other action will be taken. The FCC said merely it had reminded

(Continued on Page 4)



Established Feb. 9, 1937

Vol. 83, No. 23 Friday, Aug. 1, 1958 10 Cts.

JOHN W. ALICOATE : : President

CHAS. A. ALICOATE : : Edit. & Publ.

MARVIN KIRSCH : : Assoc. Publ.-Gen. Mgr.

JOE MORRIS : : : Managing Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation John W. Alicoate, President; Charles A. Alicoate, Secretary - Treasurer; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Paul K. Devoe, Vice-President; Arthur Simon, Advertising Manager. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free). United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio-Television Daily, 1501 Broadway, New York (36), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808

WEST COAST OFFICES

William R. Weaver, News Editor
Paul K. DeVoe, Western Division Manager
Ethel Rosen, Office Manager
Harriet Margulies, New York Representative
Bud Faris, Special Representative
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Nat Green
Room 500, Woods Bldg.,
54 West Randolph St.
Telephone: DEarborn 2-6757
CANADIAN BUREAU
Jules Laroshelle
Room 12, 300 Lemayne St., Montreal
Phone: PLateau 4652

LONDON BUREAU

Tony Gruner
16 Christchurch HIR, Hampstead
London, NW 8, England

MEXICO CITY OFFICE: B. Fernandez Aldana.
Av., Morelos, 58-305, Mexico, D.F.; Telephone: 81-03-24.

ROME OFFICE: John Perdonari, 50 Via Prati-
silla. **PUERTO RICAN BUREAU:** Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3485;
Telephone: 8-2756. **FAR EAST BUREAU:** Glenn
F. Irtum, Manager. Office: 58 Kamiyama-Cho,
Shibuya-Ku, Tokyo; Telephone 46-4324.

MacKay TV Chairman

Ken MacKay, CBS sports publicity manager, will serve as radio and TV chairman for the Sister Elizabeth Kenny Foundation 1958 fund appeal, Aug. 20 to Sept. 30.

Photographer

Young man with one year's experience as assistant camera man with large commercial photographer, and graduate of photography school, seeks opportunity with commercial photographer. Good references and background. Phone WI 7-6336.



THROUGH RAIN AND SHINE, SNOW AND FOG . . . Westinghouse Broadcasting station KEX keeps up with latest weather forecasts via exclusive direct wire to U. S. Weather Bureau. Here Portland's top-rated daytime deejays Barney Keep, George McGowan, and Russ Conrad dramatize importance of KEX weather announcements in Northwest's changeable climate. KEX weather jingles are available for sponsorship. deliver maximum unduplicated audiences. (WBC adv't)

COMING AND GOING

RICHARD F. FEINER, sales executive for TeleWorld Productions, Inc., to the West Coast on business.

DR. SYDNEY ROSLOW, director of The Pulse, Inc., flew to London on Saturday for meetings with British agency executives and TV producers about the new Pulse Qualitative Analysis reports.

HUBERT GENTRY, staff photographer, WSWA-TV, Harrisonburg, Va., vacationing for two weeks with camera at Wrightsville Beach, N. C.

WILLIAM HYLAND, vice-president in charge of sales for CBS-TV, off to Bermuda yesterday via BOAC for one month's visit.

FRED BELLIN, president of Astor Pictures, to Boston today on business, will return next Tuesday.

VIRGINIA GRAHAM, radio-TV personality, at Festival of the Sever Arts in New Hampshire this week and returns Saturday.

Ralph Jones Agency Drops NEMA; Shuts N. Y. Office

(Continued from Page 1)
TV spots, as part of its program, was not allowed sufficient capital to continue in such activities for the coming year, a spokesman for the association stated.
The Jones agency felt that there wasn't enough business being planned for the fall, and decided to drop the account.
"There will be no new agency representing in Jones' place," according to a spokesman at NEMA.
"The plans for the fall are so small, that agencies which represent us in other fields, will handle programs formerly conducted by Ralph H. Jones," the NEMA spokesman concluded.

JACK A. BURNETT, general manager, KJLA, Honolulu, in New York this week to visit with new representatives, McGavren-Quinn.

EDMUND C. BUNKER, CBS Television Network vice-president in charge of affiliate relations, is back at his desk after a month's vacation in the Southland.

ALFREDO ANTONINI, CBS music director, back in New York after a trip to Chicago where he was guest conductor at a concert of the Grant Park Symphony Orchestra.

LARRY LOWENSTEIN, director of press information, CBS Television, vacationing at Westhampton, N. Y.

GIL FATES, executive producer of CBS-TV's "To Tell the Truth," spending a fortnight at Lake Umbagog, Maine.

WSRS, Cleveland Sold In \$500,000 Contract

(Continued from Page 1)
to S. R. Sague, present head of the station.
The principal new owners are John W. Kluge, a Cleveland food broker, who heads a number of companies which sell products on radio and TV, and Mark Evans, formerly on the air for a station in Washington, D.C.
Kluge and Evans own five radio stations in other cities.
Sague stated that he would continue with WSRS until new owners are actively acquainted with the station's operation. He agreed not to compete with WSRS during the next 10 years through any other local radio station ownership.

FINANCIAL

(July 31)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
AB-PT	19 1/4	18 5/8	19	+ 3/8
Admiral Corp.	10 1/2	10 1/8	10 1/8	- 1/8
A. T. & T.	180 1/4	180	180 1/8	+ 1/8
Avco Mfg.	7 3/4	7 1/2	7 1/2
CBS A.	31 3/8	30 1/2	30 3/4	+ 1/2
CBS B.	30 1/2	30	30 1/2	+ 3/8
Gen. El.	64 1/8	62 7/8	62 7/8	- 1/2
Magnavox	38 1/8	37 3/4	37 3/4	- 1/8
Philco	19 1/4	18 3/4	18 3/4	+ 1/8
Philco Pfd.	63	63	63	+ 3/4
RCA Common.	35 3/8	34 7/8	34 7/8	- 1/8
RCA 1st Pfd.	71 1/2	71 1/8	71 1/2	- 1/2
Stew-Warner	36 7/8	36 5/8	36 5/8
Storer Co.	23 7/8	23 3/4	23 7/8
Sylvania El.	37 5/8	37	37	- 3/4
Sylvania Pfd.	81 1/2	81 1/4	81 1/4	- 3/4
Westgshse.	62	61 1/4	61 1/4	- 1/8
Westgshse Pfd.	87 1/2	87 1/2	87 1/2	+ 1/4
Zenith Radio.	91 3/4	90	90	- 3/4

AMERICAN STOCK EXCHANGE

Assoc. Artists.	9 3/8	9 1/8	9 3/8	+ 1/4
DuMont Labs.	4 3/8	4 3/8	4 3/8
Guild Films.	4 1/2	4 1/8	4 1/2	+ 3/8
Hazeltine	40 3/4	39 7/8	40 3/4	+ 1/2
Nat. Telefilm.	8 1/4	8 1/8	8 1/4	+ 1/4
Skiatron	4 5/8	4 3/8	4 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
Met. Broadcasting	8 3/4	9 3/8
Telebroadcasting	2 3/4	3 1/2
Official Films	7/8	1 1/4
Telestudios	1 3/4	2 1/4

Two Form Credit Unions

Madison, Wisc. — Formation of two more credit unions by personnel of the broadcasting industry was announced here by the Credit Union National Association (CUNA). The KTRK-TV Credit Union will serve 135 employees and stockholders of the Houston Consolidated TV Co. in Houston, with E. R. Scholton acting as the treasurer. The CBC (Ottawa) Credit Union, Ltd., was formed by employees of Canadian Broadcasting Corp., with a potential membership of 627.

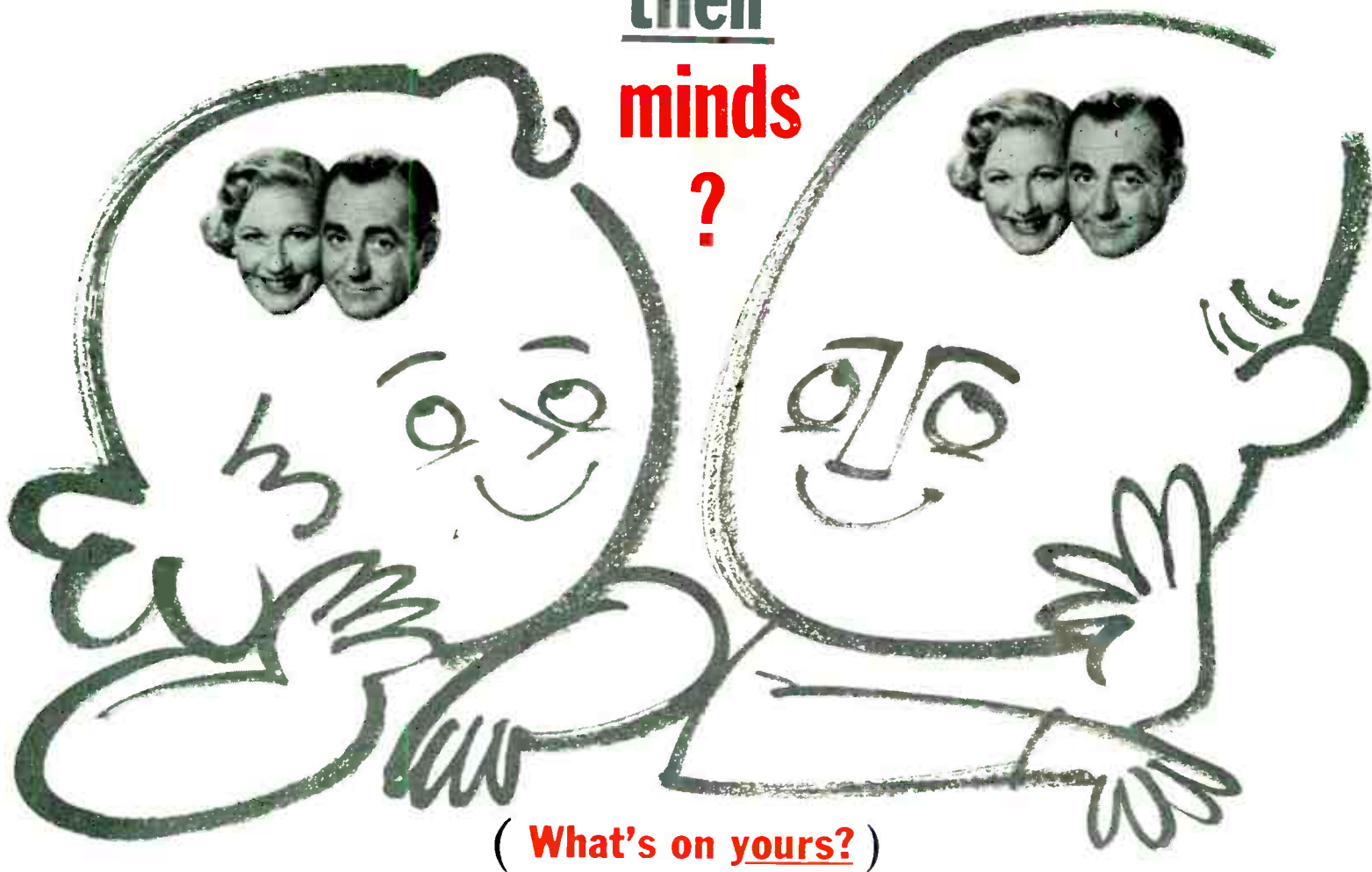
BAR regularly monitors the nation's top 77* television stations to provide up-to-the-minute spot tv data.

No guesswork—it's all on magnetic tape.

Broadcast Advertisers Reports, Inc.
750 Third Avenue, New York 17
YUkon 6-8410

*plus any other stations on request.

What's on their minds ?



(**What's on yours?**)

There's a raft of laughter on TV in their area tonight, and they've got it firmly on their minds. They're not going to miss it!

For "I Married Joan", with Joan Davis and Jim Backus, is *now available* . . . a natural for the whole family to watch . . . including the family breadwinner, who's had to miss the day-time showings up to now.

Nothing sells better than laughter — and here are 98 wacky and ingeniously-plotted segments cram-packed full of laughs. Watch 'em, clock 'em —there's a laugh a minute!

For night-time showing . . . for strip showing . . . "I Married Joan" is a honey of a show, just right to make sponsors in your area awaken with interest.

Call your Interstate Television representative about "I Married Joan" now!

 **Interstate
Television**
CORPORATION

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545
DALLAS, TEXAS, 2204-06 Commerce St.
GREENSBORO, N. C., 3207 Friendly Road

SAN FRANCISCO, CAL., 260 Kearny Street
CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue
TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

Stations Can Refuse Politicos Time Sale

(Continued from Page 1)

nation for the 32nd New York District congressional seat complained to the Commission because WRGB had refused to sell him 15 minutes.

Stratton said he had been told by WRGB that it intended to limit its time sale for political purposes to spots because of the large numbers of candidates in the primary, and asked the FCC to take action to force the sale of time. The Commission pointed out that the political time provisions of the communications act merely require that when time is sold or given to any legally qualified candidate it must be offered to all other legally qualified candidates for the same office on the same terms.

But, the Commission pointed out, there is a clause which specifically states that "no obligation is imposed" on any station to sell time for political purposes in the first place and that the only requirement is for equal treatment.

Carney Signed

Art Carney has been signed to star as Elwood P. Dowd in "Harvey", Mary Chase's record-breaking Broadway comedy, which will be presented on CBS-TV by Du Pont on Sept. 22.



By TED GREEN

● ● ● Today, WSAU, Wausau, Wisc., will begin operation from the new frequency of 550 kilocycles with the power of 5,000 watts. to become one of the strongest radio voices in the Midwest. . . . Video suspense master, Alfred Hitchcock, is the inventor of the new whodunit parlor pastime, "Why." . . . It is the newest rage in the cinema capitol and catching on in the Miami-Las Vegas-Borscht entertainment circles. . . . Larry Mathews, the TV beauty authority, recently completed a short subject filmed by DuPont to be shown on the leading video stations across the country shortly. Mathews talks about new colored wigs for milady which DuPont is manufacturing.

☆ ☆ ☆ ☆

● ● ● Denise Darcel tells Dick Rattazzi, "There's one good thing about those old horror movies on TV. They must be bringing a lot of husbands and wives closer together." . . . Gary Wagner has added 65 former International News Service Photographers to his staff, making his organization one of the largest photographic services in the country. Gary in keeping with this expansion, has formed Wagner International Photos, Inc. . . . Wally Griffin, comic-singer, signed management contracts with Jerry Levy and Fred Amsel of Directional Enterprises.

☆ ☆ ☆ ☆

● ● ● MEET: VINCENT PRICE, the suave and popular emcee of ABC-TV's "ESP" (extra-sensory-perception) program. Vincent who became a national household guest as an art expert on TV's "\$64,000 Question" and "\$64,000 Challenge," brings to "ESP" a background widely steeped in things intellectual. Born in St. Louis, he is a graduate of Yale. A descendant of an old American family, his ancestors included Peregrine White, first child born in Massachusetts in colonial days. After he had short theatrical experience, the First Lady of the American Stage, Helen Hayes, herself, selected him to play Albert, the Prince Consort, in the Broadway and London stage success "Victoria Regina." He has enjoyed a varied and notable



PRICE

acting career in motion pictures and major TV dramas. As a world traveler and amateur archeologist and anthropologist, he has interested himself in the cultures of all mankind which makes him ideally suited to host a program such as "ESP."

☆ ☆ ☆ ☆

● ● ● Looks like the Madison Ave. boys have found a new rendezvous, where they can get plenty of rest, sunshine and fishing in Clearwater, Florida. It's the West Coast's new and modern motel, The Lagoon. This sounds like a great place for anyone who wants to relax.—RELax! . . . "Masquerade Party," a great show that has stood the test of time, will again premiere—for the 6th season—Monday night 8:30 to 9 p.m. on CBS-TV. Producer is Herbert Wolf, associate producers—Alan Gilbert, Danny Dayton, director Lloyd Gross. . . . Roy Rogers, comes to town next month to open at Madison Square Garden with the rodeo. . . . Yawanna get a kick out of real talent—well, fellows and gals, visit Sammy's Bowery Follies.

☆ ☆ ☆ ☆

● ● ● Tall and handsome Eddie Grady, Hollywood's favorite maestro, opened at the Crescendo with his band, and with Frances Faye for eight weeks. And in case you're interested, Eddie's Pop is Jim Brady, Nick Kenny's assistant. . . . Gene Klavin & Dee Finch have become stars of a new dimension, The Telephone. They are now being heard between 5 and 6 a.m. by telephone right from their cars as they drive to work. . . . In case you didn't know—the famous Neapolitan song, "Santa Lucia," is 100 years old. WOV celebrated the anniversary with a half hour dramatic show produced in its Rome studios.

New CBC Finance Bill To Go To Parliament

(Continued from Page 1)

to control all broadcasting disputes between the CBC and private stations. Also proposed by the commission was a suggestion for payment of annual capital and operating grants to the CBC for fixed periods of five years at a time.

Will Be About 15

The new regulatory body will likely consist of about 15 members, replacing the existing eleven-member board of governors.

It is stated that the present 15 per cent excise tax on new radio and television sets which helps to finance the CBC may be replaced by new financing arrangements.

The Government, it is reported, will announce that it does not intend to back away from public ownership of radio and television. The new governing body is likely to be more detached from CBC management than the present board of governors and will probably be responsible for the execution of a single national policy, using the CBC as its main instrument.

Wants Quick OK

The Government is believed determined to have the new measure adopted at this session of Parliament, in order to remove uncertainty about the CBC's financial future.

A successor to A. Davidson Dunton, who resigned as chairman of the CBC board of governors last July 15, is not likely to be appointed until late this year. Alphonse Ouimet, general manager of the CBC, probably will be appointed president of the corporation. Dunton's successor, when selected, would become chairman of the newly created regulatory board.

KOTV Is Chided By FCC On Treatment Of Pay-TV

(Continued from Page 1)

KOTV of the FCC editorializing requirements.

Commissioner T. A. M. Craven, who consistently holds that the FCC has no power to tell stations what should or should not go over the air except for the political equal-time and the obscenity, gambling, etc., provisions, dissented.

Lausche on Cloakroom

Sen. Frank J. Lausche (D. Ohio) will be interviewed on CBS's "Capitol Cloakroom", Monday, Aug. 4 at 10:15 p.m., on the Middle East crisis. Lausche, a member of the Senate Interstate and Foreign Commerce Committee, served as governor of Ohio for five terms and was elected to the Senate in 1956.

SATURATES
Where Buying Power
CONCENTRATES

First choice of viewers in 1,900,000 TV homes in Detroit and Southeastern Michigan, including heavily populated Flint and Port Huron . . . the nation's 5th market with 9 billion dollar buying power.

WJBK-TV

CHANNEL **2** DETROIT

100,000-watt power • 1,057-foot tower



NATIONAL SALES OFFICE
625 Madison, New York 22
Plaza 1-3940

Represented by
THE KATZ AGENCY, INC.



730 FIFTH AVENUE, NEW YORK 19, N. Y., U.S.A. • JUDSON 2-1370 •

CABLE: WORLDINFO

July 30, 1958

PROGRESS REPORT - to WWIS Correspondents:

World Wide Information Services has completed its second month of operation. It is growing in a sound, healthy fashion.


Our clients include advertising agencies, public relations companies, manufacturers, broadcasters and publications. We have shown a net profit from the first week, thanks to their warm support.

WWIS has as its correspondents many former INS reporters, editors and cameramen. This top notch crew has been augmented by additional stringers at leading television stations and newspapers. As of July 28th, our registered field force stood at 4126 people.

Incidentally, we can provide TV stations with efficient news-film, news photo and reporting service almost anywhere in the world, from Red Deer, Alberta, to Buenos Aires, from Tokyo and Istanbul to Detroit and Los Angeles.

We are doing news reports, features, films, photos, as well as research and promotion services, for public relations directors, advertisers, research organizations, and magazine and newspaper editors throughout the U.S.A. and fourteen other countries.

If you know a public relations or marketing director, or an editor who needs better service, why not suggest that he acquaint us with his problems? Without obligation, of course.

Cordially,

RICHARD W. HUBBELL,
Director

Court Asks Sweeping Probe Of FCC Influence Attempts

(Continued from Page 1)

spect to the Miami Channel 10 case, in which sensational allegations were made. The Miami case resulted in the resignation of Commissioner Richard A. Mack. As RADIO-TELEVISION DAILY stories on the Miami case pointed out at the time the court acceded to the Commission request for a remand. The reopening of this case on the grounds of alleged misconduct could open the way for defeated applicants in other cases to demand that their own allegations of similar misconduct be heard.

Also pointed out in the earlier stories was the fact that Rep. Oren Harris (D., Ark.), chairman of the House Commerce Legislative

Oversight Subcommittee which brought to light the incredible Miami shenanigans, had said his subcommittee had material on file which could result in the reopening of virtually all the major TV channels for which there were contests. Harris stated flatly that the type of approaches condemned in the Miami case were, in fact, the usual thing in contested cases before the FCC.

The new remand of the Boston case falls in line with the general impression that through either or both of the legal precedents set by the court or the pressures of the Harris subcommittee the entire structure of television could be shaken through reconsideration of many of the most important station licenses.

Harris and his subcommittee counsel, Robert Lishman, have frequently hinted in the past that they have a strong case to prove illegal pressures in the Boston Channel 5 proceeding, as well as in contests involving such other important licenses as Pittsburgh Channel 4 and Miami Channel 7.

Vote Was Unanimous

The appeals court decision to remand the Boston case came on a unanimous 3-0 vote on the appeal against award to WHDH lodged by Massachusetts Bay Telecasters and Greater Boston Television. Their appeal on the merits was denied, but the court noted that when it was examining the records of the Miami Channel 10 case, it found statements by former FCC Chairman George C. McConaughy to the effect that while the case was pending Forrester Clark of Massachusetts Bay, Robert Choate of WHDH and unnamed representatives of the Boston Globe had talked to him.

WHDH is owned by the Boston Herald Traveler.

The opinion, written by Judge John A. Danahe, said that the court doesn't know if there were other approaches to commissioners, whether any of the parties actually spoke on behalf of any of the parties, or whether the parties, themselves, had any knowledge of illegal or unethical activities. These facts, the opinion said, are what the FCC must find out.

Radio College Credits

Two college credit courses will be given on WNYC during the fall-winter semester, according to an announcement by Seymour N. Siegel, director of radio communications for the New York City station. The two courses will be given by Queens College in Contemporary European Drama and Music Appreciation. Both courses will begin during the week of Sept. 22.

Deejays To Tour For Defense Dept.

Ten disc jockeys representing different areas, in conjunction with the USO for the Defense Department, will make a 21-day European tour starting Aug. 7, Murray Kaufman, WINS d.j. and president of the National Council of Disc Jockeys, announced. Tom O'Brien, of WINS, will represent the local area and be coordinator for the group.

UHF Co-Channel Repeater Test Is Given OK By FCC

(Continued from Page 1)

a "shadow" area with a co-channel repeater for one year. The experiment is expected to clear up doubts surrounding use of repeaters to solve one of the more pressing of the problems of the UHF service.

The authority goes to WINR-TV, Channel 40, Binghamton, N.Y., which claims that a considerable population within two to four miles of the transmitter is presently unable to receive the station's programs because of the nature of the terrain. WINR will be permitted to use a 10-watt repeater on the same channel, with directional antenna designated to transmit vertically polarized emissions in rebroadcasting the programs.

Since terrain problems have plagued UHF stations in many parts of the nation, and since the use of various boosting and repeating devices has long been urged as a solution, the results of the Binghamton experiment will be watched with considerable interest.

WINR, at the same time, was granted authority for two new TV translator stations on Channel 78 to serve Johnson City and Vestal with its programs, and on Channel 87 to serve Hillcrest and Chenango Bridge.

Gans & Sousa Renamed

Appointment of Joe Gans as chairman, and John Philip Sousa, III, as vice chairman of the radio and TV committee of Recording For The Blind, Inc. was announced by Burnham Carter, national director. This is the second year both have headed the same committee. Gans is vice president and director of radio and TV at Maxwell Sackheim & Co., and Sousa is with Time Magazine.

Voice Of Authority

West Coast Bureau of RADIO-TV DAILY

Seattle, Wash.—Judge William G. Long, who recently sent out an ultimatum to the youths of this area on traffic violations, was featured with Police Chief William Lawrence on KIRO's "Reaction," a new locally-produced Public Affairs program.

Class BFM Station Table Is Discarded

(Continued from Page 1)

ing the table with respect to TV—the most important being the old Craven plan which would have permitted applicants to ask for any TV channel anywhere it would not cause interference—a plan which Craven quickly withdrew—and the action with respect to Class B FM could conceivably result in renewed pressure as to TV.

The "tentative" Class B FM allocation plan was adopted Dec. 19, 1945, as a "temporary guide" for allocating the channels, but was never embodied in the rules. The FCC has now decided that the plan has outlived its usefulness.

The Commission explains that with an increasing number of FM applications, processing can be done more rapidly if it isn't necessary to undertake rule-making proceedings in order to make changes in the table. There has never been an allocation plan for Class A FM, nor has there ever been one for AM radio. The FCC says it can use its other rules to determine if there will be interference between existing and proposed stations.

Class A FM stations serve communities. Class B FM channels are to serve metropolitan and rural areas.

Westinghouse Plans Ad Budget Increase

(Continued from Page 1)

crease, the spokesman continued. Westinghouse plans the use of radio and television spots in addition to its network commitments.

The agency, Fuller & Smith & Ross, Pittsburgh office, would say only that an extensive ad campaign was in the making, but would not give any details as to the breakdown, or what radio and TV campaigns Westinghouse is planning.

Lure Of Alaska Draws New TV Film Producer

West Coast Bureau of RADIO-TV DAILY

Hollywood—The Alaska Trooper Corporation has been formed by Charles E. Skinner, producer-director, with writers Nelson Gidding and Robert C. Bennett. They will produce a TV series to be entitled "Alaska Trooper." It will feature Eleanor Moses, who was Miss Alaska in this year's Miss Universe contest.

Erwin Heads MBS Sports

Frank W. Erwin, director of cooperative programs for Mutual Broadcasting since last October, has been given the additional responsibility of director of sports. Erwin devised MBS's football schedule this year, to present all the major military service games, as well as Notre Dame and Iowa.

TV To Aid Shortage Of Teaching Facilities

Indications that school use of TV may go a long way towards solving both the classroom and teacher shortage was revealed here at an Associated Public School System panel discussion at Teachers College, Columbia University.

John Brewbaker, superintendent of schools at Norfolk, Va. has found that classes of as many as 100 pupils can be formed for TV classes in some subjects. Of the teachers normally needed for a group of that size, one or two can be relieved for other duties. He predicted, "eventually, we may be able to reduce a school faculty of 40 to 50 by two or three teachers through the use of TV."

Jack White, director of WQED, Pittsburgh, an educational TV facility serving western Pennsylvania, stressed the role of the classroom teacher in assuring the success of an educational TV program. The teacher, he said, must be briefed on the content of planned telcasts and suggested drill and supplementary material for classroom work.

New FCC Rule OK's Portable Cue Mikes

Wash. Bureau, RADIO-TV DAILY

Washington—The FCC has added a new section to its rules to provide for the licensing of portable mikes for cueing broadcast programs. As the explanation of the new rule reads, it will involve "licensing of low-power auxiliary stations for the cueing, direction and transmission of program material over distances not to exceed 100 feet by means of small, portable wireless microphones."

*Shows
of
Tomorrow*

PROGRAM BUYERS GUIDE

1958 NINETEENTH EDITION

EASTMAN FILMS

For

THE BEST IN TELEVISION

• • •

W. J. German, Inc.

•

FORT LEE CHICAGO HOLLYWOOD

EDITORIAL INDEX

Articles/Surveys/Features

A Challenge: Pick the Right Program—what sign posts will guide in the quest?.....	John L. Sinn	40
A Television Stalwart—the feature film gives long, sturdy service.....	Harold Goldman	71
ADVERTISING INDEX.....		11
Commercial Television Overseas—new markets are opening for U. S. TV film.....	Paul Talbot	33
COMMERCIALS PRODUCERS AND RELATED FIRMS.....		173
Dollars and Sense—and how they both apply to feature films.....	Jason Rabinovitz	72
EDITORIAL INDEX.....		9-10
Feature Your Features—to achieve the maximum return on your library.....	Eliot Hyman	73
FILM SHOWS OF TOMORROW.....		43
FOREWORD.....		13
Getting into Olympic Form—stations prepare for coverage of the 1960 games.....	Ralph N. Weil	116
How to Allocate the Dollar—what part of an ad budget should go to web radio?..	Matthew J. Culligan	85
How Worldly Can You Get?—TV audiences are more sophisticated than we think.....	George Shupert	29
LIVE TV SHOWS OF TOMORROW.....		137
New Educational Service Released—public service shows available to radio stations.....	Carl Haverlin	171
Not How Many, But Who?—qualitative research is a pressing need.....	Donald H. McGannon	25
Official Films—pioneer in British TV film production.....	Harold Hackett	95
OFFICIAL FILMS SECTION.....		95
Programming Balances the Books—it can make a TV station wise, wealthy and healthy.....	Keith Culverhouse	14
Programming Is Radio's Lifeblood—more stations are enlarging its budget.....	John F. Hardesty	21
Public Service—draws the Negro mart.....	Selvin Donneson	115
Quality Plus Quantity—the success secret of strip-programming.....	Raymond Junkin	105
Quality TV Film Is Needed—for special requirements of sponsors, time periods.....	Seymour Reed	106
Radio's Great Strength—it lies ahead of us.....	Ward L. Quall	18
Radio Sells Adults—but must attract them.....	John C. Gilmore	123
RADIO SHOWS OF TOMORROW.....		83
Radio Traffic Programming—the automobile has created a rapidly expanding market..	Armand Hammer	88
Some Strong Opinions—of agency executives.....	Art Yates	81
Spanish Language—a growing market.....	Fortune Pope	117
Spot Advertiser Boon—multiple run shows.....	Pierre Weis	81
The Equal Access Battle—some progress reported.....	(a survey)	77
The Negro and Radio—curious, loyal, profuse.....	Harry Novik	115
The Smile in Style—film comedy comeback.....	Leslie T. Harris	61
The Sound's the Thing—and network radio is a many blended thing.....	Arthur Hull Hayes	37
The Strong Bundle—network radio's impact.....	Edward J. DeGray	122
The Swing to Realism—a TV film trend.....	Earl Rettig	68
Tomorrow's Radio Formula—the medium is meeting constant change.....	Gerald A. Bartell	39
TV Faces Acid Test—changing needs.....	Robert F. Lewine	18
TV FILM PRODUCERS-DISTRIBUTORS.....		185
TV Grows Complex—new "essentials" enter.....	M. J. Rifkin	66

(Continued on page 10)

EDITORIAL INDEX

(Continued from page 9)

Programs

	<i>TV Film</i>	<i>Radio</i>	<i>Live TV</i>
Adventure.....	45	—	—
Agricultural, Gardening.....	—	89	139
Audience Participation.....	—	90	141
Cartoons.....	55	—	—
Children's Programs.....	56	123	144
Comedy.....	56	134	—
Co-op (Local or Network).....	—	—	168
Country and Western.....	—	124	156
Disc Jockey.....	—	108	168
Documentary.....	63	—	—
Drama.....	65	120	169
Drama (Serial).....	80	119	180
Educational.....	69	171	170
Feature Film.....	70	—	—
Film Shorts.....	74	—	—
Foreign Language.....	—	118	—
Forums, Discussions.....	—	135	151
Interview, Panel.....	—	134	155
Miscellaneous.....	80	—	170
Musical.....	74	91	157
Mystery.....	75	109	—
Negro.....	—	113	—
News and Weather.....	77	131	162
Quiz.....	80	121	169
Religious.....	80	135	170
Sports.....	78	125	152
Variety.....	80	128	158
Western.....	78	—	—
Women's Programs.....	80	129	160

ADVERTISING INDEX

A . . .	ABC Film Syndication, Inc.	44
	ABC Television Network	142-143
	Allied Record Manufacturing Company	84
	ASCAP	36
	Associated Artists Productions, Inc.	41-42
B . . .	Barry-Enright Productions	145
	Bernard, Charles Co.	20
	Bernard-Degen	176
	Broadcast Music, Inc.	38
C . . .	California National Productions, Inc.	46-47
	Cawmba	20
	CBS Radio Network	22-23
	CBS Television Film Sales, Inc.	50-51
	Comet Distributing Corp.	60
	Community Club Awards	82
	Community Club Surveys	82
E . . .	Eastern Effects, Inc.	177
	Eastman Kodak Company	62
	Edwards, Ralph	147
	Entertainment Productions, Inc.	136
	Errol Flynn Theatre	68
F . . .	Filmvideo Releasing Corp.	175
	Filmways	179
	Framer, Walt	146
	Fremantle Overseas Radio & TV, Inc.	69
G . . .	German, W. J., Inc.	8
	Goodman, Harry S.	109
	Goodson-Todman Productions	140
	Governor Television Attractions, Inc.	66
	Great Films, Inc.	68
	Guild Films Company, Inc.	57
I . . .	Inter World TV Films, Inc.	58
J . . .	Jingle Mill	181
K . . .	KBIS	107
	KBTB	144
	KPOA	125
	KTVR	127
	KWFT	110
	Klaeger Film Productions, Inc.	172
L . . .	Lang-Worth Feature Programs, Inc.	70
	Lawrence-Schnitzer Productions	70
	Love, James Productions, Inc.	177

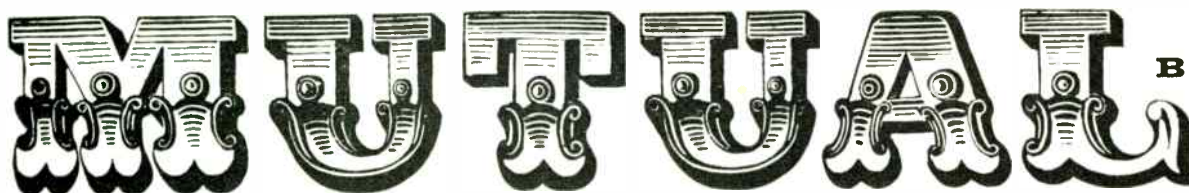
M . . .	MCA-TV	26-27
	MGM-TV	30-31
	Movielab Color Corp.	181
	Mutual Broadcasting System	12
N . . .	National Telefilm Associates, Inc.	52
	NBC Radio Network	86-87
	NBC Television Films	46-47
O . . .	Official Films, Inc.	97-104
	Official Films, Inc.	48
P . . .	Plough Stations	190
	Pulse, Inc.	19
R . . .	Rahall Stations	93
S . . .	Sarra	189
	SESAC	91
	Sports TV, Inc.	152
	Stark-Layton, Inc.	110
	Storer Broadcasting Company	34-35
	Surrey Productions	152
T . . .	Televisual International Company	54
	Texas Rasslin'	67
U . . .	United Airlines	64
W . . .	WAVZ	128
	WBAP-TV	138
	WBTV	32
	WCAO	190
	WCOP	190
	WFBL	126
	WFEA	93
	WHOM	117
	WINS	28
	WJJD	190
	WKAP	93
	WLIB	111
	WMPS	190
	WNAR	93
	WOV	112
	WSB-WSB-TV	24
	WTAC	94
	WTRY	128
	WTSP	93
	WWNR	93
	WWRL	114
	Wondsel Carlisle & Dunphy, Inc.	179
Z . . .	Ziv Television	15-16-17
	Zouary, Maurice H.—TV Film Productions	178

THE BLUE CHIPS

ARE ON THE

LARGEST* NETWORK

* WITH OVER 400 STATIONS



**BROADCASTING
SYSTEM**



THESE BLUE CHIPS USE MUTUAL

AMERICAN HOME PRODUCTS
 BELL TELEPHONE
 BENRUS WATCH CO.
 BRISTOL-MYERS CO. BUFFERIN
 CARRIER PROD., INC.
 CHRYSLER CORP.
 COCA COLA, INC.
 COLGATE-PALMOLIVE CO.
 COLGATE TOOTHPASTE
 COLGATE MEN'S LINE
 BRISK TOOTHPASTE
 EX-LAX, INC.
 GENERAL ELECTRIC CO.
 GENERAL FOODS
 CALUMET
 JELLO

GENERAL MOTORS
 PONTIAC
 GMC TRUCKS
 H. J. HEINZ CO.
 HEINZ FOODS
 LEVER BROS.
 LIGGETT & MYERS
 L & M CIGARETTES
 P. LORILLARD CO.
 L.P. GAS COUNCIL
 NATIONAL DAIRY
 KRAFT FOODS
 PHARMACEUTICALS, INC.
 SERUTAN • GERITOL
 QUAKER STATE OIL
 R. J. REYNOLDS
 CAMELS • WINSTON
 STERLING DRUG CO.

- Mutual is the choice because
- Mutual gets the choice listening audience—the buyers in the family. Why? Because Mutual is the one network whose stations offer community-integrated programming—programming of local interest for local audiences—while delivering national news, special events and sports features that only top network programming can provide. For big results, at the lowest cost-per-thousand of any major medium, pick the big network—Mutual.

MUTUAL BROADCASTING SYSTEM, INC.

1440 BROADWAY, NEW YORK 18, N.Y.
 TRIBUNE TOWER, CHICAGO, ILL.
 1313 N. VINE, HOLLYWOOD 28, CAL.

Success Story

Small advertisers are smart buyers, too. Example: 3 years ago, 3 employees and a \$12,000 budget. Today, 100 employees and a business that has increased a hundred-fold. Still on Mutual exclusively . . . and still growing.

FOR SALE

Available immediately for sponsorship: The top football games on Army, Navy and Airforce schedules. Climaxed by Army-Navy game. The first time all 3 big services are on one network! Plus Notre Dame vs Iowa and Notre Dame vs Navy. Write or phone Mutual for information.

TELEVISION DAILY

presents the nineteenth
annual edition of **THE PROGRAM**
BUYERS GUIDE to the

Shows
of
Tomorrow

NO area of programming has been neglected by the creative element of radio and television in the development and refinement of concepts which will key schedules offered for the 1958-59 season. Both quality and quantity are abundantly evident in the 1700 program listings in this nineteenth edition of **SHOWS OF TOMORROW**, the **PROGRAM BUYERS GUIDE**.

Strong trends which emerged last year will continue, but there has been no stagnation of thought in any echelon of the industry. There has been much progressive experimentation, imperative to the advancement of the art forms of radio and television. The results of this are presented here to aid in the solution of problems which must be met on the national, regional and local levels.

We received a tremendous response from executives this year to the questionnaires and survey inquiries which formed the basis for the bulk of material in the issue. To these executives, and to the authors of the articles in the **PROGRAM BUYERS GUIDE**, we express our gratitude for assistance they have given us and for the service they have performed for the industry.

This response bespeaks a widespread awareness of the importance of fostering new ideas and promoting new concepts. It is encouraging proof that the people who make up the radio and television industry are ever searching out new horizons and are not content to live in the past or think only of the present.

Chas. A. Alicata.

Editor & Publisher

PROGRAMMING BALANCES THE BOOKS

... It Can Make A TV Station Wise, Wealthy and Healthy

By KEITH CULVERHOUSE

Director, Sales Development
Television Bureau of Advertising



It is not news that "programming makes the station." It makes a station popular with the public, creates a station image which in turn establishes the degree of advertiser and agency acceptance. And this all ends up on the books as a successful business operation, with due regard for the public responsibility every station has. That is, good programming makes a television station wise, wealthy and healthy.

There's good reason to reverse this old saw. To program any local TV station requires great servings of wisdom. Add a portion of luck, and the wealth and health should follow close behind. But just how does a station go about programming itself? Who does it?

* * *

Most stations have a program director. This may be sub-divided by a sports, news or special events director and a film director. Their job is both creative and operational. Planning what and when to schedule programs is of first importance.

Naturally, the size of the staff and scope of the job varies according to the size of station, network affiliation and basic station policy. The latter is perhaps most important. It means a program manager does not operate in an ivy-towered control room. Whether there is a formal "program committee" or routine staff meetings, the major decisions in programming are usually made by the program director plus the station manager with other consultants consisting of the station's executive staff. This kind of situation points up the value of a wise programming man. His recommendations and decisions will affect every department, yet his first responsibility is to decide what programming is best for his station and bring it into being. There are many accepted standards of production values, but the really right or wrong decisions come from knowing the station's audience and market on one side and the available product and potentials on the other.

Let's look at how different types of local operations program. In a small TV market with perhaps none or at most two competitors, the program manager is likely to be half promotion man. He has the opportunity to become personally associated with a great number of the viewers in his community as well as the advertisers. He does not have the high union costs that throw economic road blocks in front of many larger market programmers who conceive a lot of live production. Good live, local cover-

age is strong in building a "personality" and establishing close community associations. In these smaller markets, the program manager will plan to handle many remote events, set up in-store shows and be able to offer live commercials with good local talent.

The alternative to live programming, of course, is film. And this breaks into the half hour syndicated series or feature movies.

Each of these can be bought as first runs or second runs. Before the program manager can even recommend new film shows, he must screen them. This can sop up hours each week. Here's what the stations look for in the half hour shows.

* * *

A program pattern has been, or is being formed up. Generally, at a given time, particular time spots need to be filled or certain types of film are needed to balance the schedule, both in terms of viewer interest and advertiser requirements. As an example, a station may be in the market for a daytime series that can be played across the board. Right away this means the product requirements include: at least 78 episodes to keep repeats under control, low cost to permit daytime spot rates to produce a profit, show content of a light nature which has proven most successful in the daytime, and, since such product is usually re-runs from a network or earlier syndication, a good track record helps.

In looking for new evening syndicated properties, the program manager must decide what the futures are, the trends. All he has to go on is the record of the film producer, a pilot film with 12 subsequent script titles (not many first run series are for sale with more than a couple of episodes already "in the can") and his judgement as to the show's value and worth. Determining the worth is crucially important. What can the station economically afford? A decision to buy means a major dollar outlay before any hoped-for returns come in. It means the station must live with this program, no matter how the results turn out, for at least a year and frequently two.

Successful sponsorship of a program calls for show promotion and advertiser tie-in. And advertisers know it and want it. Some packagers do a great job in this area.

It is the great opportunity to create the viewer interest and excitement which television must maintain to grow. It gives the smaller station equal chance with the large —where money can buy a lot of film, but not

always the best programs. And with video tape, local live programming can now be "saved" and marketed, providing new income potential for the originating station and fresh programming for those who buy it.

What can the buyer do in easing the risk? If his judgement is sound that "here's a great show for us," then he must negotiate to get it at the best price.

When the deal is settled the program manager then has the responsibility to schedule it when he believes it will work best. As any packager can point out, the same show in different markets and on different stations can be in the first 10 or bottom 10 in the rating race. There are plenty of reasons for this, many of which don't matter to the particular advertisers involved. But the placement still can be crucial. A show has died at one spot and leaped to the top in another. To help the station decide, there are such tools as research on audience composition, of the time period and competition; track records where available; adjacent programs; and experienced judgement. Then appropriate promotion must be supplied and the show given a chance to grow. These decisions are all interlocking, with nothing guaranteed.

* * *

In programming feature films, the station is usually talking even larger sums of money. Today, the program managers know that not all top movies or stars are as successful when transmitted on the 21-inch screen. All over the country good movie packages with good showcasing are drawing top audiences, even against major network competition. But stations are also running feature films in secondary exposures, daytime and week-ends. How many times can a movie be effectively repeated in a market, and at what cost can it be done? The program director must work this out for his station.

I would like to add a finale on what may be ahead in local programming. Some embryo forms are showing up. Local stations have joined in production and ownership of syndicated series with the producer. In this way, they are trying to ease the risk further with a juicy potential in profits from national sales over the years. Mutual interest stations as well as formal groups are making multi-market purchases to get a better over-all buy and lower the unit cost.

However, the business need for a large supply of "regular" programming, primarily film, will go on.

✓ GREATER
INTEREST!

✓ HIGHER
RATINGS!

✓ INCREASED
SALES RESULTS!

ZIV SHOWS YOU HOW! . . .



ADVERTISERS, AGENCIES AND STATIONS



Profit from the **SALES**



GENE BARRY



DAVID BRIAN



LLOYD BRIDGES



MACDONALD CAREY



RICHARD CARLSON



LEO CARRILLO



WILLIAM GARGAN



STEPHEN McNALLY



ADOLPHE MENJOU



JAN MERLIN



DUNCAN RENALDO



CESAR ROMERO

Great stars (like those pictured) in great roles . . . believable stories that become memorable TV entertainment . . . productions that combine the vast complex of many creative talents . . . unequalled merchandising and promotion.

These are the ingredients of *SALES MAGIC . . . of Ziv's dynamic sales plan chosen by advertisers again and again for top results!

*YOU CAN MEASURE IT . . . through the rating records of all Ziv shows, time after time, city after city!

*YOU CAN JUDGE IT . . . by the national, regional and local sponsors who have profited from Ziv shows; who have renewed time and again!

*YOU CAN FEEL IT . . . in the air of excitement around a station, a sponsor, an entire market . . . in the increased customer traffic and sales that follow when a Ziv show takes over!

*YOU CAN USE IT . . . to discover for yourself the impact that the *SALES MAGIC of a Ziv series has on TV audiences . . . impact that will make your Ziv show your most effective selling force!

MAGIC *of a Ziv Show!*

*Call it "Genius", "Showmanship", or "Sales Magic", its the built-in Ziv know-how and skill that gives advertisers extra value, makes Ziv the leading name in TV film.



DANE CLARK



PAT CONWAY



WENDELL COREY



BROD. CRAWFORD



RICHARD EASTHAM



ARTHUR FRANZ



BARRY SULLIVAN



KENT TAYLOR



MARSHALL THOMPSON



U.S. MIDSHIPMEN



WEST POINT CADETS



PETER WHITNEY



CURRENT ZIV SHOWS: Adventure At Scott Island •Bat Masterson •The Cisco Kid •Dial 999 •Harbor Command •Highway Patrol •Mackenzie's Raiders •The Man Called X •Men of Annapolis •The New Adventures of Martin Kane •Rough Riders •Sea Hunt •Target •Tombstone Territory •West Point •World of Giants.

TV FACES ACID TEST



... Meets Changing Needs

By ROBERT F. LEWINE

Vice President,

NBC Television Network Programs

TELEVISION, in this recession year, is being put to the toughest test of its ten-year history. Sponsors, as never before, are carefully checking and re-checking the costs, ratings and selling power of their shows to make sure they are getting maximum mileage from their advertising dollars. This close scrutiny is bound to have some far-reaching effects on the future of TV.

Two things, it seems to me, are already clear. First, television is proving itself as a flexible, effective, efficient medium which can be shaped more quickly than any other to the changing needs of a shifting economy. Second, I am convinced that TV will emerge from its present test as an even stronger and more resilient sales tool—one that will lever the economy back to new highs.

Advertisers are now making full use of all the flexibility and versatility we have built into TV over the past few years. They are discovering that they can fit TV to their precise needs and budgets. They can use, singly or in combination, anything from a one-shot announcement on the "Jack Paar Show" to a year-round campaign on the top-ten "Wagon Train" or a series of high-power specials like the "Shirley Temple Story Book."

Clients looking for coverage over and above their normal layers of advertising are turning increasingly to such vehicles as the Jack Paar and Dave Garroway shows. They are finding that these programs, with big-name prestige and highly efficient cost-per-thousand, are made to order for special or seasonal drives. Swift, for instance, buys announcements a week before Thanksgiving, and Evinrude groups participations to kick off its fall models and its spring selling season.

* * *

The "specials," which we define as one-shots ranging anywhere from 30 minutes to two hours, are also being used for that extra sales punch. They not only stand out as something special in the viewing schedule but can be used by the sponsor as a rallying point in his own organization and in the trade. When Pepsi-Cola bought into "Annie Get Your Gun," it promoted the show with print advertising, point-of-sale displays, and local dealer ads—all this plus 60 million viewers. Rexall chose "Pinocchio" as its first TV venture and scheduled it to blast off a one-cent sale. Rexall counters across the country were stripped within a couple of days.

Even the regular weekly shows, which are the backbone of most TV campaigns, are being used more flexibly. More and more of these series—the Steve Allens, the Gunsmokes, the Perry Comos, the Disneylands—are being shared by two or more sponsors and are providing some of the most dramatic success stories in TV selling. Two years ago, Timex concentrated its entire ad budget in TV and chose the "Steve Allen Show" as its major effort. Since then John Cameron Swayze's shock-proof, water-proof commercials have been hailed as classics of TV demonstration and Timex has stepped up its sales by a million units a year to become the biggest-selling line of watches in the world.

In spite of all this, it is true that TV is hurting from the recession, that clients have been slow to buy, and that there are still some worrisome holes in our schedules. In the long run, though, I think that TV will benefit from the searching, tough-minded appraisal it is getting from advertisers. I believe we will emerge tempered to new strength, honed to a finer edge, and more in demand than ever. Tomorrow's sales, as somebody has said, are being made in today's recession. And that, certainly, is a thought for advertisers as well as for networks.

RADIO'S GREAT STRENGTH



... It Lies Ahead of Us

By WARD L. QUAAL

Vice President and General Manager

WGN, Inc.

RADIO'S great strength lies ahead. The medium is far from becoming a faceless, personality-less little juke box. Its future, however, rests on long-range and intelligent programming geared to local community needs—not in today's "lazy" program format of the top 40 tunes.

The greatest mistake any station can make is to hitch its programming to what is seemingly an endless procession of disc jockey shows. While this low-cost programming formula has proved to be a financial bonanza to many stations, it is a detriment to the medium over the long range and will take its toll of stations once the current fad dies.

Today's radio is a highly personalized medium, and all good programming must be designed for individual listening and must offer something for everybody.

Radio goes wherever you go—and that's vastly beyond the limits of television. It has left the living room as a family medium and now is a personal factor in the daily lives of the husband, wife and children of all ages in every household. We must, therefore, cater to the mobile audience—persons going to and from work, the audience on our highways, the homemaker in her kitchen or laundry room or den, the vacationer, the hobbyist as he "plies away" in his workshop.

Such personalized treatment is one of the greatest factors in radio's tremendous success in 1958. And stations which are programming intelligently for such an audience are experiencing outstanding results. Within the next year there will be many innovations in radio programming to meet competitive network situations and to combat the very definite "sameness" which exists in many local markets. Too many local stations are patterning their programming on the successful format of a station in another market. We are becoming too mechanical in our programming.

* * *

We must remember that the show's the thing, whether we're programming for adults, teenagers or children. Unless we reach all segments of our respective communities with integrity and leadership, we have not fulfilled our obligations to the people we are licensed to serve.

Independent stations can develop a strong local and area following in competition with network stations by immersing themselves in the life of the community and region they serve—by programming beyond the music-news-sports format. Variance in programming, acceptability, believability, good personalities, and adult—as well as teenage—appeal are the keys to the success of any station.

More emphasis must be placed on locally-tailored programs featuring informational, educational and service features to match the audience's increasing dependence on radio as a vital community service.

The importance of local personalities cannot be overstressed, particularly those who still pull good ratings and sell products. Without personalities who command respect and loyalty from their listeners, it is difficult for sponsors to obtain personality-product identification.

At WGN, we have increased our farm service and will devote additional time to sports this year. We are also placing renewed emphasis on news reporting, including the implementation of the Chicago Tribune's local, national, and foreign news staffs for expanded radio news coverage.

WGN will continue to stress the merits of broad use of a large musical library, live and recorded selections to cater to a wide variety of musical tastes.

NOW
 each month...in...
NETWORK
PULSE
 TV/RADIO
reports



DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories—intensive, concentrated each month.

Meaning—you can see *which* programs have most *interest* for your own product category!!

Tremendous aid here in holding to your present or buying a *new* approach.

For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, *maybe* you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data *IN ADDITION TO THE PRESENT COMPLETE REPORT* . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts.

Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,000 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse *Network* reports—*network*, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only \$200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUdson 6-3316

The NATION'S FAMILIES tell you

(accurately classified in individual programs)

how much they spend, purchases, etc.



FOODS

how much they spent during past week—upper, middle, lower



CIGARETTES

families who smoke and don't—one member, 2 and more

AUDIENCE COMP

Men, women, teens 12-17, and children 11 and under

AUDIENCE REVERIFICATION

check against new shows and summer tally of same



DRUGS, TOILETRIES, COSMETICS

Spending for past week

REFRIGERATORS, STOVES

television, air-conditioners, washing-machines, dryers, freezers — **THREE-MONTHS'** look-ahead who will/will-not buy.

CHILDREN

families with and without—those under and over 12

FEMALES

age of women heads of families —under 35 and brackets over. Priceless data



AUTOMOBILES

ownership and usage frequency

SOAPS, DETERGENTS, CLEANSERS



for past week—money spent

OCCUPATIONS

head of house: (1) professional, executive, managerial, technical; (2) clerical and sales; (3) manual

HOME OCCUPANCY

home owners vs. renters



ONE CATEGORY EACH MONTH

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

730 FIFTH AVENUE

NEW YORK 19, NEW YORK



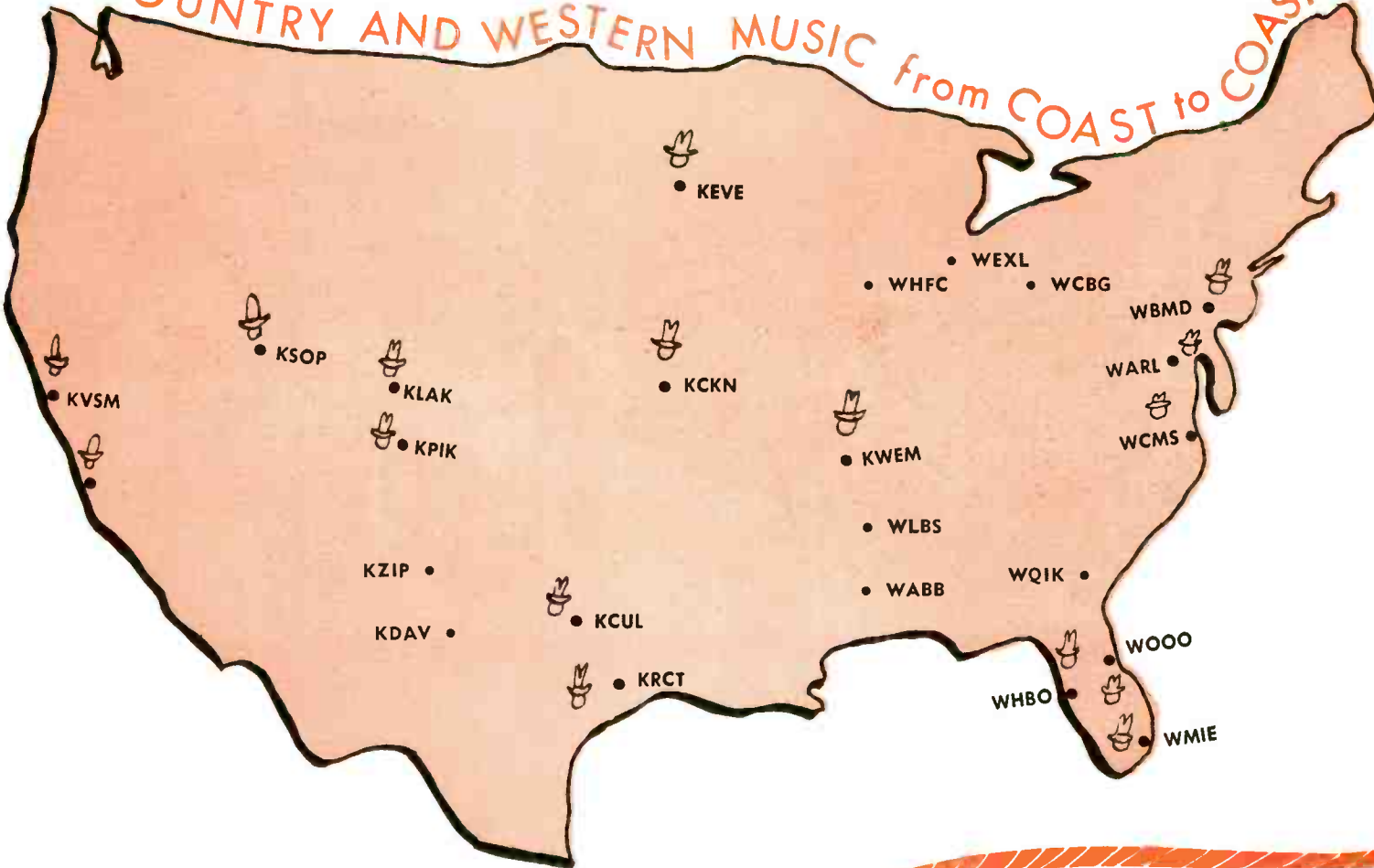
That old "Chuck" wagon keeps rolling along



Madison Avenue Hillbilly

America's Only Exclusive "Country & Western"
Station Representatives

COUNTRY AND WESTERN MUSIC from COAST to COAST



REPRESENTING:

- WARL ... Washington
- WBMD ... Baltimore
- WCMS ... Norfolk
- WQIK ... Jacksonville
- WOOO ... DeLand-Daytona Beach
- WHBO ... Tampa
- WMIE ... Miami
- WCBG ... Chambersburg
- WEXL ... Detroit
- WHFC ... Chicago
- KWEM ... Memphis
- WLBS ... Birmingham
- WABB ... Mobile
- KEVE ... Minneapolis-St. Paul
- KCKN ... Kansas City
- KCUL ... Forth Worth-Dallas
- KRCT ... Houston
- KZIP ... Amarillo
- KDAV ... Lubbock
- KLAK ... Denver
- KPIK ... Colorado Springs
- KSOP ... Salt Lake City
- KVSM ... San Francisco

and still growing ...

CHARLES BERNARD COMPANY

Radio & TV Station Reps

730 Fifth Ave., N. Y. 19, N. Y. Circle 6-7242

Baltimore • Dallas • Kansas City • Los Angeles
• Chicago

CAWMB A

"COUNTRY AND WESTERN MUSIC
BROADCASTERS ASSOCIATION"

730 Fifth Avenue, N. Y. 19 Columbus 5-3530

**"Chuck" Bernard—Director

Headquarters for the "Country Music Network"

World Radio History



EDMUND KESTLER

PROGRAMMING IS RADIO'S LIFEBLOOD

... More Stations Are Enlarging Its Budget

By JOHN F. HARDESTY

Vice President-General Manager
Radio Advertising Bureau, Inc.



PROGRAMMING is Radio's lifeblood. It has come a long way since Madame Eugenia Farrar, the young Swedish concert singer, sang "I Love You Truly" and "Just A-Wearying for You" back in 1907.

This performance took place in the laboratory of Dr. Lee DeForest atop the old Parker Building which stood at 19th Street and Park Avenue, in New York City. Oddly enough, it was a program of entertainment value—heard by a wireless operator in the Brooklyn Navy Yard, who was probably one of the first persons in the world to hear the human voice broadcast through the air.

There was little thought or planning given to programs of early Radio. Broadcasting was haphazard. One notation made on a broadcast log by the engineer on duty read: "Robert Burns Program. Not a good event. Speaker did not show up. We had spare time on our hands. I had to both announce and play." That was dated Sunday, January 25, 1925.

Indeed, Radio has changed. Radio has changed radically in the past few years alone, adjusting itself to new conditions and new thinking on the part of Radio advertisers and listeners alike. Programming—better programming—is the credo of station management across the country.

During last year's Regional Management Conference held for Radio Advertising Bureau station executives programming was carefully analyzed. To obtain accurate information, a questionnaire was mailed to RAB member stations. Included in the results of this survey, announced at the meetings, was the encouraging fact that 54% of the respondents are spending more for programming; 46% reported spending the same or less.

With more stations spending more for the improvement of program quality, Radio will continue to grow as a means of entertainment and information.

Just how much do these stations spend for programming? It varies according to the size of the market. Based on the RAB study, stations in large markets spend 18-36% of their budget; medium markets, 20-42%; and small markets average between 11-55%. The median figure varies little between independents and affiliates: independents, 26%; affiliates, 25.5%.

Let's take a look at what the more successful stations program during their non-network broadcast times.

Respondents reported an average of 55% goes to popular recorded music. This, too, varies according to market size. Large

markets average 70% popular recorded music; medium markets, 60%; while small markets program approximately 55% pop music. It's interesting to note that heavy emphasis on this programming category is placed by the vast majority of respondents.

The first conclusion is that popular music is strong in virtually every part of the country though music formats vary by geographical areas and audience desired.

As we all know, the term "music" covers quite an expanse. How is the music policy established? It seems the station's music policy is generally an individual decision based on area, trends, audience acceptance. As for who picks the music, the RAB survey revealed 30% by the personality and policy; 30% by the station; 27% by the air personality; 13% by the personality and his supervisor.

The next largest single segment of programming goes to news.

The RAB survey found a median 15% of the respondents' local time was devoted to news programs. As a matter of fact, one regional affiliate, in a market of 800,000, reported as high as 35% of the weekly schedule devoted to news and news service features . . . with over 50% sponsored on a program basis.

News is, indeed, an important facet of Radio programming. And as a news medium, Radio tops all others for service because bulletins can be aimed immediately and on-the-scene coverage is made possible soon after with a minimum of delay and expense.

You may ask: "Why all this hubbub about programming?" The answer is simple. It's because programming is Radio's lifeblood and the corpuscles are the features and the personalities.

In an effort to measure the full extent of the influence of Radio personalities, RAB enlisted the services of The Pulse, Inc. to visit 782 homes. Interviews were conducted among approximately equal numbers of men and women in Atlanta, Cleveland, Houston, Philadelphia, St. Louis and San Francisco. A whopping 90.5% of the persons interviewed named at least one personality—announcer, commentator, comedian, disc jockey, or other Radio personality—to whom they listened and have confidence in.

This confidence goes further than building an audience for a given station, program or personality. This confidence rings the cash registers of Radio clients. There is no

doubt about Radio's effectiveness as an economic stimulus for selling goods and expanding markets. And the service of broadcasting to both the advertiser and the listener lies in its responsible programming.

Programming, unlike a piece of equipment, isn't something you buy off the shelf or fashion yourself and let it go at that. Radio, which has made remarkable resurgence during the past few years, continues to rely on more creative and aggressive methods in programming to attract and hold its listeners.

As a result many more stations across the country are injecting "Community Bulletin Boards" into their music programs. Newscasts are including more economic news of local interest and some broadcasting groups are receiving special releases from their Washington news bureau indicating the effect Federal legislation may have on respective local scenes. It is an attempt on the part of Radio programming to become a more and more intricate part of the listeners' every-day life.

How important is Radio in the listener's every-day life?

In an address before the 37th Annual Convention of the Public Utilities' Advertising Association in Pittsburgh recently I predicted that, "By the end of 1958, Radio's power as an editorial force will be greater than ever before in the medium's 38-year history."

The fast-growing trend to editorial programming was another important point of my talk. I pointed-up the fact that: "During the past few years major stations throughout the nation have programmed editorial material on subjects ranging from water fluoridation to campaigns for clean-up of vice conditions."

Radio's fast-action on-the-spot interviews, beeper telephone interviews, and other programming techniques all add up to a dimension of excitement that can not be found in other media.

Today Radio has the largest potential audience of any mass means of communication, reaching 96.4% of American homes* and, on a typical day, over 71 million people**.

So long as its programming keeps pace with the needs and interests of its listeners, Radio will continue to be a fresh, vital, informative and entertaining medium.

*A. C. Nielsen

**Sindlinger & Co.

RADIO ONLY!



**WHEN SOMEONE
FINDS A WAY TO
REACH, INFORM,
ENTERTAIN AND
SELL PEOPLE ON
THE ROAD BET-
TER THAN RADIO
DOES NOW...WE
WILL MOVE OVER!**

Meanwhile, of all advertising media, radio alone is in the driver's seat. And nationally, the CBS Radio Network delivers radio's biggest audiences to advertisers—41 per cent more listeners than the next network.* What's more, these are listeners who really *listen*. The very nature of the whole program schedule tells you so. And we can prove it!

*NIELSEN RADIO INDEX, JANUARY 11 THROUGH MAY 10, 1958.

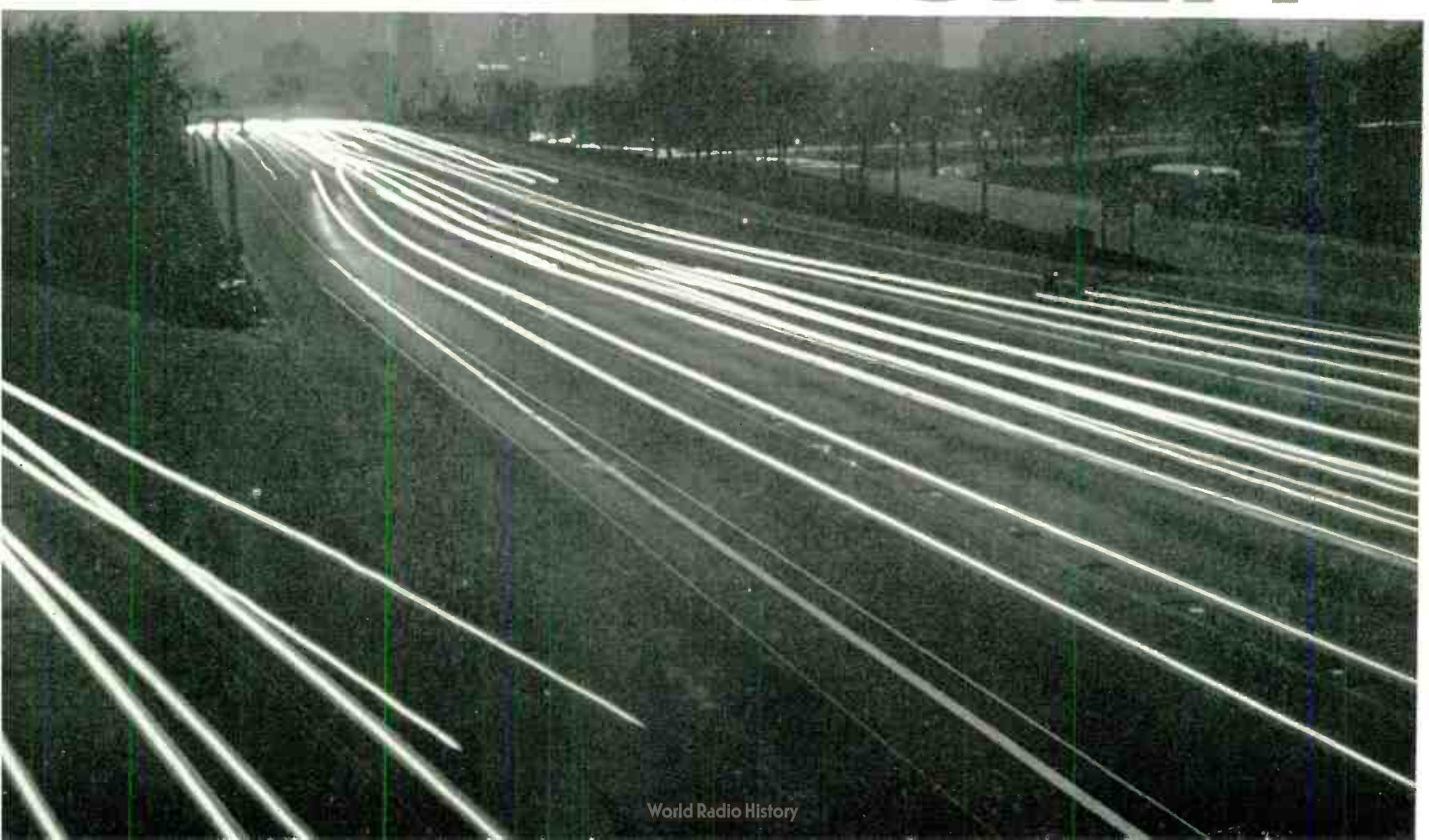
CBS RADIO NETWORK



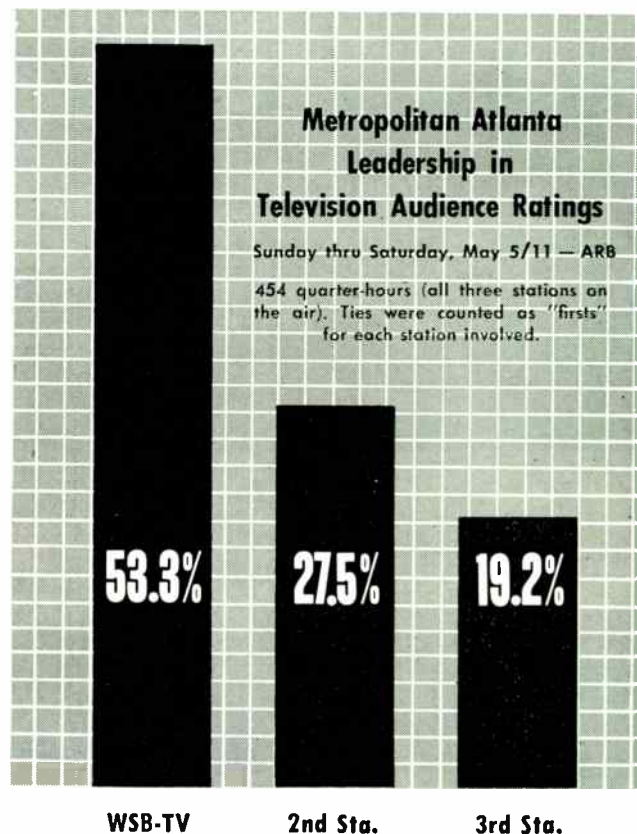
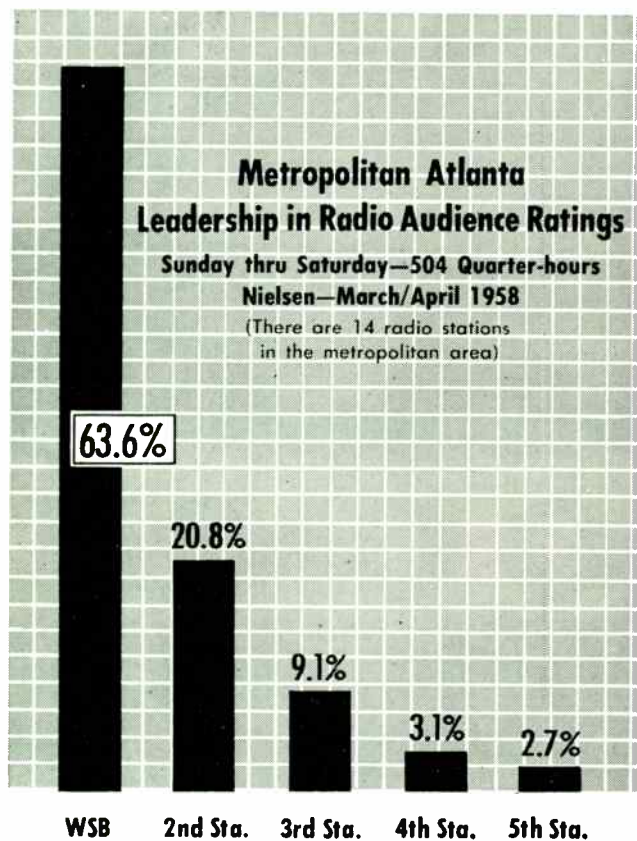
RADIO ONLY!



RADIO ONLY!



Here is how WSB Radio and WSB-TV dominate their fields in Atlanta



AN ADVERTISER'S CHOICE of stations in Atlanta can make a sizable difference in his sales results. These charts show why. In few cities of the nation do you see so marked a degree of consumer preference. This massive preference for WSB Radio and WSB Television is built on a record of superior local programming, better news service and staff work of high professional quality. Certainly your advertising in Atlanta belongs on the WSB stations.

WSB RADIO / WSB-TV

Affiliated with The Atlanta Journal and Constitution NBC
Represented by Edward Petry & Company

NOT HOW MANY, BUT WHO?

... Qualitative Research Is A Pressing Need

By DONALD H. MCGANNON

President
Westinghouse Broadcasting Co., Inc.



VICE PRESIDENT Thomas R. Marshall had his share of distinguished executive accomplishments, but he is probably most generally remembered as the man who said "What this country needs is a good five-cent cigar."

I neither claim Mr. Marshall's eminence as a statesman nor aspire to the immortality of his comment on the state of low-cost smoking in America when I say "What broadcasting needs is better qualitative research."

When the Westinghouse Broadcasting Company held a radio management meeting last month at French Lick, Ind., this need was noted by Rolland V. Tooke, our company's Cleveland Vice President. Earlier, Melvin A. Goldberg, WBC's Research Director, had pinpointed it in more technical but no less emphatic terms in a paper delivered before the Advertising Research Foundation.

We need better qualitative research tools in both radio and television. Broadcasters need them, advertisers and their agencies need them.

We have quantitative information aplenty. There are expertly gathered and interpreted facts at our disposal to tell us approximately how many people watch or listen to a given station at a given time. Audience composition figures tell us the percentages of men, women, teen-agers and children in the audience.

This is not enough, however.

In order for the broadcaster to know how to program most effectively, in both commercial and public service areas, in order for an advertiser or his agency to know with certainty that he is buying the right program on the right station at the right time for the right reasons, it would be extremely helpful to know much more than we get from research now generally available.

The standard audience composition breakdown into four categories—men, women, teen-agers and children—is only a beginning. There are basic differences in the tastes and preferences of a "man" of 21 and a "man" of 60. A "teen-ager" of 19 just doesn't view things the same way a "teen-ager" of 13 does. As the father of a large family, I feel I am qualified to state that a "Child" of 12 is obviously not the same species as a child of two, or even of nine.

The young couple with growing children are a better market for more products than a couple who have seen their children grow up and marry, and now are looking forward

to their own retirement. Yet present research groups both tneese couples together, as "adults."

It would be helpful to all interested in the most efficient use of the broadcast media to have, at the minimum, breakdowns of the audience by age, occupation, education, socio-economic status, sex, number of people residing in the household. The media habits of these various groups should be analyzed, along with the things that influence those habits. We should learn all we can about their likes and dislikes, perhaps even their personality characteristics.

In the case of radio, it would take relatively minor modification of present methods to give us information on where the listener listens, so that the advertiser can know if his message is heard where the product is being used, or where it is being sold. Surely it would be helpful to a gasoline refiner to know if his advertising is heard in the automobile, or to the food processor to know if his product message is being heard while the housewife is using such products in the kitchen.

Measurement of the auto radio audience and the others listening outside the home to transistor sets and other portables should be more exact. The across-the-board percentage allowance for out-of-home listening is utterly unrealistic. It overlooks completely the fact that some stations have more appeal than others to out-of-home listeners. It overlooks just as completely that the out-of-home listening audience differs greatly from the in-home audience in composition, kind and degree of listening.

Let me indicate now that this should not be construed as just another blanket criticism of broadcast researchers.

Generally speaking, much of the information I have indicated as desirable can be obtained right now, by a small additional expenditure of time and human effort. The research organizations have the techniques to gather much of this information, and in fact frequently do undertake special surveys along various of these lines. However, these "specials" usually are done on assignment by a single agency or broadcaster, who gets the information he wants, pays the full cost of getting it, and usually keeps the information to himself.

It seems that broadcasting and advertising through the radio and television media would gain in effectiveness if we all told the researchers we wanted and would pay for a wider range of information along

the lines described above—as a basic service to all, all the time, rather than as a special service to some, on assignment.

It would cost each of us a little more, to be sure, but the increase should be minimal because it would be spread out among many subscribers.

* * *

At WBC, we are committed to the development and promotion of qualitative research for both radio and television, and have fostered several techniques new to the broadcasting business.

One of them, for example, was used in Pittsburgh two years ago, at the time the Westinghouse Broadcasting Company radio stations began entirely local programming. This technique, called "semantic differential," was adapted from psychological research. When we applied it to the radio stations in Pittsburgh, we were able to develop a semantic station image. By means of cross-tabulations, we were able to compare the Pittsburgh area audience's image of KDKA with all of the other Pittsburgh radio stations. At the same time, we were able to break down the audiences into various components to get their respective station images too.

Through this qualitative approach to research, we had an effective tool in programming the station, and moreover, our sales department has provided present and potential advertisers with more specific information.

While the study in Pittsburgh was in the nature of an experiment, the results have justified a broader use of this technique in other areas.

In the constant search of other methods which can provide us and our clients with more basic information, we are in the midst of experiments using still another psychological technique.

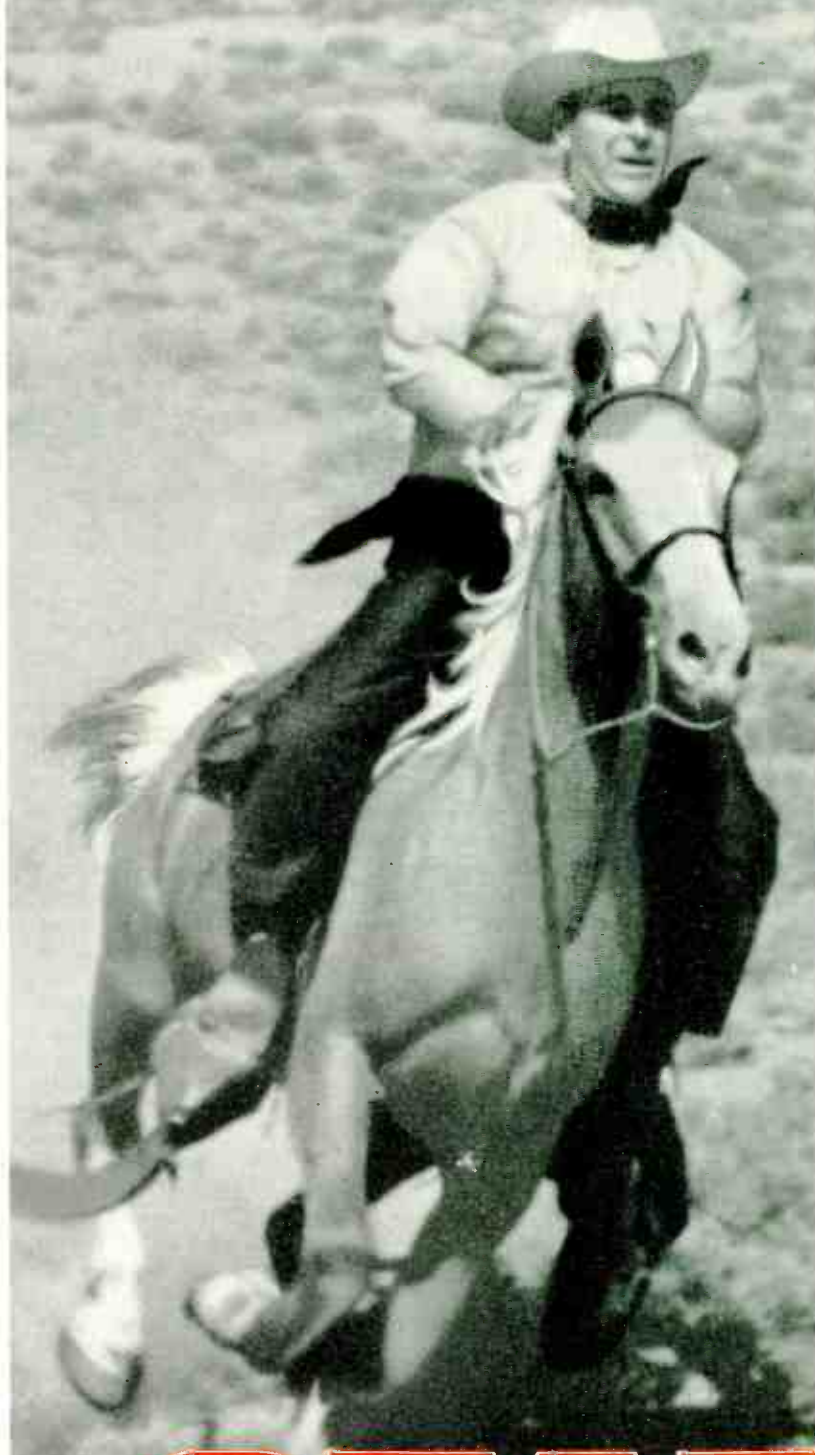
Regardless of the success of any one method or technique, the need for new qualitative research tools persists, being dictated not only by our investment in broadcasting, but also by our tremendous responsibility to the public. We must know more about our audiences, the faceless millions, and their likes and dislikes, their attitudes and opinions. The more we know about their listening and viewing habits, their buying traits, and their demographic characteristics, the better we will be equipped to serve them and the advertisers.

NEW SERIES JUST ADDED!



ROD CAMERON

**AND FALSTAFF BREWING HAS
RENEWED IN 66 MARKETS
-3RD STRAIGHT YEAR!**



STAT

**27.0 AVERAGE RATING* IN 66
FALSTAFF MARKETS**

—a better rating than 75% of all network shows! Pick up any ARB report for any month in the past year — STATE TROOPER is “top 10” everywhere! And it *sells!*

NO. 1 IN CHICAGO	23.4
NO. 1 IN PITTSBURGH	39.7
NO. 1 IN ALBANY-TROY	27.0
NO. 1 IN NEW ORLEANS	25.6
NO. 1 IN SACRAMENTO	40.9
NO. 1 IN PEORIA	33.9
NO. 1 IN MINNEAPOLIS	24.5

**SCHMIDT & SONS, BREWERS
HAS RENEWED IN 3 STATES
-3RD STRAIGHT YEAR!**



WHAT ABOUT YOUR MARKETS?



RETROOPER

NO. 1 IN OKLAHOMA CITY	38.5
NO. 1 IN COLORADO SPRINGS	38.5
NO. 1 IN DAVENPORT	42.5
NO. 1 IN MILWAUKEE	36.7
NO. 1 IN ST. LOUIS	37.9
NO. 1 IN HANNIBAL-QUINCY	42.1
NO. 1 IN GREENSBORO-WINSTON SALEM	37.2

*all latest available ARB ratings

(partial listing) World Radio History

104 HALF HOURS NOW AVAILABLE!

write, wire, phone

mca tv

FILM SYNDICATION

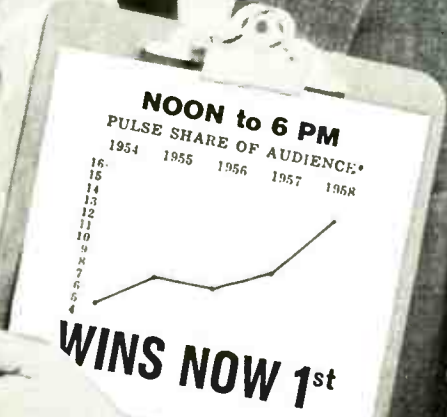
morning...noon...and night...

all I buy is WINS

Radio WINS audience has grown phenomenally since 1954—a trend unmatched by any other New York City radio station. Also, WINS' rate of growth is steadily rising. The three charts below show the compelling comparisons of the New York 17-County Area Pulse share-of-audience ratings for June, 1954 through 1958. WINS has increased its afternoon and nighttime audiences so that it is now an undisputed No. 1 in both time periods. WINS ability to deliver results is further attested to by its growing number of key national advertisers. In the last four years Radio WINS has become, from any standpoint . . .



"NEW YORK'S LEADING STATION" • RADIO CIRCLE • NEW YORK • JUDSON 2-7000 *Repr. by the Katz Agency*



HOW WORLDLY CAN YOU GET?

... TV Audiences Are More Sophisticated Than We Think

By GEORGE SHUPERT

President, ABC Film Syndication, Inc.



If we were to ask a group of TV executives the question: "Which is more sophisticated—the TV audience or the industry which serves it?", I'm sure that the respondents would be practically unanimous in designating the industry as the more sophisticated. I believe this would only illustrate my theory that those of us in television are really the more naive and less sophisticated, and here's why I feel as I do.

* * *

TV people often make one naive mistake. They tend to view the audience as a separate race. The audience is always "they." TV people are "we." This "we" group doesn't consider itself part of the audience and yet what is a TV man or woman? He's either married or single. He may be a parent, a child, a consumer. Everyone in TV buys nationally advertised products, reads books which are available to everyone else, has a bank account, pays taxes and has hopes and dreams for the future. In short, a TV man has desires and tastes similar to those of his next door neighbor who may have no interest in television except as a medium of entertainment. TV people generally regard themselves as a special breed and this is both unrealistic and naive.

* * *

On the other hand, the TV audience has few fantasies about television. Although the audience may be awed by their favorite performers, they tend to regard television as just another modern convenience such as the telephone, washing machine, airplane, etc. Surely the audience attitude toward TV indicates a greater degree of sophistication.

Assuming that most of us in television think that the TV audience is unsophisticated—then why do we offer them sophisticated programs? You may think that TV programming is not sophisticated, but actually it is and I can prove my point by the following illustrations of a high degree of sophistication in TV film programs.

* * *

There are many ways in which sophistication is revealed in programming. It may be in the subject matter or in the treatment or in the action. A few years ago we introduced a TV film series titled "Passport To Danger." This series deals with the adventures of a diplomatic courier in the

countries which are making headline news—Hungary, Poland, China, France, Germany, England and many more. There are stories about political intrigue, murder and robbery on an international scale. These are certainly sophisticated or worldly topics. These are subjects which are talked about and thought about by people the world over. Practically everyone today knows that our fate is closely linked with that of people in other countries. We know that a revolution in a remote country in the Orient may well explode into a global war whose consequences are too terrible to even consider. A program like "Passport to Danger" brings to the television audience sophisticated entertainment based on situations closely allied to real life. A show like this, because of its sophisticated nature, not in spite of it, has broad mass appeal.

* * *

Another program with inherent sophistication is a member of a program group rarely if ever considered sophisticated. I'm referring to our "26 Men," a western. Consider for a moment how mature and sophisticated the western has become. Today's western deals with the problems of its characters and the complexities of their make-up. For today's audience the adult western satisfies two needs. It offers the excitement and thrills of outdoor adventure and through character development the challenge of personality discovery which appeals to the sophisticated part of our natures. Actually today's adult western has a far greater mass appeal than westerns of earlier days because it attracts more people possessing a wider range of intelligence, education and interests. Our western series "26 Men" illustrates clearly how a TV film series can incorporate elements to appeal to sophisticated tastes. For example, the star, Tris Coffin, is a very mature man, unlike the boyish hero of the old westerns. He's poised and articulate. He doesn't get tongue-tied in the presence of a pretty girl or red-faced when called upon to perform a social custom. Although possessed of all the characteristics of a well-poised gentleman, he is equally adept in a rough-and-tough fight with gun or bare hands. He's a man of action with a great capacity to think and reason. He will try the less violent forms of action first but when called upon can engage in physical combat as readily

as the "all brawn-no brain" type of hero portrayed in earlier westerns.

* * *

Tris Coffin, in his role as Captain Tom Rynning of the Arizona Rangers, is a sophisticated man. Record turnouts for his personal appearances and other high ratings received by the series indicate that audiences react very favorably to this very sophisticated character.

If you analyze TV film shows from their inception you will see that they have become more sophisticated each year. You may wonder what has brought about this change. I believe the credit is due, in part, to television leaders who are able to appraise with reasonable accuracy the desires of the TV audience which is becoming more sophisticated each year.

* * *

I was asked to answer the question, "How sophisticated can syndicated television films be?" in this article. I think the answer to this question, in the light of the foregoing, is very simply "As sophisticated as the audience wants it to be and as sophisticated as the industry permits." I think, too, in order to gauge the degree of sophistication of the audience more accurately we in the TV industry should try not to set ourselves apart from the audience. We must remember that we are a part of this audience and give the other members of it the opportunity to enjoy what we enjoy.

* * *

Let us not make the mistake of thinking that in order to appeal to the masses we must downgrade entertainment to the level of the sharecropper or the ditch digger. After all, these men do not have the purchasing power to buy most of the product advertised on television. We want to reach, in the TV audience, the man who can say "yes" to a purchase . . . The man who can support his family comfortably and who can buy the products we advertise. In short, we want to appeal to a man like ourselves. If we think along those lines we will supply the right amount of sophistication in our programming and achieve the ultimate aim which is upgraded entertainment designed to effectively showcase a sponsor's message.

From the Award-Winning MGM Library of Shorts...

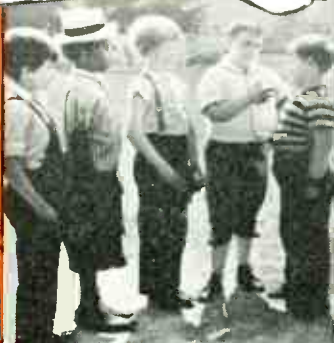
3 great new program series

with *Extra Profit Potential*

for local TV stations!



**OUR
GANG
COMEDIES**



52 hilarious subjects never before shown on television. A perennially popular series that has enjoyed fabulous success everywhere and has a pre-sold viewer audience. Now start programming *newer* subjects than have ever been shown before—and watch the moppets skyrocket your ratings!

Extra Profit Potential

MGM-TV offers *unlimited* runs on these versatile films. Run singly as quarter-hour shows, or combined into half-hours... a natural any hour of the day... morning, noon or night.

**CRIME
DOES
NOT
PAY**



48 exciting crime stories with a point-of-view that makes them ever-timely. Dramatized in a documentary staccato style that provides perfect entertainment for prime evening hours. Starring such famous MGM names as Laraine Day, Robert Taylor, J. Carroll Naish, Van Johnson and others!

Extra Profit Potential

MGM-TV suggests that since each film runs only 21 minutes, they can be programmed as a 25-minute series, offering stations an extra profit-making 5-minute segment in which to slot news or weather reports. Ideal for spotting just before joining or leaving the network.

**JOHN
NESBITT'S
PASSING
PARADE**



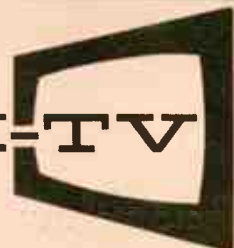
69 breath-taking adventures in science, history, medicine or geography... scripted and narrated with the dramatic flair that made John Nesbitt famous. Designed for a family audience. Packed with prestige for bank, utility or insurance sponsorship.

Extra Profit Potential


MGM-TV considers these 10-minute films just right for the advertiser with a longer-to-tell message in a quarter-hour segment. Or follow these audience-winners with a 2-minute sponsored weather bulletin for extra profit pick-up.

WRITE... WIRE OR PHONE
TO LOCK-UP YOUR MARKET
BEFORE IT'S SOLD!

MGM-TV
A Service of
Loew's Incorporated



Richard A. Harper, General Sales Mgr. 1540 Broadway, New York 36, N. Y. • JUdson 2-2000



**M-G-M
MYSTERY
AND ACTION
PACKAGE**

**M-G-M
ACADEMY
AWARD
PACKAGE**

**M-G-M
ANDY
HARDY
THEATRE**

M-G-M Academy Award Package*

26 of Metro's most memorable films—13 Academy-Award winners and 13 Academy-Award nominees including such titles as:

"Blossoms in the Dust" • "Boys Town"
"Boom Town" • "Gaslight"
"Waterloo Bridge" • "Madame Curie"

M-G-M Action & Intrigue Package*

26 of Metro's most exciting big-thrill features including such titles as:

"Dr. Jekyll and Mr Hyde"
"White Cargo" • "Mr. and Mrs. North"
"The Postman Always Rings Twice"
"Shadow of the Thin Man"
"Too Hot To Handle"

M-G-M Andy Hardy Theatre*

15 wonderful films... starring Mickey Rooney in Metro's heart-warming series about America's favorite family.

3 Great Hand-Picked Packages...

THE BEST OF M-G-M

Each package is a daisy...

designed to give you a dilly of a rating. A new, selective, practical way to purchase feature pictures. The very best of the films from the studio that has always been known for having made the very best.

Call us, write us, wire us for more complete information on these three powerhouse packages.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Richard A Harper, General Sales Mgr
1540 Broadway, New York 36, N.Y., JUdson 2-2000

*Not available in the markets where the entire M-G-M Library of pre-'49 features is now being programmed.

Sweet

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Detroit
6. Boston-Manchester
7. San Francisco
8. Pittsburgh
9. Cleveland
10. New Haven
11. St. Louis
12. Washington, D.C.
13. Indianapolis-Bloomington
14. Minneapolis-St. Paul
15. Providence
- 16. CHARLOTTE**
17. Hartford-New Britain
18. Baltimore
19. Atlanta
20. Kalamazoo-Grand Rapids
21. Dallas-Fort Worth
22. Cincinnati

...and what a kiss!

Ardent advertisers are now enjoying the sweet kiss of sales success from the Nation's Sixteenth Television Market!

Television Magazine credits the Charlotte-WBTV Television Market with 689,882 sets, making this the *Sixteenth Television Market in the Nation... First in the South!*

Re-evaluate your expenditures. Call CBS Television Spot Sales for a date!

Source: Television Magazine Set Count, May, 1958



JEFFERSON STANDARD BROADCASTING COMPANY

COMMERCIAL TELEVISION OVERSEAS

... New Markets Are Opening For U. S. TV Film

By PAUL TALBOT

President of Fremantle International, Inc.



OVER twenty million dollars will be spent on U. S. telefilms in international markets during the next 12 months. This might indicate a vast increase in commercial TV overseas. However, this is not entirely the case.

The term, "commercial television service," when applied to an overseas station brings to the minds of most Americans in the broadcasting business an image of TV much as we know it here. To the film syndicator, in particular, there are prospects of clients and agencies as potential buyers of his half-hour film shows, stations anxious to tie up a property to attract a new sponsor and, above all, hours and hours of time to be filled in with "39 and 13 repeats."

There are, of course, some areas outside the U. S. where the pattern of sponsored programs, between shows spots, ID's, etc., is practiced exactly along American lines. The largest such area is Latin America where privately owned stations are the rule and where the station, client, advertising agency and film syndicator are cast in much the same roles as in the States. But there is a far greater number of countries where the only similarity between their commercial service and our TV setup is the fact that somewhere along the line there is an exchange of coin of the realm.

One of the more unusual commercial TV arrangements is in Italy. Once each day, from 7 to 7:30 p.m., the RAI (Government subsidized service) sets aside time for the hucksters. Ten clients are accommodated during the daily half-hour . . . three minutes to each client. During his brief moment on the electronic stage the client is expected to provide at least two minutes of entertainment and the rest of the time is his for either hard or soft sell. One client, Pal Razor Blades, solves the problem by producing a sort of "Do You Remember?" show. This consists of film clips from great silent movies of the past . . . Valentino, Douglas Fairbanks, Sr., and Will Rogers . . . which are worked into a formula with Italian narration.

In Germany the commercial service is limited to a half-hour per day during which an entire program of entertainment is provided with spots before and after the show. Several U. S. programs per week are now filling the daily half-hour slots. All shows must be sold to the station and the client has

no say as to the program in which his message will be slotted.

The British system has been explained in many articles which have appeared in trade and consumer publications here. Briefly, all programs are controlled by the broadcasters, known as "program contractors." Sponsors may place their message at "natural breaks" in the program but may not identify themselves with the program in any way.

Australia's privately owned stations follow the pattern of the U. S. except that all overseas programs, and this means all the syndicated film properties, must be purchased by the stations. The client may sponsor the show but he must buy it from the station and not direct from the syndicator.

To the American producer and distributor of TV films the commercial setup in many overseas territories has both advantages and disadvantages. On the debit side is the fact that where clients are not identified with shows or cannot purchase them except from the stations, the number of potential clients is strictly limited and a buyers' market is usually the rule. On the other hand, there is the advantage of being able to cover an entire country through two or three contracts and the income potential for very large areas is obtained in a short period of time.

That some additional territories will adopt the American pattern of commercial telecasting is inevitable. But that there should be any change in the established pattern in such areas as Great Britain and Continental Europe should not be anticipated. The successful distributor will study the systems of his overseas clients and will adopt his selling methods to the needs of these clients.

* * *

EDITOR'S NOTE: In 1957 the number of overseas TV stations (including experimental operations and satellites) was about 447 in 47 countries; this figure excludes stations in Canada and in U.S. territories and possessions, as well as Armed Forces stations abroad. About 16.4 million TV sets were in use. The U.S. Information Agency estimates that there will be over 600 overseas TV stations by the end of 1958.

FOREIGN COMMERCIAL TV

Countries with Commercial TV Commercial Service

Australia	Government service has no commercials. Privately owned stations have commercial sponsorship but overseas programs are purchased only by station.
Canada	Government service and privately owned stations both carry commercials
Colombia	Government service accepts commercials
Finland	Now experimenting with limited commercial service
Germany	Commercial time limited to one-half hour daily; all programs controlled by station
Great Britain	Government non-commercial. "Program contractors" permit commercial announcements during "natural breaks" in program. Announcements only, no sponsorship of shows. All programs controlled by station
Italy	Commercials limited to one-half hour daily; all programs controlled by station
Japan	Government and private stations. Sponsorship permitted but programs purchased by stations only
Argentina Cuba El Salvador Guatemala Mexico Nicaragua Puerto Rico Venezuela	Privately owned stations, commercial service paralleling U. S. lines



with the news

...BEFORE IT BECOMES HISTORY

first

Newsman of his day, the community Town Crier was looked for, listened to — and *believed in*. Today, the same respected function of helping to keep a community informed is being performed by the hard-working television newsman and his staff . . . Storer Broadcasting television newsmen have a facility for assembling the news fast and accurately, then presenting it in the most interesting way possible. This recognized talent has been a distinct benefit to advertisers who have taken advantage of the prestige and audience loyalty gained by the Storer “Town Criers” in their markets.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



JIM UEBELHART
*18 years of newscasting ...
 first-hand knowledge of
 world affairs*
WSPD-TV
 Toledo



JIM RUDS
*Thorough knowledge of
 international and
 national events*
WSPD-TV
 Toledo



BILL CHARLES
*Specializing in local
 events and news*
WSPD-TV
 Toledo



JAC LEGOFF
*Michigan's number one
 TV news personality*
WJBK-TV
 Detroit



DICK GRAHAM
*On the air with the
 latest news*
WVUE-TV
 Wilmington-
 Philadelphia



GARY GEERS
*Newscasting right off the
 wires in the news room*
WVUE-TV
 Wilmington-
 Philadelphia



KEN ARMSTRONG
*News and weather seven
 nights a week, 11:15 pm*
WJW-TV
 Cleveland



DOUG ADAIR
*6:30 - 6:45 pm
 City Camera with rapid-fire
 news of Cleveland*
WJW-TV
 Cleveland



JIM DONEY
*One of the highest rated
 shows in the market ... 11:00
 Sat. and Sunday evenings*
WJW-TV
 Cleveland

Storer town criers of Television



WARREN GUTHRIE
*Ohio's outstanding news man
 featured on "Sohio Reporter,"
 11:00 pm Monday - Friday*
WJW-TV
 Cleveland



PAUL RAYMON
*Cover the news at 6:30
 and 11:00 pm*
WAGA-TV
 Atlanta



BOB MANN
*Weekday local news at
 1:05 pm*
WAGA-TV
 Atlanta



DICK SWANSON
*Senior staff member weather
 news each evening at 6:35*
WAGA-TV
 Atlanta



ED BLAIR
*With 13 years of experience,
 one of the most respected
 newscasters in Atlanta*
WAGA-TV
 Atlanta



SKIP THOMAS
*News at 6:35 pm week days
 and 6:00 pm Sundays*
WAGA-TV
 Atlanta

WSPD-TV Toledo **WJW-TV** Cleveland **WJBK-TV** Detroit **WAGA-TV** Atlanta **WVUE-TV** Wilmington-Philadelphia



Storer Broadcasting Company

WSPD Toledo **WJW** Cleveland **WJBK** Detroit **WIBG** Philadelphia **WWVA** Wheeling **WAGA** Atlanta **WGBS** Miami



**ASCAP...
THE
MUSIC
OF
AMERICA**

POPULAR SONGS . . . the hits of today and the enduring standards of tomorrow. **PRODUCTION NUMBERS** . . . hit tunes from the top Broadway shows, past and present, and notable Hollywood musical films. **RHYTHM AND BLUES** . . . world favorite blues, syncopation and jazz—all unmistakably American. **FOLK SONGS** . . . work songs, play songs, regional songs, mirroring the history of the American people. **SACRED MUSIC** . . . liturgical music, songs of faith, hymns expressing the religious beliefs of Americans. **SYMPHONIC AND CONCERT WORKS** . . . works of distinguished composers of great classics, daring innovators as well as creators in traditional patterns. *More than 5,000 writers and publishers are constantly adding new works to the extensive ASCAP repertory.*

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK



THE SOUND'S THE THING

... And Network Radio Is A Many Blended Thing

By ARTHUR HULL HAYES

President
CBS Radio



WE—the networks—have a problem. It is not a new one, though. Just a somewhat difficult one to define. Some of the networks have never quite been able to pin down, it seems, the principal purpose of a network. They are all coming around now, however, to realize that the *raison d'être* of networking is THE PROGRAM.

This problem has grown into a basic, competitive one. In a hard economic world of rising Independent broadcasters, what is a network to furnish to affiliates in the way of programming? How to provide a unique "sound" that will attract the attention and confidence of listeners and timebuyers alike? Faced with these questions, some of the networks have experimented radically . . . even wildly . . . some even desperately. For a while after the advent of television, some of the networks sought the answer to their daytime needs in a musical "sound." They sought to fight the DJ stations with more of the same. But the listeners in the daytime who wanted music continued to listen to the unaffiliated stations' record shows. As this became clear, even the networks that wanted "to do something different" began to broadcast some of the time-tested "program stuff."

Some of us, of course, could never give up the idea of programming programs. After 20 years of broadcasting personalities and stories, we found it fairly unthinkable that CBS Radio should suddenly assume the function of a juke box. Time has borne out our conviction. We find ourselves in the position of receiving credit as a pace-setter, in a very odd way. Many of our programs have roots that go back 25 years. They are in our schedule—brought up-to-date, made topical—but drawing on basic human interests, which never change. And now, all the other networks are climbing back aboard. They've finally gotten around to copying many of the ideas and formats that we started with, and have never foresaken.

Programs, according to our definition, must feature winning personalities in an entertaining format. That is why we still offer Arthur Godfrey, recently named America's No. 1 Salesman; Art Linkletter; Jack Benny; eminent newsmen Edward R. Murrow and Lowell Thomas; Amos 'n' Andy; Our Gal Sunday and Gunsmoke, to draw examples from every reach of our programming schedule.

The ingredients of our daytime schedules

are particularly pleasing, our affiliates have learned, to a homemaker audience. Time-buyers and sponsors did not overlook that this kind of audience represents a market for products that sell to housewives. CBS Radio's block of daytime dramas completely capture the listener's attention, according to research results. This "attentive listening" carries over to the sponsor message, which blends harmoniously with the mood of the program. So, the advertiser buys more than a nose count. He buys the vital ingredient that is lacking in the ordinary forms of audience measurement . . . the listener's attitude of interested attention to his sales presentation.

The other networks all believed in the daytime dramas, too . . . at one time or another. They all advertised their serials' "believability," with an amazing spirit of togetherness. When the going got rough, however, they strayed off into the supposedly green fields of music and wandering, spasmodic-type programming that visits 15 different places in an hour.

Now they are returning to the fold.

And the facts of radio economics have provided a warm, long and green welcome. The serials have created a special market for products that have a place in the kitchen where She (the consuming housewife) listens.

It is part of our pride as a network that our affiliates achieve a certain tone. This "image," to borrow a phrase from public relations, is comprised of prestige programs which impart a large degree of "believability" to the local shows which are interspersed throughout the station's program schedule.

Our affiliates' "believability" is derived from many sources, but a mainstream is provided by the services of CBS News. Most listeners, metropolitan and non-metropolitan, know the difference between the network services. Further, they know which stations are affiliated with what network . . . and are, moreover, highly conscious which of their local stations carry Arthur Godfrey, Edward R. Murrow and other well-known personalities that give the CBS Radio outlet its flavor. Our stations have an identity with size, depth and—most of all—quality.

All of the benefits of a network to its affiliates and to its listeners must logically arise from its programming. All the "gimmicks" in the world are no substitute for

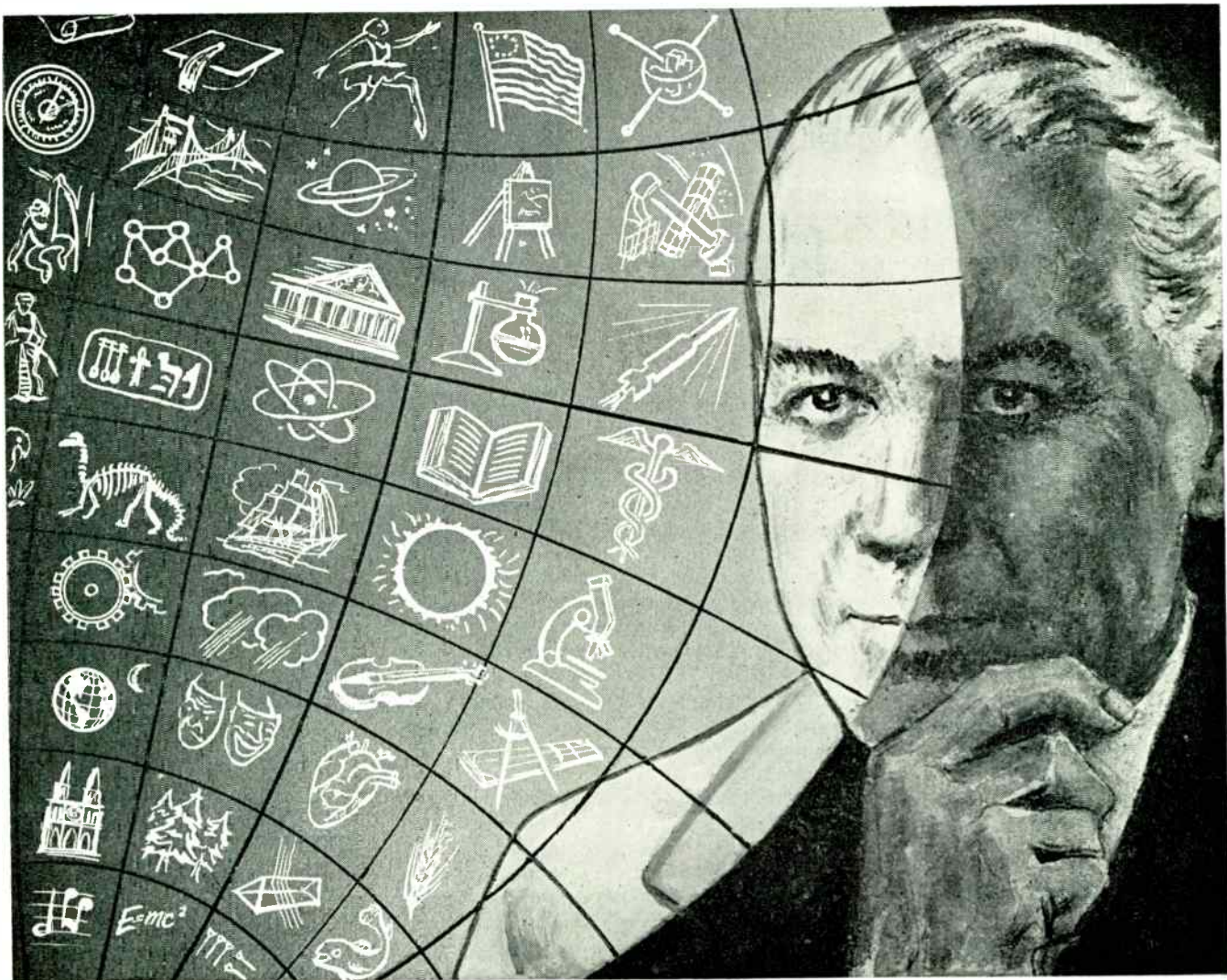
programs such as CBS News' special coverage of the recent emergency UN sessions during the Lebanon crisis, or "The Galindez-Murphy Case: A Chronicle of Terror." No amount of promotion, however honest or well intended, can substitute for the dignity that rubbed off on the stations which carried the Galindez broadcast by the Public Affairs Department of CBS News. A special production squad, labeled Unit One, is constantly at work to produce a continuing "Radio Beat" series of trans-Atlantic telephone conversations between world leaders. To the average radio listener, the CBS Radio affiliate absorbs an aura of news and public service on a grand scale. It remains an aura grander by far than any single station could achieve.

A balanced diet of quality programming is a character that is necessarily unique to network outlets. In terms of staff, money, and an objective, international scope that supersedes the local in concepts of public service, no single broadcasting outlet can achieve the community standing that accrues to Ed Murrow, Eric Sevareid, Lowell Thomas, Robert Trout, Walter Cronkite and a worldwide staff listening that appears endless.

Prestige programming, then, has become a byword of our network. When music lovers think of the New York Philharmonic, a mental note reminds them of CBS Radio's broadcasts of the orchestra over the past 28 years. That's old. This year, for the first time, we will present the Metropolitan Opera. That's new.

Among our daytime dramatic series, "Ma Perkins" and "Romance of Helen Trent" are both notable for their age. Both series have entered their second quarter-century of broadcasts on the CBS Radio Network. That, again, is old. The past year has introduced several new programs, including "Couple Next Door" and Peter Lind Hayes-Mary Healey's "Peter and Mary Show." They're new . . . and have a touch that appeals to the young as well as the veteran listener.

The old and the new blend into a very special "sound" which typifies our network affiliate stations. The CBS Radio "voice" has a distinct personality. One, we believe, with both appeal and integrity. These combine to offer a premium value to the advertiser, who buys prestige-laden minutes of broadcast time on the nation's most popular and trusted radio stations.



BMI Introduces a New and Timely Program

THE WORLD OF THE MIND

AS A COMPANION to its award-winning programs, "The Book Parade" and "The American Story," BMI introduces a new series of timely scripts . . . "The World of the Mind."

Prepared by BMI with the cooperation of the American Association for the Advancement of Science and the American Council of Learned Societies, "The World of the Mind" is available to radio and television stations and to public

libraries and local boards of education for broadcast purposes.

Fifty-two eminent scholars and scientists are the authors of the programs which are each of fifteen-minutes duration. The Sciences and the Humanities are embraced equally in the wide range of topics which form "The World of the Mind" — a thorough and painstaking appraisal of man's perpetual search for knowledge and truth.

Radio and television stations will receive sample scripts and further details in the mails. Please watch for this material. "The World of the Mind" series will be available only upon request.



BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TOMORROW'S RADIO FORMULA

... The Medium Is Meeting Constant Change

By GERALD A. BARTELL

President, Bartell Family Radio



BEFORE the war, and during the halcyon days of a limited radio list, profits were made merely by turning on the transmitter and riding the networks. After the war and the influx of great numbers of radio stations—including those of Bartell Family Radio—the problem became more complicated and a new group of operators came into the ascendancy.

So there are always changes taking place. And one of the responsibilities of management is to understand what is taking place and to develop objectives and procedures which will capitalize upon those changes.

* * *

When the writers of FORTUNE magazine spent five or six weeks in the study of what it called in its February issue, "The New Radio," it summarized what it considered the basic radio change of the past decade. And for those who may have missed the item, I think it is fair to summarize it in this way. Network radio was great until TV came along. Independent radio—composed of a new generation of program and sales talent—began to take the audience. A great deal of hoopla and promotion was used to develop the audience. By and large, network operation gave up all pretense of being an important advertising medium. It concentrated its efforts upon wildly growing television. It considered radio as dead or dying. Meanwhile, back at the radio station, the disciples of modern radio continued to take over. And about the time the industry recognized what a tremendous thing radio really was, the mantle of leadership had changed from network operators to the independents . . . and that by all statistics they had taken the field in the top markets of the country. Networks today are making a last ditch effort to regroup and get back into the running, but with unimpressive results. And as late as January of this year probably the most optimistic of the networks—at least for the record—was the American Broadcasting Company Radio Network.

* * *

That in essence is FORTUNE'S analysis of modern radio and how it got there. I commend to you all a reading of the FORTUNE piece—not because it selected Bartell Family Radio as the subject of its study—but because it succinctly draws into focus the elements of change which were readily available to those who were willing to give some time and effort to careful analysis.

Because radio is at this moment in the throes of momentous change comparable

to any that has occurred in the past two decades. In the previous upheaval certain networks lost the audience because they could not supply a continuous program service to a majority. This reminds me of a primer study of the species in which are pictured the behemoths of the Pleistocene Age, who for millennia ranged the earth—invincible and seemingly indestructible—gorging themselves upon a world built to their specifications. But in an agony of change these giants were decimated by their own lack of ability to adapt to new conditions. It is in these periods of change and upheaval that clear thinking becomes essential—and the will to stay on top is supported by a calm appraisal—undismayed by the currents and tides of false rumor and voices of doom.

The ascendancy of news and music as the king of radio programming is only a way of choosing a new arena for supremacy. Certainly in the current struggle the odds favor those at the local level who show the greatest ingenuity—who understand the nature of their own medium and are able to activate that understanding with dash, showmanship, and salesmanship.

Let me review briefly with you the operating philosophies of certain groups in independent radio as indicative of today's formulae for success.

* * *

Bartell Family Radio may be characterized by devotion to a family audience. We abhor audience segmentation or splintering. We base any program change upon a pattern of sampling and research followed by a testing procedure which evaluates those changes. We look constantly toward family participation by the development of features, by the use of a broad base of musical entertainment, by a news policy which we consider in tune with modern living—and a "friend of the family" approach by our talent.

Naturally, we consider these objectives in programming as the most valid, else we wouldn't be programming as we do. However, other groups have other ways of reaching an audience, and, at the risk of laboring the obvious, I shall try to summarize some of these other approaches. Group "B" devotes itself to a lively, up-tempo programming, consisting mostly of the top popular numbers, with variations occurring during evening and night hours. Its programming concept is based upon what it calls pacing and personalities—as well as some other undefinable qualities toward

the achievement of greatest appeal. A good general news coverage—with no editorial content labeled as such.

Group "C" operates by rigid formula consisting of a small group of top popular records. Straight wire service news; personalities are de-accented. The pace—brisk.

Group "D" is the chief proponent of the top-40 formula. Permits no deviation, but gives some latitude to personalities. The entire operation is up-tempo, bright and brassy, slick production and an extremely commercial news approach. Heavily promotional.

Group "E" is a more emotional operation. Many ideas are tried—some of them discarded very quickly if they don't seem to click. Home of spectacular lotteries, some of which have given the press the notion that radio is addicted to "screwballism." Tireless critic of network operations.

* * *

The country over, radio operators are looking at these groups . . . taking an entire format here, an idea there—and incorporating them into their own programming. That's fine. There's nothing quite so contagious as a good idea. And good ideas *should* be shared. Somebody says—I'm going to see to it that nobody steals my program ideas. I'll get the law on them that do. Such a development, if successful, would be somewhat dismaying to the people with whom the ideas originated. Our stations are little concerned when others pick up ideas from us. Indeed in one of our markets, a competitor attempts to duplicate everything we do . . . even purposely planted gags! The world is full of program ideas . . . The trick is to perceive and apply them effectively.

Every day, everywhere, we are witnessing something of tomorrow's radio. I don't mean that the programs and sales plans which produce success today comprise necessarily the blueprint for success tomorrow. I do mean, however, the advent of a new kind of management manpower, for whom the formula for success is not necessarily within the pattern of what has succeeded, or even is succeeding—but rather must think and build, and improve, and accomplish day by day—keenly aware of the rewards of a thoughtful leadership and a dynamic follow-through.

* * *

Basically, then, tomorrow's radio will be shaped by a type of management of whom we today catch only a glimpse now and then. And the history of radio has been heading inexorably to this conclusion.

A CHALLENGE: PICK THE RIGHT PROGRAM

... What Sign Posts Will Guide In The Quest?



By JOHN L. SINN

President

Ziv Television Programs, Inc.

ONE of the gravest responsibilities of the agency in dealing with television today is choosing the one right program that will best fit the client's purposes. From the many offerings, he must find the one show that will reach the greatest number of prospects, that will most quickly establish a high level of viewing, and be most in keeping with the advertisers' marketing needs.

It can't be done with a slide rule or a crystal ball, although both might be helpful to the man who must decide in April what the public will prefer in November.

Here is one situation in which the phrase "The Show's the thing" doesn't fully cover the problem. The concept of the program must of course contain the excitement and uniqueness that make for outstanding entertainment. The scripts and projected story ideas must indicate that the concept can be sustained effectively through many episodes. The quality of production as revealed in the pilot film must of course be of the highest order.

But beyond these basic considerations of the property itself, there are other criteria that must be brought to bear in finding the show with the greatest potential. The strength of the stars; the calibre of the men and the company associated with the project; the level of production quality; the extent of support the producers can offer in making fullest use of the TV vehicle as a marketing tool—these factors can be crucial.

* * *

Is the program built around a personality with whom the viewer can strongly and enthusiastically identify? Acting skill and professional renown mean little, if the star of the series does not possess that magic quality that inspires the interest and affection of the public. It is not the Oscar on Broderick Crawford's mantelpiece that makes him such a vital factor in the popularity of HIGHWAY PATROL; it is the force of his own personality that makes the talented actor a true star. For a program to succeed this quality must be inherent in the individual carrying the central role.

Is the production company one that has consistently created distinctive and successful programming in the past? As important as the concept of the program itself is how that concept will be carried out. An established organization of many experi-

enced and talent people is necessary for the making of a program that can compete for the attention of today's knowledgeable audiences. We at Ziv are convinced that the human resources of a production company are its primary assets. There is an air of creativity that is generated by the presence of such imaginative film makers as Otto Lang, Andy White and Frank Bittman, Morton Fine and David Freidkin on our lot. It has a value beyond that of their individual contributions to specific projects.

* * *

Perhaps these men, along with the writers, directors and production specialists, are the real "stars" of television filming.

What is the level of production quality? Believeability and impact in a TV program are the result of the effective handling of thousands of details, technical as well as creative. Superior photography, authentic locales, skilled editing—all help build the look and feel of quality that a program must possess to win audience favor. Of course this is an elementary consideration, but even considering the rapid development of technical skill in the young field of TV filming, this area still calls for careful judgment on the part of the agency. Our audience knows how well TV entertainment can be presented; they will reject anything that falls below these standards.

Can the producers offer the agency and advertiser valid assistance in making the program an effective marketing tool? With competition for audiences growing constantly stiffer, the introduction of a new program requires much know-how and imagination. Nationwide publicity is necessary for a successful launching. Promotion and merchandising of the show to salesmen, dealers, distributors can be an important ingredient in its effectiveness for the sponsor.

How these questions can be answered will determine the answer to the primary query, "Which show is the right one for us?"

* * *

It is not through oversight that I have omitted what might properly seem to be the most crucial criterion of all—cost. I have not discussed the matter of economy together with the yardsticks of program value for very definite reasons.

In the past, I feel so much emphasis has been placed on budgetary considerations that these have distorted the picture.

The problem for the agency today is not "What should I pay?" but "How much will I get for what I pay?"

Since the birth of the television film program, we have seen appropriations for TV shows increase steadily. Part of this increase has come from conditions beyond the control of the individual agency, advertiser or producer. Union scales, film stock prices, processing charges—indeed, every element of the production total has been pushed upward. More important have been those budgetary increases that stemmed from the desire of buyer and producer alike to invest more in the program in order to reap greater benefits from its use. Bigger stars, better scripts, more location shooting, finer production values—these are the areas in which film users have wisely demonstrated a willingness to invest larger sums.

Now as we enter television's second decade, we have, by and large, reached a price plateau that is realistic both in terms of programming needs and of advertisers' ability to pay.

We know our film medium. We know that everlastingly adding to our program expenditures will not add increased quality in equal measure. We also know that on a given program it might be sound to extend our budgetary limits. But we accept as a general statement that film prices are not likely to rise much beyond current levels.

On the other hand, it would be most unrealistic to assume that the foreseeable future will bring any downward trend in the price of outstanding film programs. I have seen disturbing statements in the press recently about an anticipated swing to lower cost programming. I firmly believe that cost-cutting that results in a cheapening of the program would be a complete negation of our objectives.

We have made the television audience a sophisticated audience, accustomed to choosing their entertainment from the best that could be devised. We cannot now turn back the tide and ask our viewers to be happy with inferior, weaker fare.

Can we live—creatively—on this plateau? My answer is a clear and definite yes. It is in how we allocate our program budgets that the solution lies. Economy and quality are compatible goals if money is spent where it will do the most good, in ways that add tangibly to the power of the program that is seen on the viewer's screen.

“what’s
up
doc?”

ratings

up to 16.4

Now rated in 74 markets, Warner Bros. Cartoons average a very impressive 16.4 rating, another healthy jump over the last report. Seems every time Warner Bros. Cartoons are put into additional TV markets, the nation-wide rating pops up even higher. Bugs Bunny, with Sylvester & Tweety, Porky Pig, Elmer Fudd and the rest of the popular Warner Bros. Cartoon stars have proved top audience-getters and potent sales-makers all over the country

© Warner Bros. Pictures, Inc.

For full details, write, wire, phone:

a.c.p. inc.

Distributors for Associated Artists
345 Madison Ave., MURRAY HILL 6-2323
75 E. Wacker Dr., DEARBORN 2-2030
1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CRESTVIEW 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES



Movieland group has

9 OUT OF 10 POST '48



What a buy! A.A.P.'s Movieland Group has 81 top pictures from major studios including RKO, 20th Century-Fox, UA, Universal, Korda and others. And 9 out of 10 were produced between 1948 and 1957! Many of these films star big names like Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles and others. Here's an array of great, new pictures that have pulled top ratings in markets where they've already appeared. First run in many markets.

For full details, write, wire, phone:

a.a.p. inc.
 Distributors for Associated Artists
 345 Madison Ave., Murray Hill 6-2323
 75 E. Wacker Dr., DEarborn 2-2030
 1511 Bryan St., RIVERSIDE 7-8553
 9110 Sunset Blvd., CRestview 6-5886
 Prices for individual pictures on request

Productions Corp.
 NEW YORK
 CHICAGO
 DALLAS
 LOS ANGELES

RADIO-DAILY

presents

*Film Shows
of
Tomorrow*

TO insure compilation of an accurate index of film product, questionnaires were mailed to each film producer, distributor, program producer, network and transcription company in the nation to obtain listings of shows they will offer for the 1958-59 season. Information was also gathered from advertising agencies which produce their own programs.

The data gathered is supplemented by articles furnishing background and reflecting the thinking of the industry's outstanding executive talent.



a solid hit in the living room...

a smashing success in the market place...



THE ADVENTURES OF



This great action series, set against a frontier background, is now available to local and regional advertisers. *Jim Bowie's* national record practically guarantees an outstanding job on the local level:

- **20 million viewers delivered each week; 2.71 per set.**
- **Second season ratings 25% higher than the first.**
- **Profitably sponsored both years by American Chicle Co.**



Phone, wire or send smoke signals for the full story of *The Adventures of Jim Bowie*.

ABC FILM SYNDICATION INC. | 1501 BROADWAY, N. Y. 36 | LA 4-5050

FILM ADVENTURE

I Led Three Lives

Program is based on the real life adventures of Herbert Philbrick, a young American patriot who posed for nine years as a Communist while reporting daily to the FBI. Starring Richard Carlson.

Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C.

Harbor Command

Drama based on the experiences of the men who patrol our harbors. Starring Wendell Corey.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc.
Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

Sea Hunt

An ex-Navy frogman as a daring underwater investigator involved in drama, mystery, romance, action-packed stories of adventure. Starring Lloyd Bridges.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc.
Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

The Man Called X

The unusual stories, authentic realism and gripping conflict of the man called X capture and excite the imagination of everyone. Starring Barry Sullivan.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc.
Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

The New Adventures of Martin Kane

From London Martin Kane pursues criminals across the space of a continent, Madrid, Paris, Monaco, Rome, Munich and other foreign cities are the setting for danger and excitement as this U. S. private investigator engages with foreign police authorities in unraveling tangled skeins of crime and mystery. Starring William Gargan.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Pro-

grams, Inc.

Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

Men of Annapolis

Tales of men and adventure, of gallantry and tradition, of triumph, romance and daring—hailing the young men of Annapolis and our modern Navy.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc.
Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

Highway Patrol

Colorful law enforcement action-adventure series based on true-life stories of State Highway Patrol activities. Shot on location with the cooperation of Highway Patrol headquarters. Starring Broderick Crawford.

Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc.
Submitted by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

Mr. District Attorney

Exciting, authentic dramatization of crime detection and law enforcement through the office of the District Attorney. Starring David Brian.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

Rescue 8

Action dramas based on actual experiences of the Rescue Squad of the Los Angeles County Fire Department. Jim Davis stars as Wes Cameron, senior rescue officer, and newcomer Lang Jeffries is his "shotgun." Produced on location.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Herbert B. Leonard.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

Casey Jones

Adventures of a railroad engineer in the West in the 1870s. Stars Alan Hale in the title role, with Bobby Clark as his young son and Mary Lawrence as his wife.

Running Time: 30 minutes.
Cost: On request.
Number Available: 32.
Produced by: Briskin Productions.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

The 77th Bengal Lancers

Adventures of two young British officers in the mountainous frontier of India at the turn of the century. Starring Phil Carey and Warren Stevens.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Herbert B. Leonard.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

The Silent Service

This submarine adventure series, with Rear Admiral Thomas M. Dykers, USN (Ret.) as host and narrator, is scrupulously authentic in recreating epics of undersea warfare from the official records of the U. S. Navy and other powers. Endorsed by the Department of Defense, Department of the Navy, Navy League and the Royal Canadian Navy.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Twin Dolphins Productions, Inc.
Distributed by: NBC Television Films.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Dangerous Assignment

Brian Donlevy stars as Government Agent Steve Mitchell in exciting missions throughout the world, set against thrilling and exotic locales as back-grounds to adventure.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Donlevy Development Corp.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Crunch and Des

The well-known Philip Wylie stories from the Saturday Evening Post make a fascinating adventure series as Crunch Adams (Forrest Tucker) and his wife, Des, operate a charter boat in the fictional Caribee Key area. (Also available as CHARTER BOAT.)

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bermuda Productions, Ltd.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Jeff's Collie

First off-network run of award-winning series, "Lassie."

Running Time: 30 minutes.
Cost: On request.
Number Available: 103.
Produced by: Robert Maxwell Associates.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

Adventures of the Falcon

Charles McGraw stars as Mike Waring (The Falcon) an undercover agent for the U. S. Government. His perilous assignments take him to all

parts of the world, including both sides of the Iron Curtain.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Federal Telefilms, Inc.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C.

Tugboat Annie

The story of a woman tugboat pilot and her arch-rival, Capt. Bullwinkle. Based on the Norman Reilly Raine stories of the Saturday Evening Post.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: TPA.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

Ramar of the Jungle

Jon Hall, starring as a doctor known to the natives as Ramar, in action-packed jungle adventure series.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: TPA.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

Hawkeye and the Last of the Mohicans

Action adventure based on the exciting tales of the James Fenimore Cooper novel.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Normandie Productions, Ltd., Canada.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

Count of Monte Cristo

Costume drama based on Alexandre Dumas' all-time best seller.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: TPA.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

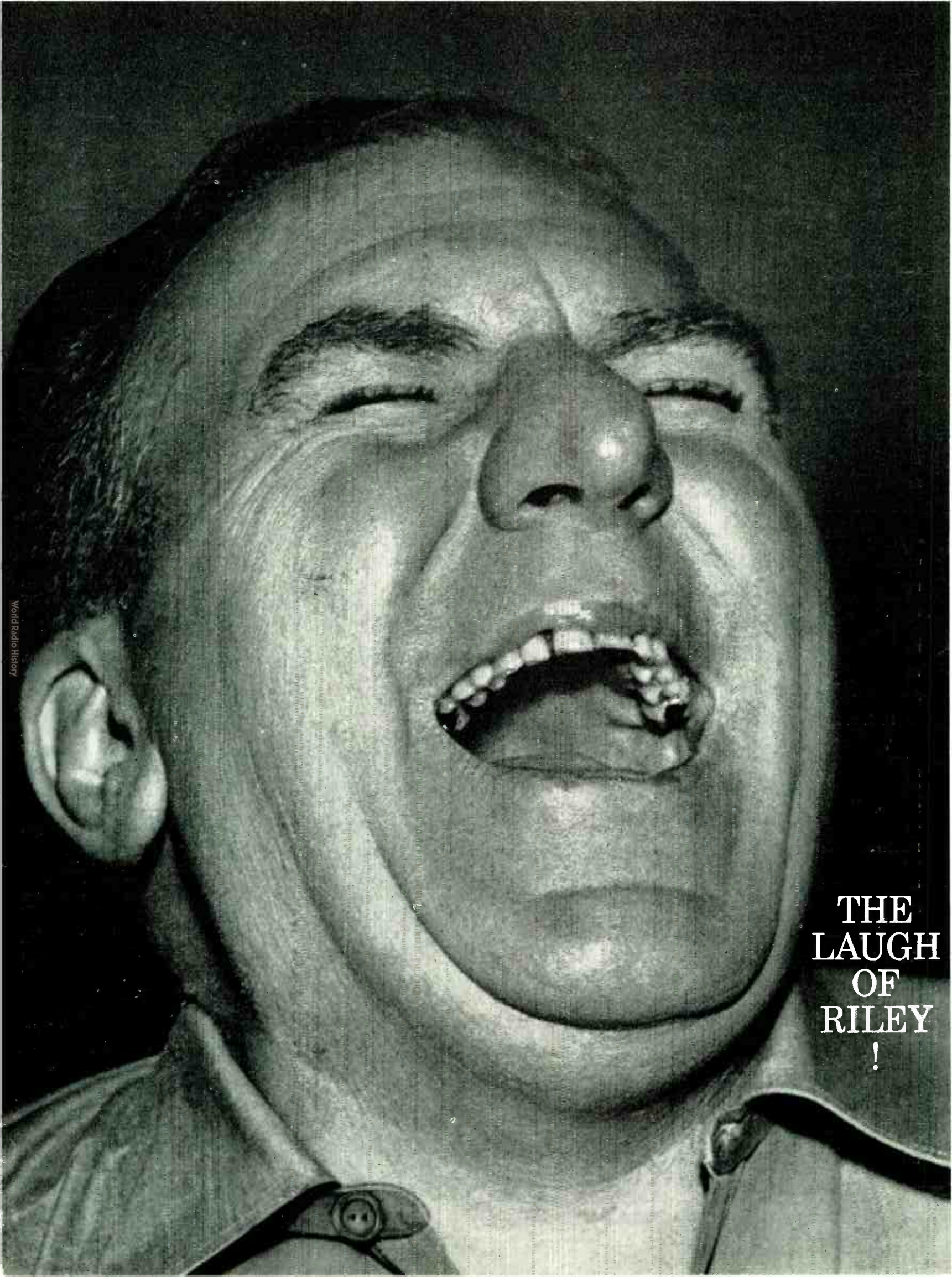
Rendezvous with Adventure

This series portrays the adventurous, action-packed and often dangerous situations faced by a cameraman and his crew in making filmed records of expeditions into out-of-the-way corners of the earth to accomplish some definite and worthwhile project.

Running Time: 30 minutes.
Cost: On request.
Number Available: Three.
Produced by: Robert Raisbeck.
Distributed by: Tom Corradine & Associates.
Submitted by: Tom Corradine & Associates, 5746 Sunset Blvd., Hollywood, Calif.

Tomahawk

Adventurous series about explorer and Indian fighter, Pierre Radisson, during the pioneer days of the 17th Century. Complete with Indian fights, (Continued on Page 49)



THE LAUGH OF RILEY !

Ever ready to lead the way, CNP now brings you the LIFE OF RILEY—*the only off-network program in all television history to carry with it a twin record of network triumph and syndicated success!* As a network attraction of five years standing, RILEY averaged a Nielsen AA rating of 27.8. During that same period, unlike others who've flashed on the networks and flopped in syndication, RILEY ranked as Number One syndicated show on the air!

Bill Bendix, starring as Riley, is beloved by audiences from poll to poll. In the Home Testing Institute's nationwide popularity audit for 1958, Bill rated ahead of such well-known TV personalities as *Burns & Allen*, *Jackie Cooper*, *Jackie Gleason* and *Robert Young*.

To get the best laughs on your station (and the last laugh on your competition) the LIFE OF RILEY is the life for you!

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Symbol
of fine
television
films



**OFFICIAL
FILMS
INC.**

The Adventures of Robin Hood — Network
The Adventures in Sherwood Forest — Syndication
The Buccaneers
Sword of Freedom
The Big Story
Decoy
My Little Margie
Star Performance
The American Legend
Trouble With Father
The Star And The Story
Dateline Europe
Overseas Adventure
Cross Current
Rocky Jones, Space Ranger
My Hero
Colonel March of Scotland Yard
The Hunter
Willy
The Scarlet Pimpernel

**NEW YORK • ATLANTA
BEVERLY HILLS • CHICAGO
CINCINNATI • DALLAS • FAYETTEVILLE
FT. LAUDERDALE • MINNEAPOLIS
SAN FRANCISCO • ST. LOUIS**

FILM ADVENTURE

(Continued from Page 45)

pirates, hunts and intrigues among the French, Dutch and English, and Indian tribes.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: CBC.
Distributed by: Lakeside TV Co., Inc.
Submitted by: Lakeside TV Co., Inc., 1465 Broadway, N. Y. C. 36.

Adventures of a Jungle Boy

New TV series filmed entirely in East Africa and starring Michael Carr Hartley. Warm human-interest stories revolving around the life of a 13-year-old boy who lives in the jungle with his animal friends. A new adventure each week. Available in either black & white or color.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Kenya Productions, Ltd.
Distributed by: Gross-Krasne, Inc.
Submitted by: Gross-Krasne, Inc., 5420 Melrose Ave., Hollywood 38, Calif.

Caribbean Adventure

New TV series starring John Howard, presenting a complete adventure each week. Filmed on Caribbean locations. Thrilling sailing shots. Basic plots revolve around daring deeds performed by principal character, an electronics scientist performing top-secret research in the Caribbean.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Film Studios (Bermuda) Ltd.
Distributed by: Gross-Krasne, Inc.
Submitted by: Gross-Krasne, Inc., 5420 Melrose Ave., Hollywood 28, Calif.

African Patrol

New TV series in 39 episodes starring John Bentley, filmed entirely in East Africa. Authentic backgrounds for exciting stories of East African police work in action. Pursuit of criminals takes viewers into never-before-filmed African areas. Unusual wild animal photography.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Kenya Productions, Ltd.
Distributed by: Gross-Krasne, Inc.
Submitted by: Gross-Krasne, Inc., 5420 Melrose Ave., Hollywood 38, Calif.

The Clyde Beatty Show

Each half-hour has a dramatic climax and re-creates the thrilling experiences of Clyde Beatty's circus performances, his big game hunts into the African jungle, and his triumphant tours of Europe. Individual episodes present incidents from all these backgrounds, and each combines the violence of his ferocious big cats, with the human stories of the circus and its people. In color and black & white.

Running Time: 30 minutes.
Cost: On request.
Number Available: Four.
Produced by: Walter White, Jr.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

Perils of the Jungle

On an African safari with his friend Grant, Clyde Beatty plans to buy lions from Jo Carter but her animals are wiped out by fire. The fire scene and others show Beatty in great danger, once when confronted by a wild gorilla which he captures and another which he is compelled to kill. They are captured by a fierce tribe of warriors but later escape while the natives are preparing to put them to death.

Running Time: 60 minutes.
Cost: On request.
Number Available: One.
Produced by: Walter White, Jr.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

I Search for Adventure

A spectacular half-hour series of TV adventure films with Jack Douglas — presenting the colorful men and women who lived these actual experiences.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Jack Douglas.
Distributed by: George Bagnall & Associates, Inc., 8827 Olympic Blvd., Beverly Hills, Calif.

Waterfront

Adventure series laid in the Wilmington Harbor of Los Angeles. Preston Foster stars as Cap'n John, the skipper of a tugboat. His contacts with harbor activities and foreign ships make for exciting, adventurous stories.

Running Time: 30 minutes.
Cost: \$25,000 per episode.
Number Available: 78.
Produced by: Roland Reed Productions, Inc.
Distributed by: M.C.A.

Wanderlust

Audience taken on travels to all corners of the world, including the lively playgrounds, historic cities, national parks. A go-places and see-things series. In color and black & white.

Running Time: 25 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bill Burrud Productions, Inc.
Distributed by: Major Television Productions, Inc.
Submitted by: Major Television Productions, Inc., 1270 6th Ave., N. Y. C. 20.

Treasure

Documentary of actual buried pirate loot, hidden wealth, sunken ships and lost mines. Filmed on the exact treasure area, complete with maps, research and clues. Built on everyone's dreams of finding lost or hidden treasure. Locales from Nova Scotia's mysterious money-pit to the treasure sands of Tortuga. In color and black-&-white.

Running Time: 25 minutes.
Cost (complete): On request.
Number Available: 39.
Produced by: Bill Burrud Productions, Inc.
Distributed by: Major Television Productions, Inc./George Bagnall & Associates, Inc.
Submitted by: Major Television Pro-

ductions, Inc., 1270 6th Ave., N.Y.C./George Bagnall & Associates, Inc., 8827 Olympic Blvd., Beverly Hills, Calif.

Walter Winchell File

Dramatizations of top news events and stories covered by the famed columnist.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Desilu Productions.
Distributed by: National Telefilm Associates.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Adventures of William Tell

Dramatizations based on the exciting and valiant exploits of the legendary Swiss hero.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Incorporated Television Programme Company, Ltd.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

High Road to Danger

True adventures experienced by staff cameramen sent all over the world to photograph people involved in dangerous occupations or experiences. Hosted and narrated by Hollywood personality—Steve Brodie, with cameramen appearing as his guest to discuss their assignments. Twenty-six episodes are available in color.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: John A. Ettlinger.
Distributed by: Medallion TV Enterprises, Inc.
Submitted by: Medallion TV, 6000 Sunset Blvd., Hollywood 28, Calif.

Adventure Album

Series dealing with hunting, fishing, and wildlife over the entire world.

Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced by: Tobey Anguish.
Distributed by: Interstate Television Corporation.
Submitted by: Interstate Television Corporation, 445 Park Ave., N.Y.C. 22.

Bob Considine on the Battleline

Dramatization of the great war battles of the 20th Century with Bob Considine, INS news correspondent, as the host-narrator.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Distributed by: Hal Roach Studios.
Submitted by: Hal Roach Studios, Culver City, Calif.

Landmark

An anthology-type program depicting the stories behind the landmarks of this country—whether a plaque on a highway or a buoy in a far-flung port.

Running Time: 30 minutes.

Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: William Morris, Hal Roach Studios, Culver City, Calif.

Mark of the Grizzly (The Silver Eagle—Mounty)

The dangers, thrills and suspense of America's last frontier for adventure—the great Northwest. Thrilling action-dramas with all the horse-appeal of the Westens—plus the dangers of the great lone land, Canada, patrolled by Sgt. Jim West and his giant trail-mate, Joe Bideaux. This is adventure keyed to the pace of today with all the unrestricted fury of the past. Over 150 stories already prepared.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot—39 in preparation. (Color and black & white).

Produced by: James E. Jewell, Jewell Radio and Television Productions.
Distributed by: Jewell Radio and Television Productions.
Submitted by: Jewell Radio and Television Productions, 540 N. Michigan Ave., Chicago 11, Ill.

Red Light and Siren

Based on the files of the Los Angeles County Sheriff's Department.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: Hal Roach Studios, Culver City, Calif.

The Tall Man

Michael Rennie portrays a crime investigator during the post-Civil War West. His activities cover both the East and West and include tracking down western gunmen or metropolitan racketeers.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: Ashley Steiner, Hal Roach Studios, Culver City, Calif.

Dateline Europe

The adventures of a newspaperman in the trouble-filled cities of Europe. Jerome Thor stars. (Formerly "Foreign Intrigue.")

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Overseas Adventure

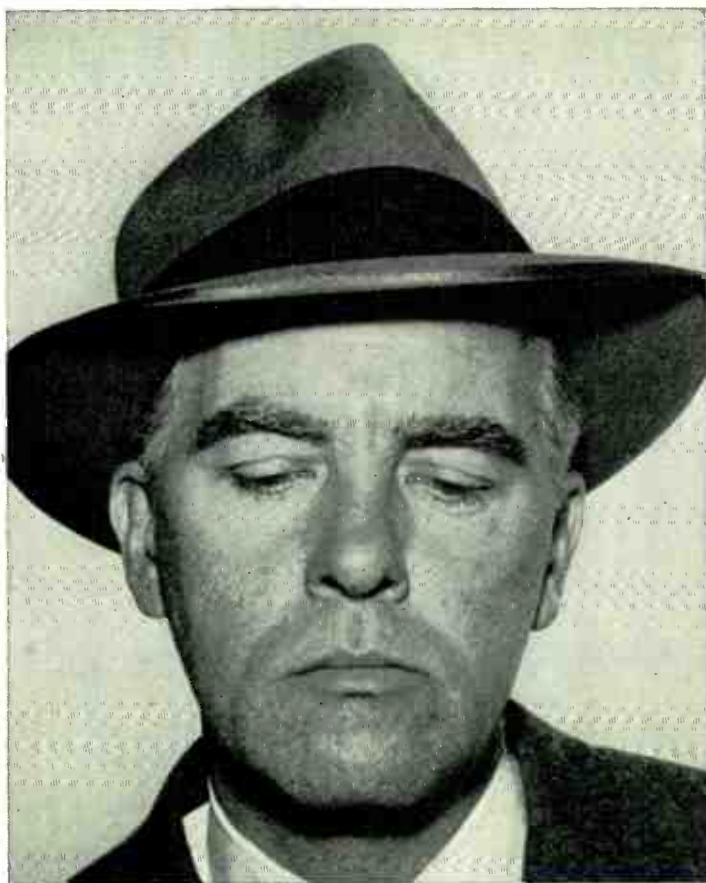
The series that established and maintains the pattern for intriguing drama. Formerly "Foreign Intrigue." James Daly stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

(Continued on Page 53)

PLEASE POST
IN CONSPICUOUS PLACE
FOR INSPECTION OF
STATIONS, AGENCIES AND
ADVERTISERS.

FROM THE FILES OF THE
POLICE DEPARTMENT
CITY OF SAN FRANCISCO



Lt. Guthrie (Warner Anderson) and Inspector Greb (Tom Tully) of "San Francisco Beat" (alias "The Line-Up")

REWARDING

DESCRIPTION Dramatic, fast-moving, authentic... "San Francisco Beat" is syndication's most-wanted police-in-action show. Distinguishing features include Desilu's expert on-location production and the continuous sales ammo provided by an arsenal of 113 available half-hours, with more in the works!

RECORD "San Francisco Beat" is hot in Philadelphia (top evening syndicated show in the market); tops all competing programs in such areas as Cleveland, Youngstown, Ft. Wayne, Chattanooga, San Francisco and Scranton-Wilkes Barre. On the CBS Television Network, under another name ("The Line-Up"), the program has been a steady audience-winner since the first broadcast. *It's consistently the number one show in its time period, outranking all competition.*

CAUTION When last seen "San Francisco Beat" was hauling in local loot for such advertisers as Piel Bros., Seven-Up, Procter & Gamble, National Biscuit, Bristol-Myers, Socony Mobil, Household Finance, General Electric and others. Extreme care should be taken to capture this series for *your* market. Contact...

CBS TELEVISION FILM SALES, INC.



"...the best film programs for all stations"

NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS,
SAN FRANCISCO, DALLAS, ATLANTA. IN CANADA: S. W. CALDWELL, LTD.

Sources: Nielsen, Pulse & ARB



THE WALTER WINCHELL FILE

120

OFFICIAL DETECTIVE



THE ADVENTURES OF WILLIAM TELL

124

6

SHOW BUSINESS



PROOF

121 3



126

7

...that NTA has some of the best syndicated TV programs of the year! A close-up of the syndicated TV shows offered by NTA this year reveals some of the most exciting shows of the season. Whichever type you prefer—action, adventure, mystery or variety—you'll find the most outstanding ones at NTA. So study these proofs...and then order the thirty-nine prints available now in each series! **NATIONAL TELEFILM ASSOCIATES, INC.**

Coliseum Tower, 10 Columbus Circle, N. Y. 19, N. Y., JUdson 2-7300

(Continued from Page 49)

Cross Current

Suspense-filled "cloak and dagger" stories, filmed abroad. Originally presented as "Foreign Intrigue." Gerald Mohr stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

The Adventures of the Scarlet Pimpernel

Swashbuckling, adventure-filled stories of one of literature's most famous heroes, set in the dangerous times of the French Revolution. Starring Marius Goring.

Running Time: 30 minutes.
Cost: On request.
Number Available: 18.
Produced by: Harry Alan Towers.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

The Hunter

Barry Nelson and Keith Larsen star as American adventurers with a genius for disguise—outwitting the most ruthless masterminds behind the Iron Curtain.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Edward J. Montagne.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Sword of Freedom

Rousing adventures of Marco del Monte—patriot, artist, swordsman, lover who fights for the Free Republic of Florence, Italy, during the intrigue-fraught period of the Renaissance, when the House of Borgia ruled Florence with an iron hand. Edmund Purdom stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sapphire Films, Ltd.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

The Adventures in Sherwood Forest

The thrilling exploits of Robin Hood and his merry band in Sherwood Forest, as they fight for right in a troubled land. Starring Richard Greene.

Running Time: 30 minutes.
Cost: On request.
Number Available: 143.
Produced by: Sapphire Films, Ltd.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Jungle

Traces the fight for survival of animals throughout the world. The theme is that the whole world is a jungle, whether it be in Africa, the Arctic or the Himalayas.

Running Time: 15 minutes.
Cost: On request.
Number Available: 65
Produced by: Radio TV Packagers and Sterling TV Co., Inc.

Distributed by: Sterling TV (Fremantle of Canada Ltd., in Canada, and Fremantle Inc., in the overseas markets.)

Submitted by: Sterling TV, 6 E. 39th St., N.Y.C.

Biff Baker, USA

Suspenseful, intriguing dramas films in the romantic cities of the world. Alan Hale, Jr. and Randy Stuart play a typical American couple who run the gauntlet of thrills and danger.

Running Time: 30 minutes.
Cost: On Request.
Number Available: 26
Produced by: Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C.22.

United States Border Patrol

Adventures of the law enforcement agency empowered to act on land, sea, and in the air, both at home and abroad, made with the cooperation of Immigration and Naturalization Service, Department of Justice.

Running Time: On request.
Number Available: Pilot.
Produced by: Sam Gallu Productions, Inc.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Silent Saber

Adventures based on the life of Benjamin Tallmadge, chief intelligence office for George Washington, are exciting close-ups of the upheaval and drama in the tense days of the founding of our nation.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Edward J. Montagne.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Adventure Today

Ray Forrest presents great film stories about the world today. Using his own camera, he takes us along as he goes under the sea to explore wrecks, on a bombing run in a dive bomber, under water to a coral reef, diving in a submarine, etc.

Running Time: 30 minutes.
Number Available: 26.
Produced by: Sterling TV Co., Inc.
Distributed by: Sterling TV Co., Inc.
Submitted by: Sterling TV, Co., Inc., 6 E. 39th St., N.Y.C.

Assignment Foreign Legion

Action with the Foreign Legion in their military exploits and in the private lives of various Legionnaires—as told by Merle Oberon, playing a journalist assigned to the Legion.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Anthony Bartley.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Sheena, Queen of the Jungle

Crisp modern stories of a jungle queen who fights for jungle justice, pitting her strength, wits and jungle know-how against wild animals, revengeful natives, and greedy traders.

Running Time: 26:20.
Cost: On request.
Number Available: 26.
Produced by: Nassour Studios.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

The Gray Ghost

Civil War series based on exploits of Colonel Singleton Mosby, Confederate Cavalry leader. Based on "Gray Ghosts and Rebel Raiders" by Virgil Carrington Jones, noted historian.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Lindsay Parsons Productions, Inc.
Distributed by: CBS TV Films Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

The Adventure of Jim Bowie

Stories of an American pioneer (played by Scott Forbes) torn from a brilliant page of history, the era between the Louisiana Purchase and the Mexican War. Hero battles injustice from the elegant salons of New Orleans to the arid badlands of Texas.

Running Time: 26:20.
Cost: On request.
Number Available: 76.
Produced by: Louis F. Edelman.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Whirlybirds

Series featuring two operatives of a helicopter charter service who get involved in various adventures from flying circuses to forest fires. Stars will participate in commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Gayle Gitterman-Desilu Productions Inc.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Waterfront

Preston Foster turns in one of his greatest performances in these dock-side dramas with a family background. Realistically filmed in picturesque Los Angeles harbor.

Running Time: 30 minutes.
Number Available: 78.
Produced by: Roland Reed Prods.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Navy Log

Dramatized adventures of real incidents in Navy annals with cooperation of U.S. Navy and prominent figures on the national scene.

Produced by: Sam Gallu Productions,
Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Distributed by: CBS TV Film Sales, Inc.

Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

State Trooper

Complete dramatized stories, starring Rod Cameron, of state police cases, based on actual police files. Action takes place in the State of Nevada, and is dramatized from the true cases in the files of the Nevada State Police. Combines adventure with suspense and drama.

Running Time: 30 minutes.
Number Available: 78.
Produced by: Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Three Musketeers

An exciting series of swashbuckling adventures. Thrilling dramas based on the unforgettable characters and situations created by the immortal Alexander Dumas. A timeless story of love and adventure set against colorful panoramic background of early 17th Century Europe.

Running Time: 26:20.
Cost: On request.
Number Available: 26.
Produced by: Thetis Film.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Soldiers of Fortune

A hard-hitting adventure drama set in the world's exotic backgrounds. John Russell and Chick Chandler portray a pair of swashbuckling adventurers who court danger in far-away places.

Running Time: 30 minutes.
Number Available: 52.
Produced by: Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Flash Gordon

Based on the famous comic strip character who has appeared in major newspapers since 1934, and was filmed in Germany amid the ruins of World War II. Flash and his familiar associates, Dale and Dr. Zharkov, patrol the universe, protecting our galaxy and universe from natural and man made disasters.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: International Continental TV Films.
Distributed by: Guild Films Co., Inc., 460 Park Ave., N.Y.C. 22.

Passport to Danger

Cesar Romero stars in fast-paced adventure of a diplomatic courier who circles the globe on vital government missions. Each show is set in a news-making city of the world, such as Paris, Budapest or London, against authentic foreign backgrounds.

Running Time: 26:20.
Cost: On request.
Number Available: 39.
Produced by: Hal Roach, Jr., Rabco TV Productions.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Man Behind the Badge

As host and narrator, Charles Bickford takes viewers on true-life cases

(Continued on Page 55)

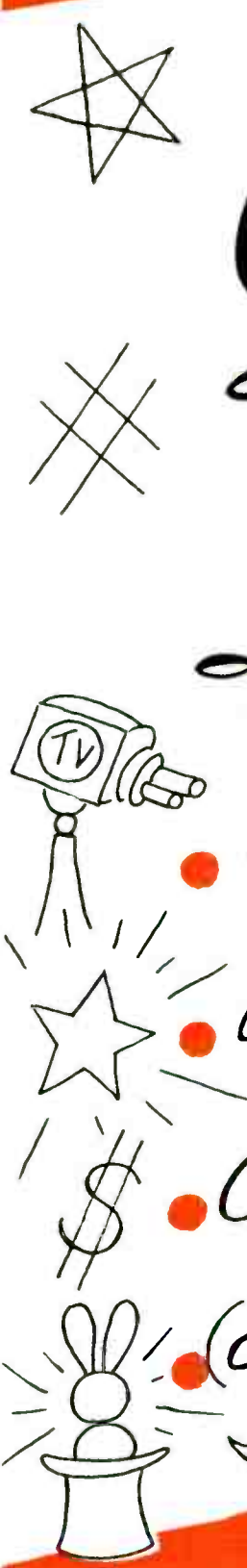
ORIGINAL FIRST RUN ANIMATED CARTOONS
IN A SERIES OF 13 FIVE MINUTE SUBJECTS
PRODUCED EXCLUSIVELY
FOR TV

Ted Eshbaugh's

Daffy Doodle



- Integrates into Shows.
- An Independent featurette.
- Commercial tie-ins — (doodles turn into Sponsor's product)



THE
PHENOMENAL BIRD
WHO TURNS DOODLES
INTO ANIMATED CARTOONS

WRITE, WIRE OR PHONE COLLECT

FOR EXCLUSIVE IN YOUR MARKET

Televisual-International; Frederic Stoessel Sales Mngr.

109 West 64th Street, New York 23, N.Y. Phone TR. 3-0720

FILM ADVENTURE

(Continued from Page 53)

with courageous law enforcement officers. Taut, first-run dramas filmed expressly for syndication following a tremendous network stint.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Bernard Prockter.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Captain David Grief

Action-adventure series based on the fictional character created by Jack London. Filmed in the South Seas, program stars Maxwell Reed in the title role. Available in color or black & white.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Guild Films Co., Inc.
Distributed by: Guild Films, 460 Park Ave., N.Y.C. 22.

I Spy

Colorful adventures of history's notorious spies whose intrigues changed the outcome of wars. Each tale is told in a dramatic semi-documentary technique. Raymond Massey, who stars as Anton the spy master, introduces each episode.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Guild Films.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

The Michaels in Africa

Authentic adventures of George Michael, famed white hunter, and his family on safaris. Shot in color in Rhodesia, East Africa, Equatorial Africa and the Kalahari Desert.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Guild Films.

Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

Federal Men

Thrill-packed dramas based on actual cases from the files of the U.S. Treasury Department. First-run-off-the-network after a sensational five-year national sponsorship as "Treasury Men in Action."
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Pyramid Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Headline

Mark Stevens portrays crusading editor, Steve Wilson, in this series that played the network as "Big Town." High-budget documentary-style shows filmed on location at the Los Angeles

Times.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Gross-Krasne.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Crusader

Brian Keith portrays an adventurer whose passion for justice takes him to the romantic corners of the world. Long a nationally-sponsored network favorite, these film dramas are now being offered for syndication for the first time.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Richard Lewis-Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

FILM CARTOONS

Crusader Rabbit

There are 260 brand-new animated Crusader Rabbit cartoons in full color, appealing to both children and adults, and featuring the amusing and suspenseful adventures of Crusader Rabbit, Rags the Tiger, Garfield Groundhog, Dudley Nightshade and all of the old favorites plus many new ones. Also 195 episodes of the original series in black & white.
Running Time: Various.
Cost: On request.
Number Available: 455 episodes: 260 new color series, plus 195 original black & white series.
Produced by: Capital Enterprises — TV Spots, Inc. (animation).
Distributed by: Regis Films.
Submitted by: Regis Films, 1037 N. Cole Ave., Los Angeles 38, Calif.; 612 N. Michigan Ave., Chicago, Ill.; 8 E. 52nd St., N. Y. C.

Lawrence Fechtenberger — Space Cadet

An animated cartoon, to be used either in series form or as separate entertainments, depicting the adventures of Cadet Lawrence Fechtenberger of the Interstellar Space Academy. Color or black & white.
Running Time: 5 minutes.
Cost: \$3,900 per episode.
Number Available: One pilot.
Produced by: Goulding-Elliott-Graham Productions, Inc.
Distributed by: Goulding-Elliott-Graham, 420 Lexington Ave., N. Y. C. 17.

Cartoon Carnival

Includes Academy Award-winning George Pal Puppets, Noveltoons, Screen Songs, Animated Antics, etc.
Running Time: 6 to 10 minutes.
Cost: On request.
Number Available: 281.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Betty Boop

The popular Betty Boop in exciting stories for kids and adults alike.
Running Time: 6 to 8 minutes.
Cost: On request.

Number Available: 106.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Little Lulu

One of America's most lovable cartoon characters in exciting adventures.
Running Time: 7 to 9 minutes.
Cost: On request.
Number Available: 26.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Whimseyland Cartoons

Animated comedy cartoons.
Running Time: 6-8 minutes.
Cost: On request.
Number Available: 150.
Produced by: Various.
Distributed by: Cinema-Vue Corp.
Submitted by: Cinema-Vue Corp., 245 W. 55th St., N.Y.C. 19.

The Kertencalls

An animated soap opera depicting the adventures of Paul and Cecile Kertencall and their search for romance and security. Color or black & white.
Running Time: 5 minutes.
Cost (complete): \$3,900 per episode.
Number Available: Five pilot films.
Produced by: Goulding-Elliott-Graham Productions, Inc.
Distributed by: Goulding-Elliott-Graham Productions, Inc.
Submitted by: Goulding-Elliott-Graham, 420 Lexington Ave., N.Y.C.

Medallion Cartoon Package

Thirty-five cartoons (four in color) consisting of six Paddy Pelicans, three Grandpop Monkeys, six Homer Fox's, etc.
Running Time: 6 to 8 minutes.
Cost: Library basis.
Number Available: 35.
Produced by: Various.
Distributed by: Medallion TV Enterprises, Inc., Medallion TV, 6000 Sunset Blvd., Hollywood 28, Calif.

Spunky And Tadpole

Cartoons with a fresh, up-to-date approach. Spunky, a lad of about

seven, and Tadpole, a real live teddy bear—not very bright—but loyal. These cliff-hangers are available in color or black & white.
Running Time: 5 minutes.
Cost: On request.
Number Available: 150.
Produced by: Beverly Hill Production.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C.

Daffy Doodle

Series combines original first-run animated cartoons with live action. Daffy Doodle, the star, is a live model bird with a pen-like beak who turns doodles into animations with a surprise ending. Supporting in the cast is Daffy's pal Jack (Jack Gray) and his girl Pat (Pat Parker).
Running Time: 5 minutes.
Cost: On request.
Number Available: 13.
Produced by: Ted Eshbaugh Studios, Inc.
Distributed by: Televisual-International.
Submitted by: Televisual-International, 109 W. 64th St., N.Y.C.

Terrytoons

Bright, gay characters in original stories and adaptation of children's classics.
Running Time: 6-8 minutes.
Cost: On request.
Number Available: 198.
Produced by: Paul Terry.
Distributed by: CBS TV Film Sales.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Story Cartoons

Story cartoons in full color, 100 per cent fully animated. Each one a delightful story in itself. An adventure of charm, fantasy and magic.
Running Time: 10 minutes.
Cost: On request.
Number Available: On request.
Produced by: Sterling TV Co., Inc.
Distributed by: Sterling TV Co., Inc.
Submitted by: Sterling TV, 6 E. 39th St., N.Y.C.

Looney Tunes

Well-known one-reel cartoons produced originally by one of Hollywood's major studios. They comprise

the award-winning library of Leon Schlesinger's Looney Tune cartoon characters—Porky Pig, Daffy Duck, Buddy, and others. Cartoons are underscored by an 85-piece orchestra.
Running Time: 6½ minutes.
Cost: On request.
Number Available: 191.
Produced by: Sunset Productions, Inc.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C.

Merrie Melodies and Looney Tunes

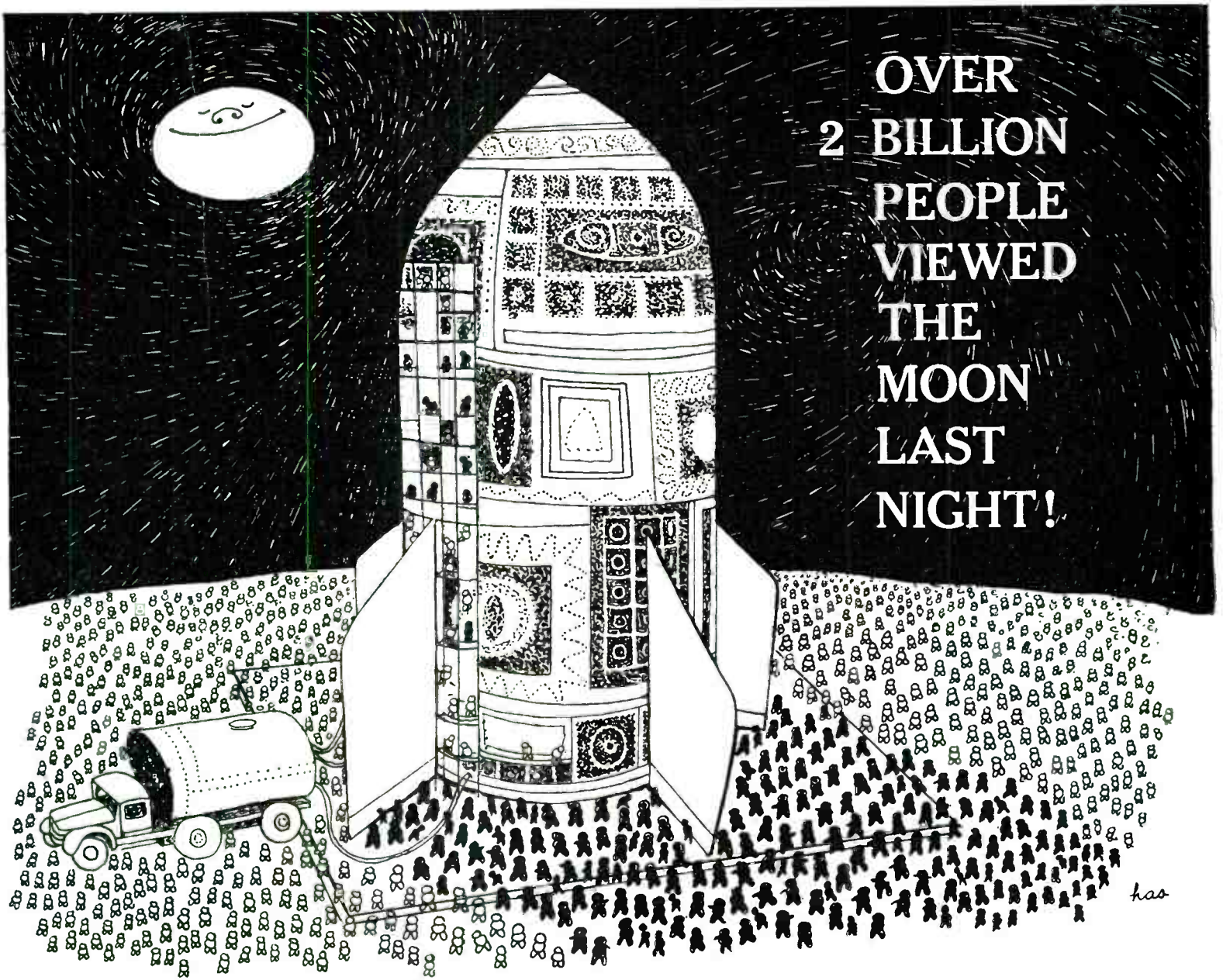
One- and two-reel cartoons featuring Bugs Bunny, Daffy Duck, Porky Pig, Tweety, Elmer Fudd, Sylvester, Sniffles, Pepe le Pew.
Running Time: 10 minutes.
Cost: On request.
Number Available: 337.
Produced by: Warner Bros.
Distributed by: Associated Artists Productions.
Submitted by: AAP, 345 Madison Ave., N.Y.C. 22.

Popeye

One- and two-reel cartoons dealing with the adventures of Popeye and his friends.
Running Time: 10 minutes.
Cost: On request.
Number Available: 234.
Produced by: Paramount Pictures Corp.
Distributed by: Associated Artists Productions.
Submitted by: AAP, 345 Madison Ave., N.Y.C. 22.

Walter Lantz Cartoons

These Academy Award-winning cartoons feature such fantasy characters as Oswald the Rabbit; Poochie the Pup; and Meany, Miny & Moe. Cartoons are grouped so they can be programmed in a variety of ways.
Running Time: 6½ minutes.
Cost: On request.
Number Available: 179
Produced by: Walter Lantz.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C.



OVER
2 BILLION
PEOPLE
VIEWED
THE
MOON
LAST
NIGHT!

What sponsor wouldn't give his eye teeth to put his message on the moon with a rating like that. We frankly confess, we couldn't beat it. However, we can say this . . . when the people in your market are not looking at the moon, chances are they are looking at television. We can't reach the moon but we can reach your market. Our wide inventory of rating winners offers you the best chance for top-place, balanced programming . . .

* Only the Guild Sales Plan offers you the chance to get balanced programming with proven rating winners regardless of budget limitations.

- action — color
 - cartoons
 - musicals
 - dramas
 - mysteries
 - comedies
 - women's shows
 - children's shows
 - features
 - westerns
 - science fiction
 - documentaries
- all with proven viewer appeal.



GUILD FILMS
COMPANY INC

460 PARK AVENUE NEW YORK 22, NEW YORK
MU 8-5365
IN CANADA: S. W. GALDWELL, LTD., TORONTO

INTER WORLD TV FILMS, INC. OFFERS PRO- DUCERS AND DISTRIBUTORS A UNIQUE OPPORTUNITY!

sales offices established in . . .

UNITED KINGDOM
EUROPE
AUSTRALIA
LATIN AMERICA
FAR EAST



INTER WORLD TV FILMS, INC.

460 PARK AVENUE NEW YORK 22, NEW YORK
MURRAY HILL 8-5362 CABLE ADDRESS: INWORTEVE

a service... rich in product,
powerful in service,
global in scope

Inter World TV Films, Inc., with its highly experienced sales staff, in close, personal contact with all foreign markets, offers independent producers and packagers a unique opportunity to obtain complete world-wide representation and distribution for their product without any overhead cost.

Fully experienced, international account executives, on-the-spot around the world, make it possible to offer first-rate programming for all requirements . . . cartoons, features, comedies, mysteries, adventures, musicals, documentaries and anthologies.

Inter World contacts affords you the best opportunity for complete global exploitation of your product.

F I L M C O M E D Y

(Continued from Page 56)

Halls of Ivy

Situation comedy series filled with the warmth, dignity and humor of campus life, with Mr. and Mrs. Colman as the college president and his wife.

Cost: On request.
Number available: 39.
Produced by: TPA.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

Meet Corliss Archer

Long-time favorite family comedy feature. In bright display of teen-age antics and anticipation. Starring Ann Baker.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C.

George Burns & Gracie Allen Show

Family situation comedy that ran on CBS-TV for nine years, starring the husband-and-wife comedy team that started in vaudeville in 1926 and in radio in 1933.

Running Time: 30 minutes.
Cost: On request.
Number Available: 240.
Produced by: McCadden Productions.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C. 22.

The Life of Riley

William Bendix, as riveter and bumbling Chester A. Riley, leads his family and neighbors from one hilarious situation to another in this appealing comedy.

Running Time: 30 minutes.
Cost: On request.
Number Available: 182.
Produced by: California National Studios.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

It's a Great Life

Michael O'Shea, William Bishop, James Dunn star as three happy hooligans with riotous complications in a California boardinghouse. Frances Bavier is their landlady. There's a bevy of beautiful girls in supporting roles.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: A Raydic Production.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Laff Hovie Package (Hal Roach-Mac Sennett Comedies)

Sole owner-distributor of one of the largest silent library comedies in the world. Included in the subjects are 60 "Our Gang" titles.

Running Time: 10, 20 minutes.
Cost: On request.
Number Available: On request.

Distributed by: Onyx Pictures Corp.
Submitted by: Onyx Pictures Corp., 60 W. 46th St., N.Y.C. 36.

How to Marry a Millionaire

The sparkling adventures of a trio of beautiful girls on the loose and seeking wealthy husbands.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: TCF-TV (Twentieth Century-Fox).
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

This Is Alice

Adventures of an imaginative, impish young girl whose fanciful adventures in a modern world make her true exploits sound and look stranger than fiction.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Desilu Productions.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

The Fabulous Oliver Chantry

Chantry is a New York columnist whose beat covers everything from the opening of a new play to a murder in the Bowery. Starring George Sanders.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: William Morris, Hal Roach Studios, Culver City, Calif.

Cindy

Eight-year-old Cindy and her attractive widowed mother move into the California home of the latter's flight engineer brother to thoroughly disrupt his and his housekeeper's previously calm household. Starring Evelyn Rudie and Margaret Hamilton.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: Ashley-Steiner, Hal Roach Studios, Culver City, Calif.

McGarry and Me

Michael O'Shea as a San Francisco plain-clothes cop who is constantly backstopped and "saved" by his blonde housewife (Virginia Mayo) many times unbeknownst to himself and always with humorous overtones.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Hal Roach Studios.
Submitted by: William Morris Agency, Hal Roach Studios, Culver City, Calif.

I Married Joan

Situation comedy with Joan Davis, Jim Backus.

Running Time: 30 minutes.
Cost: On request.
Number Available: 98.
Produced by: Interstate Television Corporation.

Distributed by: Interstate Television Corporation.

Submitted by: Interstate Television Corporation, 445 Park Ave., N.Y.C. 22.

Little Rascals

Originally released theatrically as Our Gang comedies.

Running Time: 10 and 20 minutes.
Cost: On request.
Number Available: 90.
Produced by: Hal Roach, Monogram Pictures Corporation.
Distributed by: Interstate Television Corporation.
Submitted by: Interstate Television Corporation, 445 Park Ave., N.Y.C. 22.

Willy

June Havoc stars in this laugh-loaded series dealing with the adventures of a "lady lawyer."

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Desilu Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

My Little Margie

The series that sparked the "stripable programming" concept. Gale Storm and Charles Farrell star in one of America's favorite situation comedies.

Running Time: 30 minutes.
Cost: On request.
Number Available: 126.
Produced by: Hal Roach, Jr.-Roland Reed Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Trouble With Father

The beloved Erwin family, headed by bumbling father Stu, embraced by millions of Americans for its warm-hearted, natural, fun-filled humor.

Running Time: 30 minutes.
Cost: On request.
Number Available: 130.
Produced by: Hal Roach, Jr.-Roland Reed Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

My Hero

Robert Cummings stars as a real estate agent who is aided by lovely Julie Bishop in one mad-cap situation after another.

Running Time: 30 minutes.
Cost: On request.
Number Available: 33.
Produced by: Don Sharpe-McCadden Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

So — You're an Amateur Chef! (Fun With Famous Amateur Chefs)

Comic situation series based upon humorous happenings of a gourmet club that meets regularly, each cook-fest ending in unexpected, riotous, laugh-provoking way. Benchleyesque style and sophistication, yet warm, appealing. Merchandising tie-ins: cele-

brity endorsements — free memberships in publicized national Society of Amateur Chefs.

Running Time: 30 minutes.
Cost: \$5,000 five times weekly; \$7,500 half-hour. (Over the line).

Number Available: 13.
Produced by: Ben Irvin Butler.
Distributed by: James M. Doane.
Submitted by: James M. Doane, 6331 Hollywood Blvd., Hollywood 28, Calif.

Amos 'n' Andy

Comedy team in fun-loving, mischief-making skits with same radio appeal.

Running Time: 30 minutes.
Cost: On request.
Number Available: 77.
Produced by: Hal Roach Studios, Freeman Gosden, Charles Correll.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Paul Killiam Show

The original Thomas Alva Edison productions with new openings and closings and the sparkling Paul Killiam commentary turning them into the funniest film series in a long time.

Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced for: Sterling Television Co., Inc.
Distributed by: Fremantle of Canada, Ltd.
Submitted by: Fremantle of Canada, Ltd., 17 Dundonald St., Toronto 5, Ontario.

Colonel Humphrey J. Flack

Alan Mowbray plays a genial adventurer-promoter, Sir Galahad, aided by his loyal sidekick, Garvey, played by Frank Jenks (will participate in commercials).

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Layton-Stark.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Abbott & Costello

A comedy series planned for family enjoyment. Abbott and Costello's special brand of mischief turn any situation into an immensely funny misadventure.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: TCA Productions.
Distributed by: Sterling TV Co., Inc. (Fremantle of Canada, Ltd. in Canada.)
Submitted by: Sterling TV, 6 E. 39th St., N.Y.C.

The Honeymooners

Films of nationally sponsored live network programs. Domestic comedies starring Jackie Gleason.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Jackie Gleason.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

(Continued on Page 61)

matching satellite headlines!

SATELLITE POLICE

STREAKING TOWARDS NEW TRACK RECORDS!

POWER! in programming SOLD!

KTTV, LOS ANGELES, reports 300% INCREASED rating since programming on a strip basis. Latest Nielsen rating shows audience composition: 22% Men, 31% Women, 17% Teens, 30% Children.

WRCV, Philadelphia, WBNS, Columbus, Ohio, KMJ, Fresno KVAR, Phoenix, and others

INCOMPARABLE PRICES!*

for first run syndicated 1/2-hour film

RENO: \$20.00 per title	YUMA: \$15.00 per title	BUFFALO: \$50.00 per title
SAN FRANCISCO: \$120.00 per title	SACRAMENTO: \$65.00 per title	MANCHESTER: \$30.00 per title

for comparative costs

your market: **WRITE** COMET DISTRIBUTING CORP.
WIRE 1741 Ivar Street Hollywood 28, Calif.
PHONE HOLLYWOOD 4-1167
TWX LA-380 U

**Prices quoted on long term strip basis only.

ESTABLISHED 7,000,000 VIEWERS ON ONCE A WEEK NETWORK PROGRAMMING. 260 1/2-HOUR TITLES AVAILABLE FOR IMMEDIATE DELIVERY.

**26 SCIENCE FICTION
FEATURE MOVIES
PRODUCED IN 1955**

SCREENING PRINTS ON REQUEST

C D C

COMET DISTRIBUTING CORP.

1741 Ivar Street, Hollywood 28, Calif.

*alternate title available: SPACE PATROL

FILM COMEDY

(Continued from Page 59)

Duffy's Tavern

For many years an outstanding comedy series on radio, stars Ed Gardner as Archie, who involves himself in precarious situations. His misadventures unavoidably lead to hilarity.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Hal Roach, Jr.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

Life With Father

Show recaptures the warmth and charm of genteel family life in the late 1800's. The high-handed conduct and bluff manner of Father Day and the uproarious antics of his handsome brood provide fine comedy.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Ben Feiner, Jr., Fletcher Markle-McCadden Corporation.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Molly (The Goldbergs)

Starring Gertrude Berg in the title role, "Molly" concerns the problems, both tragic and comic, which beset a typical middle-class household in a small town and how they are solved by love, warmth, and family devotion.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Guild Films.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

Mama

Films of nationally sponsored live network programs. Peggy Wood stars as the warm-hearted center of her family and community among the Norwegians in San Francisco in the early part of the century.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Carol Irwin.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Life With Elizabeth

Situation comedy based on the true-to-life adventures of a married couple. Stars Betty White, and each program consists of three amusing incidents, each one a complete story that can be programmed individually as a 10-minute program if desired.
Running Time: 30 minutes.
Cost: On request.
Number Available: 65.
Produced by: Guild Films.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

Mr. Adams and Eve

Ida Lupino and Howard Duff star as married couple Eve Drake and Howard Adams, who are Hollywood stars just as they are in real life. Comedy deals with the adventures of the star team as their marriage and screen careers unfold.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bridget Productions.
Distributed by: CBS TV Film Sales, Inc.

Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Our Miss Brooks

A situation comedy concerning an English teacher, played by Eve Arden.
Running Time: 30 minutes.
Cost: On request.
Number Available: 128.
Produced by: Desilu Productions, Inc.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

The Ray Milland Show

Oscar-winning Ray Milland at his funniest as a witty, girl-bedevilled professor of dramatics. Situation comedy that tickled millions for two straight years on the CBS network.
Running Time: 30 minutes.
Number Available: 76.
Produced by: Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

The Brothers

Gale Gordon and Bob Sweeney star as the bachelor proprietors of a photography studio, only one of the bases touched in the hilarious comedy episodes.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Desilu Productions.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

The People's Choice

Sparkling romantic-comedy involving the hilarious adventures of Sock Miller, played by Jackie Cooper, a young man trying to make his mark on the world, and the lively twosome, who alternately help and hinder him: his cynical "talking" dog, Cleo, and his girl, the pert and winsome Mandy, played by Patricia Breslin.
Running Time: 25:25.
Cost: On request.
Number Available: 104.
Produced by: Irving Brecher.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., Inc., 1501 Broadway, N.Y.C. 36.

The Eve Arden Show

Eve Arden stars as glamorous Liza Hammond, novelist and the widowed mother of non-identical twin daughters. She heads a female household including her mother, in this comedy series based on Emily Kimbrough's autobiographical adventures, "It Gives Me Great Pleasure."
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Desilu Productions.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Laurel and Hardy

Original sound Laurel and Hardy comedies that will split the funny bone of all children from six to 60.
Running Time: 30 minutes.
Cost: On request.
Number Available: 60.
Produced by: Hal Roach Studios.
Distributed by: Governor Television Attractions, Inc.
Submitted by: Governor TV, 151 W. 46th St., N.Y.C.

THE SMILE IN STYLE

...Film Comedy Comeback

By **LESLIE T. HARRIS**

Vice President and General Manager

CBS Television Film Sales, Inc.



WHETHER it is a recession-born desire for light entertainment, or a thorough satiety with the precarious lives of frontiersmen, audiences are asking for a return of the comedy shows. Berle and Gleason, for instance, can be seen this fall in their highly publicized "comebacks." The pearl-handled revolver is being replaced to a growing degree by the leather-bound jokebook, the gunfighters will give ground to gag-writers. And the viewer, long concerned for the safety of beleaguered homesteaders, will be able to slip back into a happier atmosphere.

This is an interesting development. The hope is that it will restore the laugh to its rightful place in the living room. It will also restore the balance to television programming. But will it last? Will the creative people be able to maintain a high level of comedy on a weekly basis? It will be noteworthy experiment.

Comedy has a place in television. The industry would be neglecting its obligation to a loyal public if it stuck with the grim programs alone. While westerns and crime shows are certainly part of an overall programming structure, the tension should be relieved every now and then with humor. The networks used to purvey a high grade of comedy. It is to be hoped they can do it again.

In syndication, however, comedy has never really been a major factor. Look at some interesting statistics: In December, 1956, Pulse listed 101 syndicated film programs on the market (this list is made up of quarter-hour, half-hour, and hour non-network film shows that play in any of the top 22 markets). Of these 101, 16 programs were comedy. Of the 16, only 3 were produced expressly for syndication, the others being network re-runs.

In April, 1958, Pulse listed 104 programs. Of these, 14 were comedy with only one of them produced expressly for syndication, a carry-over from the earlier Pulse listing (Corliss Archer). Thus it appears that comedy has not been considered a good vehicle for bringing in the syndication dollars. Reasons, of course, are the cost element and the difficulty of producing good comedy whether money is available or not.

Why, then, has CBS Film decided to go ahead with its production of "Colonel Flack?" Admittedly, it's a risky business to go into first run syndication sale with a comedy property if one is to believe the opinion of the experts.

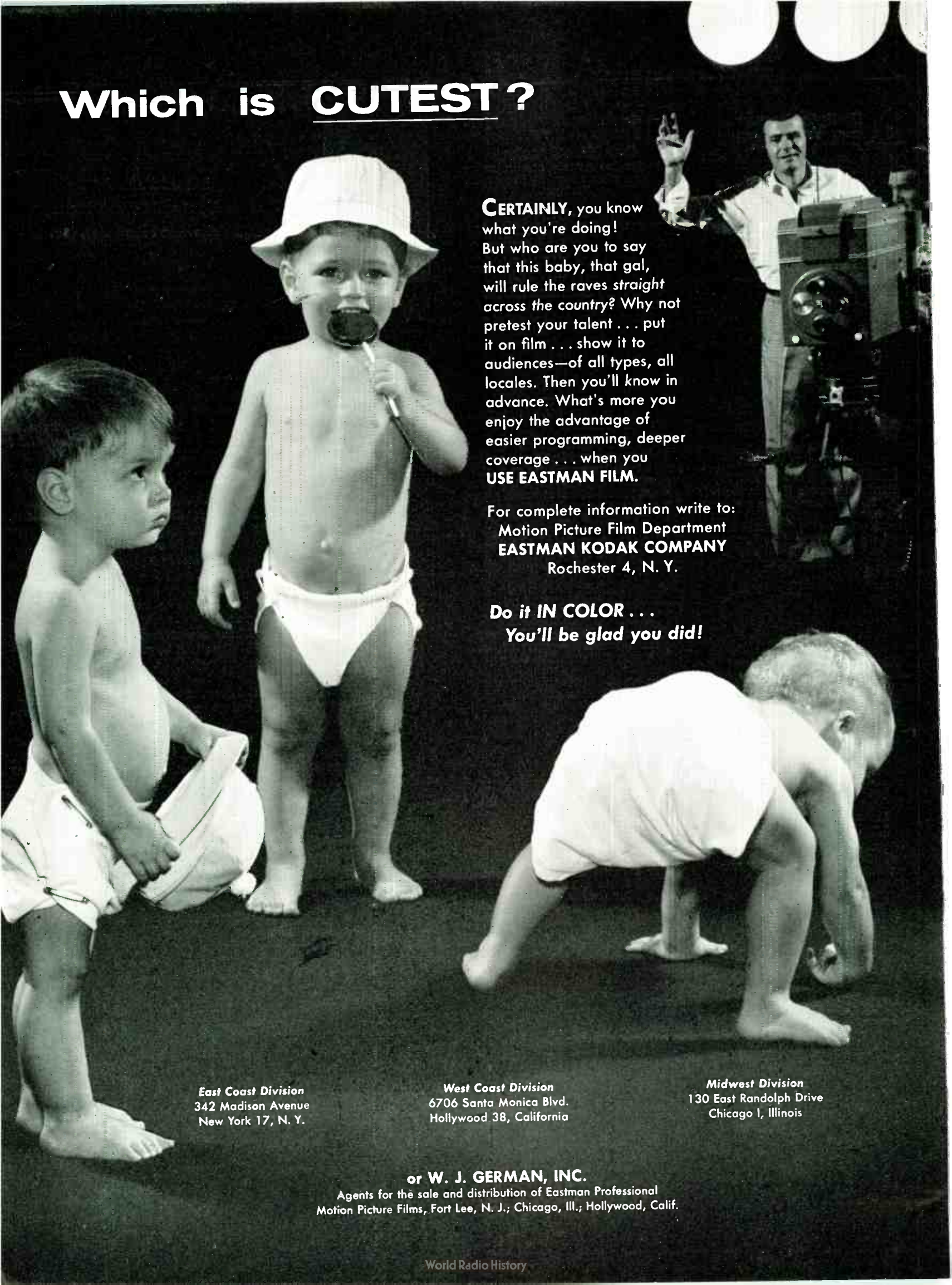
But there are two things which suggested to us that comedy might be the trend. It's a bit ungracious to mention our own properties but we must refer to them to explain our decision. "Amos 'n' Andy," which had a network run in 1951-1952, has been selling in syndication for the past five years. It has been tremendously successful and has grossed several million dollars. Then, last year we put "The Honeymooners" into syndicated sale. People who read the trade journals know the success we have had with that series from the standpoint of ratings and dollar sales, far beyond our expectations.

Yes, they were both network re-runs. But the network run of "Amos 'n' Andy" was five years ago; Certainly, the people who saw it in 1951-1952 are not the only supporters of the show. And yes, "The Honeymooners" was also a network show. "Produced for network standards," it might be said, but syndication standards have been elevated tremendously in recent times.

We are going with "Colonel Flack" because we feel the market is ready for a comedy show. We've stuck our neck out before. "Navy Log" was the first of the dramatic service shows. "The Gray Ghost" was the first and, as yet, only Civil War series to be done. "Annie Oakley" was the first and still the only western with a female as the protagonist. In each case, we have had a major success.

We're going to try it again with "Colonel Flack." Tradition is against us. But look how nylon stockings caught on.

Which is CUTEST?



CERTAINLY, you know what you're doing! But who are you to say that this baby, that gal, will rule the raves *straight across the country*? Why not pretest your talent . . . put it on film . . . show it to audiences—of all types, all locales. Then you'll know in advance. What's more you enjoy the advantage of easier programming, deeper coverage . . . when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Do it IN COLOR . . .
You'll be glad you did!

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

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

or W. J. GERMAN, INC.

Agents for the sale and distribution of Eastman Professional
Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.



JUST A LITTLE RAG DOLL

Some minutes after all the passengers had left, the pilot snapped his logbook shut and started down the empty aisle of his big Mainliner.

Empty? Not quite. In one of the seats, forgotten, lay a little rag doll.

He reached down and picked it up. It had the floppy, well-squeezed look dolls get when they're really loved. Any father who has helped a curly-head snuggle into bed with a favorite doll would know that here was a real

tragedy. So the pilot went to work to find its small owner.

United's vast communications system, which speeds weather data, flight and reservations information coast to coast, can also trace a heartbroken little girl. With the help of willing United people thousands of miles apart, she was found. And a grateful mother wrote: "She has other dolls much newer and prettier. But this little rag doll is the only one close to her

heart. I cannot tell you how much your returning it means to her, and to us."

No company rules told that pilot, and all of those who helped him, that finding the owner of a frayed little doll is important. Their action sprang from something far deeper—a genuine interest in people which, on the ground and aloft, results in "service in the Mainliner® Manner"—the extra care you enjoy at no extra fare when you fly United—the Radar Line.



FILM DRAMA

Showcase 39

Series of plays that first ran on ABC-TV as "Ford Theater." Among the stars in the series: Barbara Stanwyck, Hugh O'Brien, Lorraine Day, Frank Lovejoy, June Lockhart, Farley Granger.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Screen Gems, Inc.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

Badge 714

Jack Webb and Ben Alexander star as Sgt. Joe Friday and Officer Frank Smith in syndication re-issues of "Dragnet."

Running Time: 30 minutes.
Cost: On request.

Number Available: 48 series A, 39 each series B, C, D, E.
Produced by: Dragnet Production Company.
Distributed by: NBC Television Films.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Paragon Playhouse

The original "Douglas Fairbanks Presents," Walter Abel narrates these stories and Douglas Fairbanks stars in nine episodes. Contains adventure, mystery comedy, fantasy, history and romance.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Douglas Fairbanks, Jr.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

The Visitor

Formerly "The Doctor," these dramas pass through locked doors to look in on the private lives of people enmeshed in dramatic circumstances. Broadway and Hollywood actors starring in these stories include Thomas Mitchell, Joan Loring, Roland Young, Vaughn Taylor.

Running Time: 30 minutes.
Cost: On request.

Number Available: 44.
Produced by: Marion Parsonnet.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Pulse of the City

Vivid, human, fiction dramas, set against a background of the city.

Running Time: 15 minutes.
Cost: On request.

Number Available: 26.
Produced by: Telescene Film Productions Co.
Distributed by: Telescene Film Productions Co.
Submitted by: Telescene Film Productions Co., 287 10th Ave., N. Y. C. 1.

Perspective

Perspective is a dramatic-documentary series that deals with unusual dramatic stories based on real-life happenings—from whale hunting adventure to a local bakery story.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: NFB.
Distributed by: Lakeside TV Co., Inc.
Submitted by: Lakeside TV Co., Inc., 1465 Broadway, N. Y. C. 36.

This Is the Story

True stories; history through sports; two five-minute vignettes to each show with surprise endings. Starring Ed Prentiss.

Running Time: 12 minutes.
Cost: On request.

Number Available: 52.
Produced by: Morton Productions.
Distributed by: Morton Productions.
Submitted by: Morton Productions, 64 E. Lake St., Chicago 1, Ill.

The O. Henry Playhouse

Presenting a different type of action-adventure, drama, or suspense story each week. Stars narrator-actor Thomas Mitchell as "O Henry." Outstanding stories from the greatest modern short story writer as performed by outstanding Hollywood casts. Different casts each week. Available for re-run bookings. Some first-runs.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Gross-Krasne, Inc.
Distributed by: Gross-Krasne, Inc.
Submitted by: Gross-Krasne, Inc., 5420 Melrose Ave., Hollywood 38, Calif.

Dr. Christian

Dr. Christian features the exciting dramatic adventures of a young doctor involved in and dedicated to the well-being of the people in his community. Starring MacDonal Carey.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

Favorite Story

Wide variety of familiar and favorite story themes by well-known authors in moving, dramatic treatments. With Adolph Menjou as host.

Running Time: 30 minutes.
Cost: On request.

Number Available: 78.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

Times Square Playhouse

Complete dramatic stories with Herbert Marshall as narrator.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

The Unexpected

Outstanding Hollywood personalities star in this intriguing series in which each complete episode builds to a breathtaking surprise ending.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

Target

Tension impact dramas, tightly plotted around a relentless driving force aimed at some target—man, place or thing. With Adolph Menjou as host.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Ziv Television Programs, Inc.
Distributed by: Ziv Television Programs, Inc., 488 Madison Ave., N. Y. C. 22.

Nothing but the Wind (The Silent Witness)

This proposed series presents a new dimension in time, a new dramatic plane which adds to the emotional values of a story, its situations and characters. The processes used to achieve these effects are new to TV and result in a lower production cost. New technique allows unrestricted freedom in handling of story and in foreground action as related to background.

Running Time: 30 minutes (test film only).
Cost: On request.

Number Available: Test film only, color and black and white.
Produced by: Walter White, Jr.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

The Adventures of the Big Man

Wayne Morris plays the role of an ex-U. S. Naval intelligence officer working in London. Series deals with the various adventures in which he becomes engaged while pursuing confidential assignments.

Running Time: 30 minutes.
Cost: On request.

Number Available: 17.
Produced by: Wick Films, Inc.
Distributed by: Wick Films, Inc.
Submitted by: Wick Films, Inc., 120 S. Mapleton Dr., Los Angeles 24, Calif.

On Stage With Monty Woolley

Adaptations of great classics—Poe, Dickens, Pushkin, Moliere, Shakespeare, Melville, Irving, others. Format planned for three full commercials. All with Monty Woolley and supporting stars, among them Blanche Yurka, Sheppard Strudwick, etc.

Running Time: 15 minutes.
Cost: On request.

Number Available: 13.
Produced by: Dynamic Films, Inc.
Distributed by: Dynamic Films, Inc.

Submitted by: Dynamics Films, Inc., 405 Park Ave., N. Y. C. 22.

Stage 7

Dramatic anthology featuring a new show each week—drama, mystery, comedy, adventure and romance.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Four Star Films, Inc.
Distributed by: TPA.
Submitted by: TPA, 488 Madison Ave., N. Y. C. 22.

The Star and the Story

Hollywood's top stars appear in stories of their own choice, written by world-famous authors such as W. Somerset Maugham.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Four Star Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

The American Legend

Formerly, "Cavalcade of America." Vivid, dramatic stories behind the men, women and events which shaped the history of our nation.

Running Time: 30 minutes.
Cost: On request.

Number Available: 80.
Produced by: Various.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Star Performance

Dick Powell, David Niven, Charles Boyer, Ida Lupino and a host of other stars in the award-winning series, formerly "Four Star Playhouse." This star-studded series has proven itself to be an ideal "strippable" program.

Running Time: 30 minutes.
Cost: On request.

Number Available: 153.
Produced by: Four Star Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

The Big Story

Burgess Meredith acts as host and narrator for these graphic, thrilling newspaper stories. Series takes its stories from the front pages of America's newspapers, as famous reporters investigate and break their stories.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Pyramid Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

Decoy

Crime detection gets a new twist in one of the first series of its kind ever offered to TV. Based on work done by the women law enforcement officers in New York City, Beverly Garland stars as Policewoman Casey Jones.

Running Time: 30 minutes.
Cost: On request.

Number Available: 39.
Produced by: Pyramid Productions.
Distributed by: Official Films, Inc.
Submitted by: Official Films, Inc., 25 W. 45th St., N.Y.C. 36.

available now

first run packages from our library of

300

FEATURE FILMS

Comedies, dramas, horror stories, westerns, adventure films or who-done-its — featuring some of the biggest names in the business.

We'll mix 'em up any way you want for an exclusive first run package in your market — at a price that's right.



the
*Laurel and
Hardy show*

SOLD IN OVER 100 MARKETS

A top-rated property
all over the country
Wire or phone Art Kerman today
for availability in your market.



 Governor
Television
Attractions, Inc.

151 West 46th Street, N.Y.C. — JUdson 6-3675

TV GROWS COMPLEX

... New 'Essentials' Enter

By M. J. RIFKIN

Vice President in Charge of Sales

Ziv Television Programs, Inc.



SINCE the advent of television, the functions and responsibilities of the advertising agency have grown in scope and size. Research, merchandising, sales promotion, publicity and public relations have become an integral part of agency operation. This is the result of many factors, but probably more than any other single influence, it is the growth of television that has affected agency structure. The large sums of money committed to the medium; the competition for the consumer dollar heightened by TV selling; the many intangibles involved in making TV effective—these aspects have changed the "extra" services into "essentials."

Indeed, one of the major problems facing the agency management today is to fulfill these new functions without having them overshadow the basic chores of creating and placing advertising that can influence the greatest number of potential buyers.

Just as the increasing complexity of TV has caused the agency to expand and extend its services, so has the swiftly changing medium necessitated a new concept of operation for the film producer. To the job of creating and distributing film programs, we have also had to add services in the field of research, merchandising, promotion and publicity, to supplement and support the activities of our clients.

Just as the film buyer's job has become more complex, so has that of the film seller, requiring a high degree of specialized knowledge.

* * *

To present a new show to a prospective buyer, the film company representative must know as much about the prospect's problems as he does about his own program. He must know the client's marketing objectives, competitive situation, budget consideration, advertising strategy in other media. Moreover, he must be completely familiar with the audience situation and time and program availability in the areas under consideration. Where are alternate weeks available for sponsorship? Would there be product conflicts involved? Which time period would have the most new viewers? All of these are questions he must assist in answering.

And after the signature is placed on the dotted line, the film salesman has even more new responsibilities. He must be able to translate the findings of our research department into terms that are significant to his own individual client.

He must be prepared to assist and advise on merchandising and promotion activities. He must know where and how his organization can be of service, and be able to follow through on these aspects.

In short, he must be a knowledgeable advertising specialist, with the time and skill to perform his varied functions well.

Recognizing this need, we at Ziv have expanded the size of our sales organization tremendously during the past year and a half. To provide better and more direct service we have tried to assign our sales people so that they can work intensively and intimately with a relatively small group of agencies and clients.

There are two ways to expand a sales organization, and we have utilized both approaches. The first, and most obvious is to bring our geographical units down to smaller scale, so that each "task force" is responsible for serving fewer individual clients. Thus more time can be devoted to the special problems encountered by each.

The second, and I believe more important way of expanding is by providing "strength in depth." By this I mean the addition to our field force of men who are mature in a business sense and experienced in dealing with the intricacies of advertising strategy, particularly as they apply to our television medium.

Ethel Barrymore TV Theatre

A half-hour dramatic anthology series using different "name" stars each week. Ethel Barrymore is the regular host.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Lee Savin and others.
Distributed by: Interstate Television Corporation.
Submitted by: Interstate Television Corporation, 445 Park Ave., N.Y.C.

Rendezvous

Action-packed adventure series in which audience becomes involved in suspenseful intrigues that produce exciting entertainment. Romance, comedy, tragedy, with a different "name" personality heading cast of actors each week, placed in a new and different locale, taking audience into a "rendezvous" with risk and intrigue.

Running Time: 30 minutes.
Cost: \$30,000.
Produced by: Wilbur Stark, Jerry Layton.
Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Pressure

Arresting dramas based on the pressures motivating the important decisions of men in all walks of life: doctors, lawyers, criminals, politicians, brokers, engineers, ad infinitum. With situations so vital that they forecast tomorrow's headlines.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: James E. Jewell.
Distributed by: Jewell Radio and Television Productions.
Submitted by: Jewell Radio and Television Productions, 540 N. Michigan Ave., Chicago 11, Ill.

I Am the Law

George Raft spearheads the war on crime as a Metropolitan Police Lieutenant fighting lawless gangs and rackets.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Distributed by: Sterling TV Co., Inc. (Fremantle of Canada, Ltd. in Canada.)
Submitted by: Sterling TV, 6 E. 39th St., N.Y.C. 17.

Rendezvous

Kim Hunter, Keenan Wynn, Gary Merrill, Patty Duke, Lorraine Day, Bert Lahr, David Wayne are among the top stars of Hollywood and Broadway, who appear in stories both dramatic and comic by top writers.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Howard Erskine.
Distributed by: CBS TV Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Janet Dean, R.N.

Ella Raines' dramatic characterization of a registered nurse places her in a variety of situations that offer sus-

pense, mystery, drama and romance.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Cornwall Productions.
Distributed by: Guild Films Co., Inc.
Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

The Diplomat

Dramatization of three experiences which comprise the life of those Americans representing their country in foreign lands; based on files of the U.S. State Department. Clare Booth Luce slated as hostess.
Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Theodore Granik.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film, Sales 485 Madison Ave., N.Y.C. 22.

If You Had a Million

Newly released for syndication, this series of dramas consists of re-runs of the highly successful program, "The Millionaire." Marvin Miller portrays a secretary to a billionaire who makes anonymous gifts of a million dollars to a variety of recipients, with dramatic results.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Don Feddersen.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Under the Sun

Selection of the best films of award-winning "Omnibus"—including drama, personal features, etc. Special material written by William Saroyan.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Radio-Television Workshop of the Ford Foundation.
Distributed by: CBS TV Film Sales, Inc.
Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Dr. Hudson's Secret Journal

A powerful dramatic series of a man with powers to do good for all humanity, based on the best-selling stories by Lloyd C. Douglas. John Howard stars.
Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Authors Playhouse.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

You Are There

Walter Cronkite, noted news commentator, is host for dramatizations of famous and crucial moments in the history of the world. He is aided by the news staff of CBS who interview actors recreating the incidents as they have occurred so that "You Are There."
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: CBS News and Public Affairs.
Distributed by: CBS TV Film Sales, Inc.

Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Douglas Fairbanks, Jr. Presents

All the potential of drama brought into focus by a master of the theatre. Fairbanks hosts every show, stars in one out of four. Romance, high adventure, comedy.
Running Time: 26:20.
Cost: On request.
Number Available: 117.
Produced by: Douglas Fairbanks, Jr.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Heart of the City

One of the most popular newspaper series to hit TV. Captures all the action and drama behind the headlines. Pat McVey, Jane Nigh star.
Running Time: 30 minutes.
Cost: On request.
Number Available: 91.
Produced by: Gross-Krasne.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Herald Playhouse

Star showcases from the "Schlitz Playhouse of Stars" series. Famous stars of Hollywood and Broadway appear in a wide variety of stories by foremost writers.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Meridian Productions.

Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Famous Playhouse

One of syndication's most popular anthologies of comedy, mystery, drama and adventure. Studded with famous Hollywood stars. New films added continually. Emphasis on believably and well-plotted stories which hold an all-family audience from start to finish.
Running Time: 30 minutes.
Cost: On request.
Number Available: 400.
Produced by: Revue Productions.
Distributed by: MCA TV, Ltd.
Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

The Playhouse

Big-name Hollywood and Broadway stars appear in stories by world-famous writers, both TV originals and adaptations of famous works. Broderick Crawford, Edmund O'Brien, Joan Caulfield, Ann Sheridan are typical of the box office names in this series. Stories deal with full gamut of human emotions and interests.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Meridian Productions, Inc.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., Inc., 1501 Broadway, N.Y.C. 36.
(Continued on Page 68)

LET "Texas Rasslin" SCORE FOR YOU

TV's Biggest HIT

WOW! WHY CAN'T WE DRIVE HOME THOSE DOLLARS LIKE THAT?

ARRIVE EARLY

QUIS SHOW

MAURICE (MAURY) BECK

Cadiz and Industrial Blvd. Dallas 7, Texas

Maurice (Maury) Beck

"Texas Rasslin"

For new realistic prices and auditions — phone, wire or write

Riverside 8-2083 Riverside 8-3261

Available in Half Hour and One Hour Shows

"Way ahead of all others"

FILM DRAMA

Playhouse 15

Unique quarter-hour dramas running the gamut of adventure, mystery, comedy. Surprise endings with a terrific wallop. Perfect for strip scheduling. Filmed by the renowned Bernard Prockter, it spells "hard sell." O. Henry form.

Running Time: 15 minutes.

Number Available: 78.

Produced by: Bernard Prockter.

Distributed by: MCA TV, Ltd.

Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Curtain Time

Formerly titled "Telephone Time," this anthology series based on true-to-life problems is narrated alternately by John Nesbitt and Dr. Frank Baxter. The dramas star Bette Davis, Greer Garson, Joseph Cotten, Walter Slezak, Claudette Colbert and others.

Running Time: 30 minutes.

Cost: On request.

Number Available: 79.

Produced by: Hal Roach Studios.

Distributed by: Guild Films Co., Inc.

Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

Dilemma

Each show has a surprise ending that makes the audience want to come back for more. Available to stations on library or single-run basis.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13.

Produced by: Harry S. Goodman Productions.

Distributed by: Harry S. Goodman.

Submitted by: Harry S. Goodman, 19 E. 53rd St., N.Y.C. 22.

Mayor of the Town

Full of the warmth and humor of America's grassroots. "Mayor" Thomas Mitchell gives a twinkling performance worthy of his Oscar award. Huge ready-made audience. One of the biggest shows on radio for over seven years.

Running Time: 30 minutes.

Number Available: 39.

Produced by: Grosse-Krasne, Rawlins-Grant.

Distributed by: MCA TV, Ltd.

Submitted by: MCA TV, 598 Madison Ave., N.Y.C. 22.

Conrad Nagel Theatre

Exciting dramas based on famous stories of contemporary and classical authors, such as Balzac, Tolstoy, Chaucer, DeMaupassant and others. Conrad Nagel serves as host.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Andre Luotto Prods.

Distributed by: Guild Films Co., Inc.

Submitted by: Guild Films, 460 Park Ave., N.Y.C. 22.

The Errol Flynn Theatre

A new TV series presenting a romantic adventure each week. With Errol Flynn as host, narrator, and, every fourth week, as star. Different name stars are also used in each story.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Inter-TV.

Distributed by: Great Films, Inc.

Submitted by: Great Films, Inc., 15 E. 48th St., N.Y.C. 17.

THE SWING TO REALISM

... A TV Film Trend

By EARL RETTIG

President

California National Productions



IMAGINE a tale like Little Red Riding Hood as it might have been done on television, say 30 years ago. The sets, pastoral and idyllic; the good gal, very good; the bad guy, very bad.

What might come over the airwaves today are: the wolf's unhappy childhood and the reasons for his juvenile delinquency; some gastronomic details of grandma being swallowed, shrewd rescue of the heroine, and, in the finale, an exhibition of the woodsmen's chopping technique.

Television programming still ranges from literal realism to fancy and fiction, but today's trend is towards real-life stories, with the treatment natural.

CNP's own examples of this trend include: "Danger Is My Business," a starkly documentary series on hazardous jobs reported by cameramen working under the most stringent conditions; "The Silent Service," with official U. S. Navy footage integrated with scenes played by actors aboard a submarine; "Victory at Sea," the perennial favorite made entirely of combat films, and "Medic," which tells stories of medical progress, its facts and details unburdened by fictional mish-mash.

At the other end of the spectrum, representing the fiction entries, are the historical drama of "Union Pacific," the farcical comedy of "It's A Great Life" and the fantasy of "Gumby."

Not every show can be pigeon-holed. A middle ground example is "Boots and Saddles—the Story of the Fifth Cavalry," in which fiction is handled with contemporary realism.

Why the shift towards realism?

One explanation is that a non-fiction trend is sweeping all American mass media. Novels once were the mainstay of publishing; reportage and other non-fiction are now eminent. Magazines used to rely heavily on stories; today, factual articles, like the do-it-yourself craze, have taken over. Movies formerly romanticized the rich in drawing room comedies and glorified war in dramas; now pictures like "Marty" are made about ordinary people and war is anything but a glorified romp. Even radio, which once had its own complete range of fiction programming, has gone along with the trend; you now hear practical broadcasts such as news, weather reports, time bulletins and recorded music.

The switch to dramatic realism, or non-fiction, or whatever else you call it, has made important differences in television programming. Today's film series are vastly improved. They're better written, better acted and better made. Well motivated characters and fully developed stories have resulted in much more adult appeal and interest.

The demand for realism has been met by producers, distributors, agencies, advertisers and stations. It may be that a show handling its stories realistically is the best kind of sales background for many selling messages. It's possible that, while escape programming sets the right mood for some kinds of impulse buying, realistic programming is needed to set the stage for the sale of a whole catalogue on the part of the consumer.

Syndicated programs are now sales vehicles for things that weren't even imagined a few seasons ago: for boats and trailer homes, to personal services like medical insurance and stamp savings plans. And it may well be that nothing can equal a realistic program in setting the stage for the advertiser's copy platform containing several points that must each be dramatically communicated.

THE ERROL FLYNN THEATRE

Twelfth
in
TOP
TWENTY
in
Washington, D. C.
on its
5th RUN!

CONTACT

GREAT
FILMS

INCORPORATED

15 East 48th St., New York 17, N. Y.

Telephone: PLaza 1-3239

FILM EDUCATIONAL

Unk & Andy ABC Art Adventures

Unique novelty of learning to draw various animals with the letters from A to Z; at the same time show gives factual information about the animals' habits and habitats.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Produced by: Jack Kenaston Productions.

Distributed by: Cavalcade Television Programs.

Submitted by: Cavalcade Television Programs, 7904 Santa Monica Blvd., Hollywood 46, Calif.

Encyclopaedia Britannica

Over 700 titles treating every subject from atomic fission to zoology. Available in English, Spanish, Portuguese, French, Arabic.

Running Time: 15 minutes.

Cost: On request.

Number Available: 700.

Produced by: Encyclopedia Britannica Films.

Distributed by: Fremantle International, Inc. (in overseas markets).

Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C. 17.

Parade of Presidents

A bi-partisan filmed documentary of all the U. S. Presidents from George Washington to Eisenhower. Exciting footage of now-historical locations and homes of each President, portraits, etc., and live footage of Presidents from McKinley on. Film shows all of their families, cabinet members, unusual happenings, etc. All wartime Presidents; show actual footage of each war.

Running Time: 30 minutes.

Cost: On request.

Number Available: One (half-hour)—special films any length produced on request.

Produced by: Maurice H. Zouary TV-Film Productions.

Submitted by: Maurice H. Zouary, TV-Film Productions, 333 W. 52nd St., N.Y.C. 19.

Sunrise Semester

Dr. Floyd Zulli, Jr., assistant professor of Romance Languages and Literature, New York University, is the enthusiastic and stimulating lecturer in the award-winning series which originated in New York, but drew such wide national response that public demand has put the films of his graphic talks into syndication.

Running Time: 30 minutes.

Cost: On request.

Number Available: 75.

Distributed by: CBS-TV Film Sales.

Submitted by: CBS-TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Exploring Space

Dr. I. M. Levitt, director of the Fels Planetarium, Philadelphia, a nationally syndicated columnist, narrates a science-fact picture with the fascinating realities and possibilities of life and travel in outer space.

Running Time: 30 minutes.

Cost: On request.

Number Available: Pilot.

Produced by: Paul Thoma.

Distributed by: CBS-TV Film Sales.

Submitted by: CBS-TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Topic

Human interest series to acquaint Americans with British life. Informal and entertaining with on-location interviews featuring an American couple, Joan and Julius Evans. For public service programming.

Running Time: 15 minutes.

Cost: Free except for shipping costs.

Number Available: 13.

Produced by: British Information Services.

Distributed by: British Information Services.

Submitted by: British Information Services, 45 Rockefeller Plaza, N.Y.C. 20.



BERT PARKS (l.) emcee of the "Bid'n Buy" program introduces one of the show's models to contestant, Walter Freund of Palm Springs, Calif. The program is co-produced by Robert Stivers and Irv Atkins. Stivers owns the show. This type of programming has maintained its strength over a period of years and still ranks as a top favorite in drawing audiences.



CONCLAVE OF QUIZMASTERS representing eight NBC-TV Network quiz programs convened recently at the web headquarters. They are (l. to r. seated, front)—Sandy Becker ("Win With a Winner," Tuesday night), Fred Robbins ("Haggis Baggis," Monday through Friday daytime colorcasts); standing, left to right—Johnny Gilbert ("Music Bingo," Thursday night), Carl Cordell ("Lucky Partners," Monday through Friday, daytime), Jay Jackson ("Tic Tac Dough," Thursday night colorcast), Jack Linkletter ("Haggis Baggis," Monday night colorcast), Jack Barry ("Twenty-One," Monday night, and "Tic Tac Dough," Monday through Friday daytime) and Jan Murray ("Treasure Hunt," Monday through Friday daytime).

FREMANTLE INTERNATIONAL, INC.

Serving INTERNATIONAL MARKETS with
the Best of America's Film Programs

366 Madison Ave., New York 17

MURRAY HILL 7-4344

Cable: NYCOMOVER

HAS L-W?

Radio's biggest new commercial jingles and production aids service, **RADIO HUCKSTERS & AIRLIFTS**

The Radio Station Music Library famed for over 20 years

Hi-quality Film Recording facilities for Television

Sound Recording service in new Manhattan studios

Music Scoring for any production requirement

DOES L-W?

Custom-build commercials and air 'trade marks' for both Television and Radio

Supply Wired and FM Background Music for industry, offices, restaurants, etc.

Provide Music for Films

Syndicate Radio Shows such as **JIM AMECHE's** new disc jockey series

Sell the new "TV Hucksters & Airlifts" for local TV Stations and sponsors

Provide Talent Management service for Radio

Advise on Station program and sales problems and campaigns

ALL THIS? YUP!

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway
New York 19, N. Y.

FEATURE FILM

Shock!

Feature films in the horror vein, including "Frankenstein," "Dracula," "The Invisible Man," "The Wolf Man," "The Mummy."
Running Time: Feature length.
Cost: On request.
Number Available: 52.
Produced by: Universal-International.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

Son of Shock

More great horror features, sequel to "Shock!"
Running Time: Feature length.
Cost: On request.
Number Available: 20.
Produced by: Universal-International and Columbia Pictures.
Distributed by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 711 Fifth Ave., N. Y. C.

Feature Films

Thirty-three feature films — following theatrical release—mostly through United Artists.
Running Time: 60 minutes and up.
Cost: On request.
Number Available: 33.
Produced by: Various.
Distributed by: George Bagnall & Associates, Inc.
Submitted by: George Bagnall & Associates, Inc., 8827 Olympic Blvd., Beverly Hills, Calif.

Tinderbox

A full-length feature cartoon based on the fairy tale by Hans Christian Andersen. Aimed at family audiences.
Running Time: 65 minutes.
Cost: On request.
Number Available: 1.
Produced by: Palladium Corp.
Distributed by: Cinema-Vue Corporation.
Submitted by: Cinema-Vue Corporation, 245 W. 55th St., N. Y. C. 19.

The Hildegarde Show

A new TV series presenting for the first time in her own program "The Incomparable Hildegarde" co-starring Hans Conreid. Stories by Margaret Manners and Dorothy Waring. Screen plays by George Marion, Jr. Directed by Frank Borzage and Tay Garnett. To be shot in New York, Paris, London, Istanbul, Madrid, Tokyo, Rio de Janeiro. In De Luxe Color.
Running Time: 60 minutes.
Cost: On request.
Number Available: Eight or more.
Produced by: Broadcast Pictures, Inc.
Distributed by: Broadcast Pictures, Inc.
Submitted by: Broadcast Pictures, Inc., 850 Tenth Ave., N. Y. C. 18.

Flamingo Theatre

Twenty-six full-length features produced in Hollywood and in three European capitals, each film with important star names.
Running Time: 60-90 minutes.
Cost: On request.
Number Available: 26.
Produced by: Princess Pictures and major studios.
Distributed by: Flamingo Films.
Submitted by: Princess Pictures, Inc., 11 W. 42nd St., N. Y. C. 36.

Champagne Package

Includes such outstanding features as "High Noon," "Bells of St. Mary's," "The Third Man," "The Men," "Rebecca," "Cyrano de Bergerac," "Spellbound," "Eve of St. Mark," "Uncle Harry," "Colonel Effingham's Raid."
Running Time: Various.
Cost: On request.
Number Available: 58.
Produced by: 20th Century-Fox, David O. Selznick, Stanley Kramer and others.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Fabulous Forty

Includes Alex Guinness in "Captain's Paradise," Ralph Richardson, Ann Todd in "Breaking the Sound Barrier," James Mason, Claire Bloom in "The Man Between," Moira Shearer in "Tales of Hoffman," and Canada Lee, Charles Carson in "Cry the Beloved Country."
Running Time: Various.
Cost: On request.
Produced by: Various.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

TNT Package

Includes Loretta Young, Joseph Cotten in "The Farmer's Daughter," Cary Grant, Ingrid Bergman, Claude Rains in "Notorious," Jennifer Jones,

Claudette Colbert in "Since You Went Away," Jennifer Jones, Joseph Cotten in "Portrait of Jenny," Gregory Peck in "The Paradine Case."
Running Time: Various.
Cost: On request.
Number Available: 35.
Produced by: David O. Selznick and others.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Rocket 86

Includes such features as "Laura," "Cluny Brown," "Miracle on 34th Street," "Claudia," "Jane Eyre," "Captain from Castile," "House of Rothschild," "Tobacco Road," "Junior Miss," "Apartment for Peggy," etc.
Running Time: Various.
Cost: On request.
Number Available: 78 by 20th Century-Fox and others, various.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

20th-Century Fox Package

Includes Henry Fonda, Dana Andrews in "Ox Bow Incident," Walter Pidgeon, Maureen O'Hara in "How Green Was My Valley," Rita Hayworth, Victor Mature in "My Gal Sal," Gene Tierney, Dana Andrews in "Laura," Victor Mature, Richard Widmark in "Kiss of Death."
(Continued on Page 72)

CHEVROLET

2 Minutes — Color

"Going to the Dance"



Another Creative Commercial By . . .

LAWRENCE-SCHNITZER PROD.

1040 No. Las Palmas
Hollywood 38, Calif.

- HUMAN INTEREST
- VISUAL COMMUNICATION
- CREATIVITY

A TELEVISION STALWART

... The Feature Film Gives Long, Sturdy Service

By HAROLD GOLDMAN
Executive Vice President
National Telefilm Associates



AS the feature film maintains its position as one of the solid cornerstones of television programming and is accepted by the viewer, station and advertiser for its entertainment and commercial values, it is most appropriate to review the entire area of motion pictures in the television medium.

The current position of the feature and the outlook for that type of programming during the coming year is a subject of constant discussion in the industry.

The station operator has learned to depend on the feature film as a staple item in his programming set-up. It has garnered high ratings in both large and small markets. It has set the cash registers jingling as advertisers seek to take advantage of its pulling power.

Network affiliates and independent stations have established feature film theatres as regular programming fare with the result that a consistent program pattern has been evolved for the viewer.

These programming hours have become prime vehicles for the advertising dollars of local, regional and national advertisers who use them for participations—and with excellent results. Surveys indicate that these advertisers are pouring more and more dollars into these programs.

* * *

In many instances these established feature film periods provide the bulk of revenue received by stations.

With the current trend in the television industry leaning towards saturation spot purchase of time, it is obvious that feature films are extremely important to the stations' program structures.

The net result has been that television stations have been consuming features in ever-increasing quantities. It is only a question of time before the bulk of available films will have been used up. The apparent shortage is slowly coming into focus now.

A sampling of program schedules in representative cities reveal that New York and Los Angeles use in excess of 100 feature films every week. Other markets are not far behind these two cities in the number of feature films telecast. They are using the product in proportionate numbers. A recent count in the Los Angeles market revealed that no less than 126 feature films were telecast in one week.

The coming year will see increased time given over to feature film programming as stations seek to take advantage of the

pulling power of this type of programming. That pattern is also developing in foreign markets where Hollywood features are highly popular. Those markets are opening up new vistas for the film distributor.

To satisfy the demands created by the increased popularity of the feature film programs, the station must have a continuous supply of product. He must place himself in the comfortable position of knowing that he has available films to draw on to carry the spots bought by the local, regional and national advertisers.

* * *

Hence the station must of necessity look ahead and purchase film in large quantities for extended periods of time. It must build a backlog of film.

The utilization of this product presents a challenge to station operators. The programming of these features often can mean the difference between high and low ratings and also red and black figures in the ledgers. Personal observation convinces me that if these features are programmed at well thought-out intervals, they can continue to thrive and bring excellent results for many years to come.

A program director can stretch the life of a particular motion picture by getting six to eight runs out of a film where another would only get two or three runs out of the same feature.

This type of planning though, can only be accomplished if the station has acquired a substantial supply of product in its vaults.

A prime example of this line of reasoning is the case of the local CBS station in New York City. This station has endeavored, and in most instances, has been successful in securing a plentiful supply of feature film packages offered in the market. Consequently, they have built up an enormous backlog of films.

By programming the features in the early, late and late, late time periods they have established those segments as heavy income producing units. To protect that source of income, they constantly are in the market for all sorts of features.

* * *

It would be well for stations throughout the country to study the WCBS-TV formula most carefully. The time obviously is drawing near when there will be a shortage of features. Those stations with a backlog will be the ones who will be in the drivers' seats.

As for the post-48 features, the outlook

as of now is drab, indeed. There will be a few post-48's that will be offered to television stations, but it won't be in quantities sufficient to be effective.

Two prime reasons are the road-blocks preventing the opening of the flood-gates. The most important obstacle is the action taken by motion picture exhibitors. They are bringing tremendous pressures to bear against the motion picture companies to put an end to the release of motion pictures to TV. Another reason covers the demands made by the various guilds and crafts for participation in the receipts received by motion picture companies. Those demands, if granted, lift purchase prices to new heights.

Another problem affecting the eventual life expectancy of feature films on television is the quantity of films being put into circulation by the distributors. We at NTA are well aware of this problem. Consequently we are carefully distributing features in smaller packages and spreading the delivery dates over an extended period of time. In that manner are we able to stabilize the flow of product and keep the availability to stations on a more flexible basis.

* * *

That procedure has its advantages for the station, too. It permits the station to spread payments over a longer period of time and not burden itself with large payments.

The smaller package also puts the station operator in a more tenable position. He does not have a huge block of features thrown in his lap for immediate exposure. The smaller package has a tendency to generate a greater respect for the individual picture and gives him the opportunity of programming accordingly.

These observations add up to one conclusion—that the feature film is one of the stalwarts of television programming. The unfortunate thing, however, is that in some instances features are not presented in time periods where they would achieve maximum results.

While some critics declare that the feature film is showing signs of weakness, the fact remains that they are still being programmed throughout the country with good results. The advertiser is buying spots in those time periods. The station owner is finding it a good source of revenue and the viewer is showing continued interest.

The feature film remains a staple item in the television industry.

DOLLARS AND SENSE

... And How They Both Apply To Feature Films

By JASON RABINOVITZ

General Manager, MGM-TV



WHENEVER a story appears in the trade papers that a television station has purchased a feature film library for a sum running into the millions of dollars, many people react with a great deal of surprise. They seem to feel that seven figured sums are a great deal of money to pay for feature films. Of course, it is a great deal of money, but it is also one of the soundest programming profit investments in television. Whenever you consider a purchase, the important thing is to study the true value of what you're getting rather than looking at price alone.

As a matter of fact, when talking figures about feature films, the thing to keep in mind is not what they cost, but what they pay. And pay is what they do for stations whose investment eye is on the future, and whose sales force is adept with an adding machine. An across the board early and late feature program slot is potentially the biggest profit making period on a station's schedule.

Without lighting a studio, a station can

take a daily three hour time block and turn it into a golden egg-laying goose to the tune of thousands of dollars per week and millions of dollars per year.

For example, let's assume there is a station which serves a market of about 600,000 television sets. If it can produce a 15.0 rating in programming a feature, it's delivering 90,000 turned-on receivers. By charging an advertiser \$100 for a one minute spot, the advertiser is paying only slightly more than \$1 per thousand. This is far less than one-third the cost per-thousand of a minute spot on the average network show.

This is the kind of arithmetic that brings smart national advertisers flocking to participate in feature film programs. \$100 a spot is a great buy. As usual, there's a slight catch. We're talking about 15.0 ratings in markets that have 3 or 4 television stations. Obviously, only the channel with the top features can consistently come up with 15.0 ratings. This is where the old adage about "getting what you pay for"

applies. The best features cost more, but they also bring in more revenue.

The million dollar figure that a station the size we've been discussing will pay for a library is usually amortized over a period of five to seven years. On a five year basis, the annual cost would be about \$200,000. A lot of money, but let's see what that expenditure can return in spot revenue.

Seven Early Shows and seven Late Shows per week adds up to a total of fourteen shows. Each show will accommodate 12 minute spots and 6 ID's; \$1,200 worth of spots and \$240 worth of ID's, a total of \$1,440. Multiply this figure by 14 shows per week and the total is \$20,160. Now multiply by fifty-two weeks and the potential amount total is \$1,048,000.

Is it any wonder that a station will spend \$200,000 a year in order to increase its gross by over a million. It is clear that the millions of dollars being spent by stations for feature films is the biggest programming bargain in television today.

FEATURE FILM

(Continued from Page 70)

Running Time: Various.
Cost: On request.
Number Available: 52.
Produced by: 20th Century-Fox.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

The Big Fifty

Fifty outstanding motion pictures from 20th Century-Fox's library.
Running Time: Various.
Cost: On request.
Number Available: 50.
Produced by: 20th Century-Fox.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

Horror

Creaking doors, disappearing staircases and a goodly collection of assorted phantoms, vampires and zombies.
Running Time: 60 minutes and more.
Cost: On request.
Number Available: 52.
Produced by: Monogram-United Artists.
Distributed by: Associated Artists Prod.
Submitted by: AAP, 345 Madison Ave., N.Y.C.

Galaxy 20

A stellar group of full-length features including such classics as "The

Red Shoes," "Odd Man Out," "The Mikado," "Lavender Hill Mob" and "The Importance of Being Ernest," and such award-winning stars as Alec Guinness, Vivien Leigh, James Mason, Kim Hunter and David Niven.
Running Time: Various.
Cost: On request.
Number Available: 20.
Produced by: J. Arthur Rank.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Special Six

Six All Time Greats—Laurence Olivier's "Hamlet," Alfred Hitchcock's "Lady Vanishes," Nicholas Monsarrat's "The Cruel Sea," Daphne Du Maurier's "Hungry Hill," plus the haunting epic "The Rocking Horse Winner," and the touching drama "Colonel Blimp."
Running Time: Various.
Cost: On request.
Number Available: Six.
Produced by: J. Arthur Rank.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Constellation of Stars

Consists of high-budget major-company pictures selected from a group of over 300 for release to TV stations. All the films are top cast productions and almost half of them are post-'48 releases.
Running Time: Feature films.
Cost: Barter.
Number Available: 52.

Produced by: Alexander Korda and others.
Distributed by: C & C Films, Inc.
Submitted by: C & C Films, 445 Park Ave., N.Y.C.

Anniversary Package

Prize-winning feature films. Drama, comedy, suspense, adventure. Stars: Frederick March, Alec Guinness, Deborah Kerr, Jack Hawkins, Alastair Sim, Dirk Bogarde, in such classics as: "Great Expectations," "Quartet," "Kind Hearts and Coronets," "Black Narcissus" and "Man in the White Suit."
Running Time: Various.
Cost: On request.
Number Available: 16.
Produced by: J. Arthur Rank.
Distributed by: ABC Film Synd., Inc.
Submitted by: ABC Film Synd., 1501 Broadway, N.Y.C. 36.

Warner Bros. Features

Feature motion pictures.
Running Time: Various.
Cost: On request.
Number Available: 754.
Produced by: Warner Bros. Pictures Corp.
Distributed by: Associated Artists Prod.
Submitted by: AAP, 345 Madison Ave., N.Y.C.

MGM Academy Award Theatre

26 of Metro-Goldwyn-Mayer's very best features. Thirteen have received

Academy Awards, and thirteen have received Academy Award Nominations. Includes: Madame Curie, Marie Antoinette, The Harvey Girls, Gaslight, Boomtown, Captain's Courageous and Boystown.
Running Time: Two hours.
Cost: On request.
Number Available: 26.
Produced by: Metro-Goldwyn-Mayer.
Distributed by: MGM-TV.
Submitted by: MGM-TV, 1540 Broadway, N.Y.C. 36.

Movieland Features

Many of today's most popular stars in pictures of vast popular appeal. Nine out of 10—post '48.
Running Time: Various.
Cost: On request.
Number Available: 81.
Produced by: United Artists, 20th Century-Fox, and others.
Distributed by: Associated Artists Prod.
Submitted by: AAP, 345 Madison Ave., N.Y.C.

MGM Pre-1948 Feature Film Library

Top-quality films, representing the entire pre-1948 output of sound films from the world's largest motion picture studios. More than 50 Academy Award Winners—starring such film immortals as Clark Gable, Robert Taylor, Spencer Tracy, Gregory Peck, Van Johnson, Jimmy Stewart, Montgomery Clift, Gene Kelly, Fred Astaire, Mickey Rooney, Ava Gardner, Lana Turner, Joan Crawford, etc.
(Continued on Page 74)

FEATURE YOUR FEATURES

... To Achieve the Maximum Return on Your Library

By ELIOT HYMAN

President, Associated Artists Productions



DON'T think there's a television station in the country that doesn't program feature motion pictures. Almost all have been highly successful in attracting audiences and sponsors. But there are still a few advertisers and agencies who don't appreciate the sales job that features can do for them.

What can stations do about it? Two things, it seems to me. Make your feature programs successful, and see that every potential client and agency knows about them.

* * *

Most stations do an excellent job of programming their features, and they are the ones that enjoy consistently high ratings. From a study of the operations of these stations, we have evolved a few simple suggestions that may be of help to stations that would like to attract more national and regional business. The most important thing is to make the features you play as important as their record throughout the country shows they really are. When you think they're big, and program and promote them in a big way, your audiences and sponsors will also think they're big. Which they are.

The most obvious way of making the features important is to give them a good and a regular time slot, and build audience habit patterns. It is of more value to have viewers in the habit of watching a movie while having dinner every night, or before going to bed every night, than to have them keeping an eye out for occasional pictures they want to see.

* * *

You can make them important, also, in the way you present them. Do you have a live M.C. for the program? Then select a personality and place him in a setting that gives the proper stature and prestige. Make the introductory remarks important . . . play up the star and story values; mention the backgrounds of the director, producer, studio; point out interesting facts or anecdotes or reviews. All of these are available from the distributor. If, instead, you simply treat features as a fill-in for your schedule, your audiences will treat them as such. Features are not just fillers. After all, many independent stations, among the country's biggest money-makers, have built their entire operations around top feature film libraries.

* * *

Promotion, of course, is vital in building successful feature programs. Use your own

facilities to the utmost, preferably by using trailers in the feature programs themselves and elsewhere in your schedule, on a regular basis. Trailers have been shown by research firms like Sindlinger to be the single most important factor in attracting patrons to movie theatres, and the same thing is true of television movies. And, of course, any other facilities available should also be used . . . newspapers, billboard, car cards, television listings, magazines, etc.

* * *

Letting agencies and advertisers know about the value of feature programs is something that a number of stations, unfortunately, do not do as well as they might. Simply including a listing of "Feature Film Programs" in your regular program schedule does not do the job. Articles in the trade press every week, for example, relate that time-buyers are anxious for information in detail on stations' markets and programs. Give them full information on your feature programs. Tell them which libraries you have, and list specific titles and stars wherever possible. Include lists of current sponsors, ratings and their translation into television households and numbers of people, mail pull stories, sponsor success stories, etc.

* * *

In the latter connection, many stations are missing a good bet by not supplying information on sponsorship and success stories to the distributors from whom they acquired their feature films. By not doing so, they are losing out on a lot of potential advertising and promotion that goes to advertisers and agencies from the distributors. For example, we have a year-round campaign of trade paper advertising, direct mail and other forms of promotion which reaches a substantial percentage of television advertisers and their agencies. We are only too happy to include in this campaign successes achieved by individual stations, giving full credit to the stations and/or sponsors. We can easily keep track of ratings in each market on our Warner Bros. features and cartoons and Popeye cartoons, but we must rely primarily on the stations to supply us with lists of sponsors, renewals, sales results, special promotions, contests, dealer tie-ins, and similar local data. Where stations do supply this data, we try always to include it in A.A.P. advertising.

Another essential advantage to advertisers of sponsoring or participating in feature film programs is the atmosphere in which their commercials are seen, although this may be a difficult point for stations to convey. The Schwerin Research organization and others have stated often that the same commercial will have greater or lesser effect, depending upon the setting in which it appears. Where can a commercial appear to better advantage than in the friendly atmosphere of a top feature film, while the audience is being entertained by top stars, in top stories, with costly production? The slogan of a number of years ago still applies, "Motion Pictures Are Your Best Entertainment." Features will deliver more attention to a commercial, more friendly acceptance of the message, and more sales results as a consequence.

* * *

Why should stations strive so to get maximum results from their feature film programs? Because the potential profit is greater than from any other form of programming, except possibly for cartoons. It's easy to see. On network programs, the station receives only a small percentage of its time charge. On local live programs, in the few cases where such are presented, the production cost is usually too close to income for the station's comfort. On half-hour syndicated programs, the station makes at best a small mark-up on the program cost in addition to time charges.

* * *

But on feature films, where the cost is prorated over a number of runs during a number of years, the potential income is fabulous. Let me tell you about just one case. A station out West bought our entire Warner Bros. feature library, and schedules 20 films each week on four individual programs. The head of that station on a visit to New York recently told me that just one of those four programs, and that the afternoon one, is paying the entire cost of the library, with the other three representing clear profit.

* * *

To stations everywhere, therefore, I repeat, "Feature Your Features," and you'll enjoy increased audiences, sponsorship, and profits.

Yesterday's Newsreel

Dramatic highlights of news events of former years.

Running Time: 15 minutes.

Cost: On request.

Number Available: 137.

Produced by: Ziv Television Programs, Inc.

Distributed by: Economee Television Programs.

Submitted by: Economee Television Programs, 488 Madison Ave., N. Y. C. 22.

Farm Newsreel

A weekly program highlighting important agricultural developments, including farm equipment, research, care of livestock and crops. One of the first nationally syndicated TV programs devoted solely to the interests of the farmer. Includes narration, music and natural sound on film. Sold exclusively in each market.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52 per year.

Produced by: Hearst-Metrotone News, Inc.

Distributed by: Telenews.

Submitted by: Telenews-Hearst Metrotone News, Inc., 235 E. 45th St., N.Y.C. 17.

Telenews Weekly News Review

A comprehensive, fast-paced review of the important news highlights of the week—ready to telecast with narration, music and natural sound on film. Open-ended for commercials. Shipped every Friday for release upon receipt. Sold exclusively in each market.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52 per year.

Produced by: Hearst-Metrotone News, Inc.

Distributed by: Telenews.

Submitted by: Telenews-Hearst Metrotone News, Inc., 235 E. 45th St., N.Y.C. 17.

Telenews Daily Newsfilm

Twelve minutes per day, Sundays through Fridays, of top-flight coverage of important news events throughout the world. Multiple shipments from key processing points in major cities. Available daily, 432 feet or less per day, with shipments timed to meet newscast deadlines.

Running Time: As required.

Cost: On request.

Number Available: Daily.

Produced by: Hearst-Metrotone News, Inc.

Distributed by: Telenews.

Submitted by: Telenews-Hearst Metrotone News, Inc., 235 E. 45th St., N.Y.C. 17.

Newsfilm

Newsfilm, a service of CBS News, usable as many different ways as there are station news programs. Provides in pictures and words a comprehensive edition of the day's most important happenings.

Running Time: 12 minutes.

Cost: On request.

Number Available: Daily.

Produced by: CBS TV Film Sales.

Distributed by: CBS TV Film Sales.

Submitted by: CBS TV Film Sales, 485 Madison Ave., N.Y.C. 22.

Television Newsbriefs

Short news film clips on important British events and personalities, for use on newscasts and news-in-depth shows. Stories are issued on the average once a week. Length—50 seconds to 1½ minutes, silent or SOF; slightly longer films for women's and agricultural programs.

Running Time: 45 seconds-5 minutes.

Cost: Free.

Number Available: 50 to 100 per year.

Produced by: British Information Services.

Distributed by: British Information Services.

Submitted by: British Information Services, 45 Rockefeller Plaza, N.Y.C. 20.

THE EQUAL ACCESS BATTLE

... Some Progress Reported

THE battle waged by broadcasting to gain its right to equal access with other journalistic media in coverage of courtrooms, civic meetings and governmental bodies is a slow and grinding effort. But progress is being made in widely separated areas of the country.

The boon caused by revocation of the American Bar Association's canon 35 would be inestimable. This rule in prohibiting broadcasting equipment in courtrooms is a severe limitation on the potential of radio and TV.

Below is a cross-section of comment on the issue compiled from questionnaires sent to stations throughout the country. They indicate the progress which has been made by the industry on this front. Bright spot in the picture is increased access to legislature meetings and activities of civic groups.

THE QUERY: What progress has been made by radio and TV in the fight for equal access in your area?

WSAZ, HUNTINGTON, W. VA.: The station televises state legislative sessions, uses film on coverage of city council meetings, etc.

KTTV, LOS ANGELES: Receives co-operation—except for courtrooms.

KDKA-TV, PITTSBURGH: Movie Cameraman has on occasion been granted permission by trial judge to photograph murder trial in progress, but judge was later reprimanded by President Judge and permission was withdrawn.

KSYD-TV, WICHITA FALLS, TEX.: A co-operative effort among the three radio and two TV stations has established a local, private, weather circuit which gives each media the same information at the same time. Aside from weather, no steps have been taken.

WTVN-TV, COLUMBUS, O.: Canon 35 in effect. However, there has been no denial of coverage of any other event when requested.

WFBM-TV, INDIANAPOLIS: This is not a serious problem. We have had good relations with courts, police, etc. There have been isolated instances of resistance to camera and tape recorder coverage but, by and large, no problems.

WBTV, CHARLOTTE, N. C.: We have access to the lower courts regularly, Superior Courts on rare occasions, and Government agencies and meetings all of the time.

WJBF, AUGUSTA, GA.: Television is not barred from any events now open to any segment of the press. However, voluntary news releases are generally first given to the newspapers. Courtroom photography still of course, prohibited to all segments of the press.

KLZ-TV, DENVER: Editorializing by KLZ-TV management led directly to a hearing conducted by the Colorado Supreme Court concerning Canon 35. This resulted in the repeal of Canon 35, the first state in the nation to do so, enabling radio and TV reporters to enter Colorado courtrooms for the first time.

KOMU-TV, COLUMBUS, MO.: Great progress has been made even to the extent of allowing coverage to be made of a murder trial held recently in Jefferson City.

KOSA-TV, ODESSA, TEX.: No fight needed here. We have access.

KING-TV, SEATTLE: None in court rooms, but substantial progress has been made in coverage of state and local governmental affairs.

WPTA, FORT WAYNE, IND.: We are receiving excellent co-operation from civil agencies.

KXGN-TV, GLENDIVE, MONT.: 1000% improvement. Local authorities have been "cracked" and offer excellent cooperation.

KARD-TV, WICHITA, KAN.: Excellent, especially within the City Commission.

WHIZ-TV, ZANESVILLE, O.: With the exception of court-room photography, we have equal access.



Darren McGavin, in action as the title character of MCA-TV's "Mickey Spillane's Mike Hammer" series, new syndicated program which is expected to ride the crest of a new resurgence of interest in mystery show TV programs. The programs are based on the celebrated books which have racked up phenomenal sales records.

SPOT ADVERTISER BOON

... Multiple Run Shows

By PIERRE WEIS

General Manager of Economee
Television Programs



THE perennial challenge posed to the agency by spot television is how to get maximum effectiveness from each advertising dollar. In that most flexible of all media, the same amount of money can be spent in many different ways with vastly different results.

One of the important changes within television in recent years has been the development of new opportunities for efficient spot advertising through the increased scheduling of strong film properties in time periods where they have never before been seen. This has opened a new frontier for spot advertisers.

Station after station has successfully used this technique to revitalize daytime and fringe time. It has turned time periods in which ratings lagged into periods with outstandingly large audiences. Viewers, attracted by top programs with strong star names, formed the day-in, day-out tune-in habit. The researchers tell us that daytime viewing has soared ahead this year. To a large extent, this gain must be attributed to the widespread adoption of the film rerun, particularly in the form of strip programming.

Consider what happened in Mobile, Ala. when station WALA-TV launched "Mr. District Attorney" in its 5-5:30 p.m. period. Ratings jumped from a previous five-day average of 8.6 to a five-day average of 11.7 in the first three months, and then to 13.4 in the next three months.

In San Francisco, KPIX slotted "I Led Three Lives" from 5:30-6:00 p.m. Against a previous five-day average of 5.8, the series built to an 8.7 average for the first three months.

When viewing forges ahead, advertiser interest perks up, too. More and more, we find our largest national advertisers, those whose budgets are large enough to accommodate any form of advertising that is deemed effective, buying into these spot carriers.

It is not cost efficiency alone, I submit, that has attracted these advertisers.

The sales message that appears within the context of a program benefits from its identification with a program, and its association with the star and story that are audience favorites. For the very largest advertiser this is a strong advantage. For the company trying to get the most value from limited funds, it is a necessity.

The most spectacular success of rerun film programming has been achieved in the form of the daytime strip. So many outstanding success stories have been created by this technique, that this one use almost overshadows other equally strong possibilities.

As a once-a-week entry, the subsequent run program has done an outstanding audience-building job.

In Washington, for example, on WMAL-TV, "Science Fiction Theatre" in its third run, on Sunday afternoon at 6:00 p.m. and on Wednesday at 6:30 the program had a 6-months average rating of 17.5. This made it the second highest rated show in Washington, against all properties, new as well as rerun.

To enhance the value of its own time periods is the job of the station. To recognize and utilize these new values is the function of the agency. Just as the film rerun has reshaped the structure of daytime TV, so I believe can the extension of this technique into other time periods create new opportunities for advertisers.

Outstanding star-name programs which have proved their audience-building power on their first showings can be aired many, many times without any diminution in appeal. That is why agencies are putting increasing emphasis on this type of buy. It is a new answer to the old problem of how to get the most for your spot TV dollar.

SOME STRONG OPINIONS

... of Agency Executives

By ART YATES

Staff Writer



IN a survey of leading executives in advertising and radio and television, RADIO-TELEVISION DAILY came up with some rather strong opinions on the relationships between agencies and the radio and television industry.

Some points stressed:

1. Sponsors can't pay the spiralling prices being asked.
2. Double sponsorship for half hour shows is becoming more popular to overcome the high costs.
3. There are no "phonies", who last, in either the radio and TV business or on Madison Ave.
4. Agencies lose accounts, but they gain other accounts, making recession fears unfounded.
5. Agencies are being asked to make pilots.
6. Cooperation is needed among directors, producers and casts.
7. Problems exist between webs and agencies as in all other industries, and they are sometimes serious, but solutions are found for most of them, and on the whole, the relationships are solid and in good standing.

The reshuffling going on in networks themselves, are cause for concern to advertisers, according to Robert E. Lusk, president of Benton & Bowles advertising agency.

The slump in auto sales for the first six months of the year has created a problem for agency and network people.

The automobile client has been blaming the drop in sales on advertising.

The agency-network people counter that claim by stating that the auto industry has priced its product so high, that the consumer cannot afford to buy.

The net result, is that Buick and others switched agencies and upped their ad budgets, all in the hope, that sales for the last half of the year would zoom.

A wait-and-see policy is now in effect, and only by next year, will there be an answer.

It appears, according to industry spokesmen, queried on this problem, that auto sales will take an upswing, and extensive radio and television advertising, will put the business back on a solid basis.

"Soap Operas are still the way to sell detergents, and other products of that nature," stated a Colgate exec.

The cooperation between agencies in putting these soap shows on the air, has been wonderful, and this is certainly not an area where there is a problem, according to a spokesman at ABC.

"We never have had a problem with selling soaps, detergents, and such," the network executive continued.

The supposed perfection of video and magnetic tape has also created some problems, and solved others in the advertising game.

Commercials are now being taped, and the costs of commercials has been greatly reduced with the introduction of this process.

However, the agency and the network are not agreed as to the overall success of the tape.

Video tape is being used by private commercial outfits like Tele Studios with great success, but CBS-TV claims that there are still a great many imperfections in the process, and until all the bugs are ironed out, a cut-down in the use of tape is being planned by the network.

The agency on the other hand, is going along with the tape, and many commercials are now being planned for magnetic taping.

The overall picture is a bright one, and the future of agency network relations is solid, network presidents and agencies officials stated.

COMMUNITY CLUB AWARDS

Address Inquiries

JOHN C. GILMORE

Vice President-Sales

THE PENTHOUSE

527 MADISON AVENUE, N. Y. 22, N. Y.

PLAZA 3-2842

Boston
Phil Peterson

Chicago
Boyd Lawlor

Denver
Jerry Hauser

San Francisco
Cal Perley

Atlanta
Martin White

Dallas
Bob O'Brien

COMMUNITY CLUB SURVEYS A NEW RESEARCH SERVICE

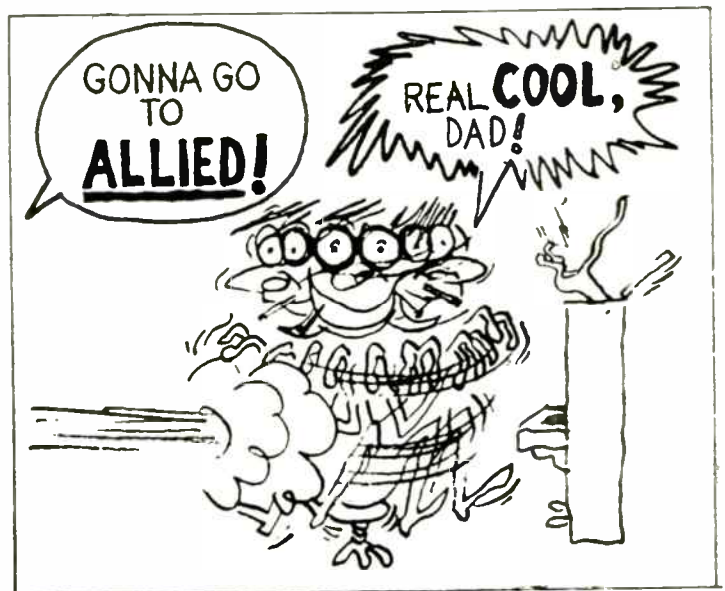
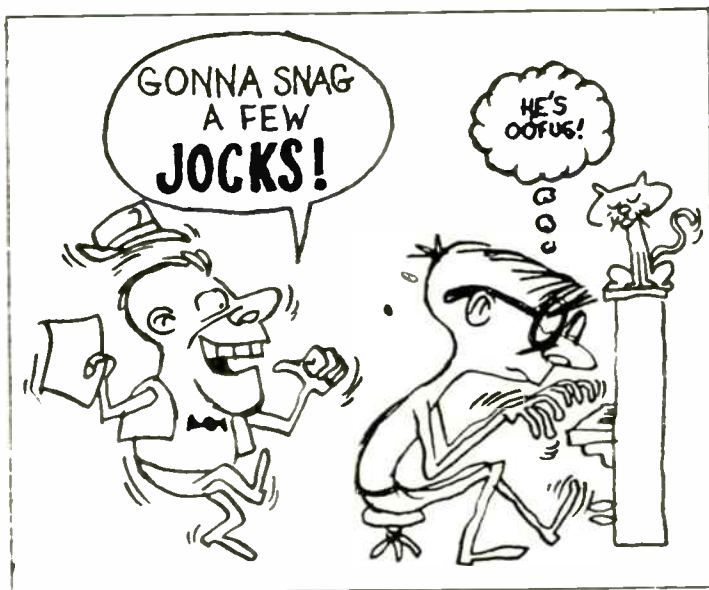
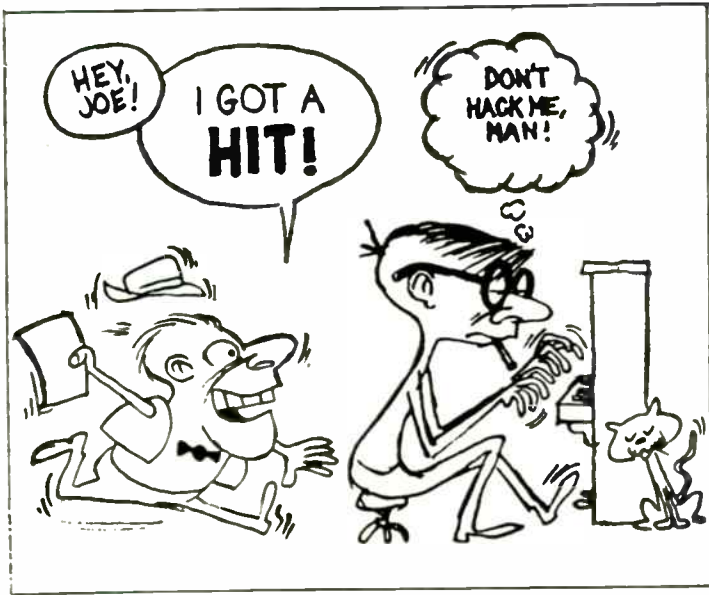
William M. Carpenter — Vice President

RADIO DAILY

presents

*Radio Shows
of
Tomorrow*

THE radio audience has kept its listening habits in a state of flux. Programming has developed a flexibility to meet the constant change and adapt itself to both a mobile audience, via cars and the omnipresent portable set, and to the in-home listening segment. The programming which will meet these demands is listed in the following pages.



FOR RECORDING — PROCESSING — PRESSING (7"—8"—10"—12"—16") PHONOGRAPH RECORDS AND TRANSCRIPTIONS
WHY DON'T YOU TRY OUR FAST, DEPENDABLE, REASONABLE SERVICE!

ALLIED RECORD MANUFACTURING COMPANY

IN THE EAST
AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey
Plymouth 9-0700

IN THE WEST
ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA
Hollywood 9-5107

HOW TO ALLOCATE THE DOLLAR

... What Part of an Ad Budget Should Go to Web Radio?



By MATTHEW J. CULLIGAN
Vice President in Charge of the
NBC Radio Network

WITH most advertising budgets under the closest scrutiny these days, the problem of how available funds can best be allocated has become one of prime importance.

There no longer seems to be any doubt in advertisers' minds that network radio has a place in any effective advertising campaign. But to what extent? To borrow the terminology of show business, should network radio have the leading role or should it be a supporting player or merely a bit player? I might add that the same question arises in agencies daily with reference to television and the print media.

But, because of my position in radio, the way the question is often put to me, in off-the-record conversations with agency men and some that are on-the-record, too, is this: "What part of the budget for this account do you feel should be spent in network radio?"

Resisting the temptation to answer "All of it," I consider the variables involved before attempting an approximate figure. If I am thoroughly familiar with the client's product or products, and if I know his objectives, I can make a suggestion based upon my experience with other advertisers having similar problems. If not, I must first get this information.

* * *

There is no slide rule for determining that "x" dollars in a "y" budget should be spent on network radio, or any other medium. But I offer here some guide lines that may be helpful. At least, they should be of assistance to agency men who came into the business since the advent of television and who are not well acquainted with network radio as it is today.

In the case of the advertiser with a relatively small budget, I don't have to resist that temptation I mentioned. I can sincerely advise him to put all his advertising eggs, or most of them, into the basket of network radio. There are several valid reasons for this. First and foremost, there is network radio's relatively inexpensive price structure.

A low-budget advertiser finds it impossible to dominate or even command an important position in television or print media, owing to their high rate structures. Network radio is the one medium where dominance can be achieved and maintained for a very reasonable expenditure. And this low cost of network radio also makes it possible to maintain both frequency and continuity, which together with dominance are extreme-

ly important facets of any advertising campaign.

Moreover, an advertiser can get product identification with some of the entertainment world's brightest stars at the same low rate—a prestige factor that will help to stimulate his own sales force and his distribution outlets.

Another benefit is network radio's merchandising organization. The NBC Radio Network, I know, has made merchandising a powerful tool in behalf of its clients. Although any advertiser, large or small, can benefit from these services, they are of particular help to the low-budget advertiser who may be competing with far larger companies in the same field.

* * *

Advertisers have told us that they attributed a fair measure of the success of their campaigns to the added impact gained by our closed circuit broadcasts to their branch personnel or their dealers.

Another way in which network radio can aid an advertiser's merchandising program is by obtaining local retailer identification adjacent to the national advertising messages. In several recent NBC Radio Network campaigns, for every dollar spent by the national advertiser, local retailers invested three dollars of their own money for tie-in announcements. This extension of the national radio advertising at the local level results in increased impact and additional frequency and continuity.

Equally important, however, is (and this is true with large or small advertisers) that local dealers and retailers have an increased awareness of the advertising that is being done for the product.

I have been considering the advertiser with a relatively small budget, although, as I said, a good merchandising program works well for any advertiser. Now, let's take a look at the larger advertiser who has a substantial budget. Undoubtedly he will want to use a variety of media. What share of his money should he allot to network radio?

* * *

I would say that the advertiser with well-established brands, who is planning large television and print campaigns, should devote from 10 to 20 per cent of his budget to network radio. This small amount will maximize his investment in the more expensive media.

Due to the high cost of visual media, many advertisers now use every fourth issue of weekly magazines and alternate week broadcast patterns in television. They

thereby fail to maintain continued contact with the public, and the curve of forgetting begins to operate. Unless reinforced, the effectiveness of their commercial messages becomes watered down.

But network radio—at low cost—fills in the gaps of their visual advertising, maintains the necessary continuity and reinforces their commercial impressions in the way necessary for maximum impact.

The advertiser who is constantly introducing new brands or models, as in the cosmetics, fashions, soft goods, automotive and other industries, should reserve a more substantial part of his budget for network radio. His objective is to achieve consumer recognition of his product as quickly as possible. The speed and saturation coverage of network radio are qualities he will want to take advantage of when planning a well-balanced campaign.

Whether it's a new product or just a new approach to selling a familiar one, use of network radio is the most economical way of introducing any new material. In the case of a new advertising theme, no matter how attention-getting a slogan or idea may be on television or in print, it will take some time before it becomes firmly affixed in the minds of consumers. This lead time, which in effect is lost time, can amount to quite a figure in view of today's visual media costs. The smart advertiser will let network radio prepare the way, so that when the new message is used in the other media later, it will "register" without delay.

* * *

Network radio is especially geared to the advertiser with a special problem (and what agency man will admit that his account does not pose a special problem?). The amount this advertiser should spend on network radio would vary, depending upon whether the unusual circumstances were foreseeable, or whether he merely wanted to protect himself against contingencies that might arise.

But, in any event, network radio should be important to him because of its exclusive characteristics—complete flexibility, general usefulness and speed.

Recently, the performance of one make of automobile was outstanding in an economy run. Within hours after the manufacturer's cars were officially declared the winners, NBC Radio was carrying the news to the entire nation.

No other medium can match network radio's speed. Nor is any other medium as flexible.



MARTIN AGRONSKY



DON AMECHE



MORGAN BEATTY



FRANK BLAIR



BOB & RAY



DAVID BRINKLEY



LEO DUROCHER



LEIF EID



FAYE EMERSON



PAULINE FREDERICK



FRANK GALLOP



ED GARDNER



RICHARD HARKNESS



JOSEPH C. HARSCH



SKITCH HENDERSON



RAY HENLE



BOB HOPE



CHET HUNTLEY



FIBBER MCGEE AND MOLLY



MERRILL MUELLER



WALTER O'KEEFE



DOROTHY OLSEN



BERT PARKS



LEON PEARSON





MADELEINE CARROLL



BOB CONSIDINE



MARLENE DIETRICH



ALEX DREIER



DAVE GARROWAY



GERGE GOBEL



BEN GRAUER



PETER HACKES



IRVING R. LEVINE



ART LINKLETTER



GROUCHO MARX



ROBERT McCORMICK



DON RUSSELL



RAY SCHERER



TEDI THURMAN



PAUL WINCHELL AND
JERRY MAHONEY

POSITIVE APPROACH TO THE "TOP 40"

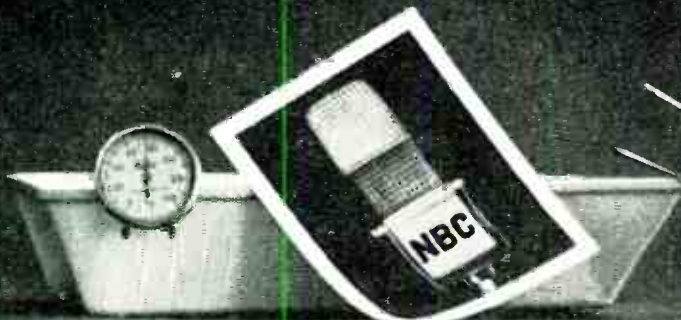
For advertising to *adults with discretionary money to spend*, you're in more rewarding company with radio personalities like these forty, than with "the top 40 (or 30 or 20) tunes."

Radio programming based on juke-box fads may attract a fervent audience—but the chances are good that the fervor is strictly for the beat.

The personalities and programs shown here represent varied, balanced radio programming of interest to a more mature and thoughtful market (and, it's safe to say, a lot more solvent).

If you sell white buckskin shoes and bubble-gum, by all means use a juke-box station. But for soap and cars and other products, you want the *cream* market—the customers with money to buy. This is the audience attracted to stations affiliated with

THE NBC RADIO NETWORK



RADIO TRAFFIC PROGRAMMING

... The Automobile Has Created A Rapidly Expanding Market

By ARMAND HAMMER

Chairman-President
Mutual Broadcasting System



SPEED, power and improved highway conditions have focussed more attention on automobile radios and created a new in-car advertising market.

These 38-million sets have now been recognized by a House Traffic Safety Subcommittee as a prime means for alleviating traffic congestion. By the same token these same sets are a prime means of communication for advertisers who wish to reach an adult, buying audience.

Though many have talked about auto radios, their numbers, their use and their particular impact in the overall broadcast advertising picture, it remained for this Congressional group—through a public hearing—to pinpoint the importance of the auto radio in today's living pattern.

Two major factors were emphasized. Firstly, it became known that 36 and one-half million cars on the highways today are radio-equipped—with 85 percent of all new cars actually rolling from factory production lines with radios already installed. And secondly, full realization was given to the fact that drivers are coming more and more to rely on their auto radio sets as the single means of communication to them of driving conditions ahead.

* * *

This has not been a sudden development. It has resulted from many factors—newer and better highways for one thing; the demand for suburban living; bigger and more highly powered automobiles and the overall tendency of the American public to rely more and more on its privately owned cars as the basic means of transportation.

America truly is on the move these days. And on the move the auto radio is the only instantaneous method for communications.

The House group of which I speak made a special report to the general public the other day which contained these sentences in its "Basic Facts" resume of a public hearing held April 2 last: "It is immediately apparent that commercial broadcasting stations are in a position to render a tremendously valuable service to the vast majority of motorists on our streets and highways. It is equally apparent that commercial radio is the only way of reaching the motorist with information while he is in his automobile. True, billboards and road signs also reach the motorist while he is traveling, but these are static displays not capable of supplying current information."

This fact, on which the committee based its recommendations for greater coordination by state authorities with the broadcast media in their areas, specifically pinpoints the philosophy I outlined above—that is that the auto radio today has become one of the most potent means of communication usable by the advertiser.

* * *

Mutual Network stations across the country—95.6 percent of them to be specific—have recognized this fact for several years and have pioneered in broadcasting specifically to motorists. MBS stations have used initiative, ingenuity and much foresight in anticipating the services motorists must have via their car radios and supplying same.

In addition, 31 of our stations, from Buffalo, N. Y. to Miami Beach, Fla., have proved that a regular "communications network" can be established for the motorist by the simple expedient of citing the nearest MBS station to which he can tune for additional traffic, weather and road condition information—regardless of which direction he happens to be traveling.

This was a test pattern—which Mutual now plans to extend throughout its extensive network of affiliated stations.

There lies the nub of the power-impact of auto radios. By cross-plugging adjacent MBS stations to highway traveling motorists, Mutual stations can assure a network advertising client that his message is being heard in a large number of the 36 and one-half million cars on the highways.

This, then, becomes in effect a Mutual "auto network" of which an advertiser can take advantage.

* * *

The entire philosophy of motor travel today prompts this new look at what radio can do to alleviate travel conditions—and make motoring more safe and comfortable.

It seems like only yesterday that travel was measured in miles. Today travel is measured in time. Superhighways caused this. For example, Pittsburgh is only seven hours from New York—driving average turnpike speeds. Accordingly the motorist is increasingly aware of the potentials of hitting major city areas—such as New York—during road-packed hours.

It behooves him then to know which approach roads—New York City, for example, can be reached through two tunnels and three different bridges—to use to avoid traffic jams. For this he is dependent completely on his auto radio—and the accuracy of the information it supplies.

An overheated radiator, a flat tire, a dirty gas line—seemingly inconsequential matters on the open highway—provide almost insurmountable stumbling blocks and traffic hazards when motorists funnel into narrowed access roads to big cities. Within seconds there is a traffic jam.

Cars fifty miles away add to the jam—in 50 minutes. It is these vehicles—these drivers completely unaware of conditions ahead—that radio can and does serve best. Because radio is the only way in which the conditions can be communicated to them.

The means of getting this information to the motorist, via the commercial radio station, has been the subject of much research. The House Subcommittee to which I referred above has held several hearings on the matter, heard many suggestions.

From these sessions they have concluded that there is one method, via the states and the governors of the states, to get this information through to motorists swiftly and accurately. It is on this method they have reported.

The ingenious, imaginative techniques for obtaining road traffic information have made Mutual stations across the country number one listening posts for automobilists. To this proved effectiveness there is now added the impact of a House Subcommittee report urging governors in each state to coordinate more thoroughly their police networks for gathering roadblock information, collating such information and making it readily available on a round-the-clock basis to radio stations.

Stations which specialize in auto-broadcast practice, such as Mutual stations, will garner accordingly greater shares of the in-car listening audiences than they have ever before enjoyed.

Travel distances today are measured in terms of travel minutes—not road miles. And radios in cars provide the clock that tells motorists how soon, how well and how safely they will reach destinations.

This is the new "in-car advertising market" advertisers should appreciate is available to them. And, via Mutual, it is available in most expeditious, most efficient form.

RADIO AGRICULTURAL, GARDENING

The Farm Show

Monday-Friday, 11:45 a.m., local farm news, 4-H Club, FFA, home demonstration and soil conservation news detailed.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$12 commissionable.
Number Available: 5 per week.
Produced by: Alfred Evans.
Submitted by: KSWA, Graham, Texas.

Lancaster County Farm Hour

A farm program by the farmer, about the farmer and for the farmer. Featuring Farm Agents, representatives of poultry and livestock organizations plus music and farm news. Integrated throughout are local news items and weather information. Heard 11:30 a.m.-12:25 p.m.

Availability: Live talent.
Running Time: 55 minutes.
Cost: On request.
Number Available: 5 times weekly.
Audition Facilities: Tape.
Produced by: Dick Orkin.
Submitted by: WLAN, 252 N. Queen St., Lancaster, Pa.

Down To Earth

This program is broadcast from the North Dakota Agricultural College. The show is all-inclusive for the farmer, his wife and children. Each department of the show is headed up by a well-known authority on all the different fields in agriculture and farm home-making.

Availability: Tape.
Running Time: 15 minutes.
Cost: On request.
Number Available: 5 per week.
Audition Facilities: Tape.
Produced by: Dave Bateman.
Submitted by: KSJB, Box 1271, Jamestown, N. D.

Farm Fare

At noon Bob Murdoch interviews farm and ranch owners, etc. Program aimed at urban agriculturists and ranchers.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 5 per week.
Audition Facilities: Tape.
Produced by: Bob Murdoch.
Submitted by: KTBB, Tyler, Texas.

The Farm News

A concise, up-to-the-minute report to farmers and ranchers. State, regional and national farm news, as well as announcements of local farm and ranch meetings, 12:45-12:50 p.m. Monday, Wednesday, Friday.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$15.
Number Available: 3 per week.
Audition Facilities: Tape.
Produced by: Stan Meyer.
Distributed by: KFBB.
Submitted by: KFBB, Box 1139, Great Falls, Mont.

RFD 1580 and the Markets

First 10 minutes is devoted to news of interest to farmers, ranchers, and their families. Tips are given on how to rid crops and gardens of certain

pests; nutritional information is featured. Talks given by County Agent and assistant; Home Demonstration Agent and assistant. Last five minutes is stock markets.

Running Time: 15 minutes.
Cost: On request.
Number Available: 6 per week.
Audition Facilities: Tape.
Submitted by: KGAF, Box 222, Gainesville, Texas.

Extension Service Program

Members of Franklin Parish Extension Service and Farm Bureau give important farming information.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 6 per week.
Audition Facilities: Tape.
Produced by: Guy Luno.
Submitted by: KMAR, Box 312 Winnsboro, La.

Valley Rural Report

Show includes current farm news (political and Washington report), farm market coverage (local and regional). "Rural Event Calendar," information concerning farm operations, etc. Also broadcasts from local stock yards, once a week on Friday afternoon.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Tape, Live talent.
Produced by: Glenn Thomas.
Distributed by: American Home Broadcasting Company.
Submitted by: American Broadcasting Company, WAFC, Staunton, Va.

Early Show

Farm show done by Stacey Cole at his farm, includes interviews and up-to-date information of interest to farmers.

Availability: Live talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: 10 per week.
Audition Facilities: Tape.
Produced by: WKXL.
Distributed by: Highland Stations of Keene & Concord, N. H.
Submitted by: WKXL, Concord, N. H.

Farm Sheet

Complete markets, farm and garden information with WSOY farm director, "Happy" Hank Haynes.

Availability: Live talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Tape.
Produced by: WSOY.
Distributed by: WSOY.
Submitted by: WSOY, 1100 E. Pershing Rd., Decatur, Ill.

Farm Fare

This is a program of bright, rhythmic numbers interspersed with announcements and messages of interest to farmers including weather, time, temperature, etc.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Produced by: Bill Greener.
Submitted by: WBEL, 430 State St., Beloit, Wis.

Town and Country

A program aired Saturday mornings that combines quick, thumbnail bits of information of authoritative value to the home gardener and farmer. Interspersed with time, weather and music. Agricultural expert, Ivan Jones, is host.

Availability: Live talent.
Running Time: 3 hours.
Cost: On request.
Number Available: 1 per week.
Audition Facilities: Tape.
Produced by: Bob Franklin.
Submitted by: KGW, 1139 S.W. 13th St., Portland, Ore.

Farm Hour

This program runs from 12-1 p.m., six days a week. Contains farm and state news, market reports, farm agent reports, and country music.

Availability: E.T., Live talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Spot basis.
Produced by: KWOC.
Submitted by: KWOC, Box 405, Poplar Bluff, Mo.

KFEQ Farm Hour

Program gives the farmer the latest market information, a daily guide to agricultural meetings in the area, and the latest agricultural news from the nation and the states in our listening area.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 6 per week.
Audition Facilities: E.T., Tape.
Produced by: KFEQ.
Distributed by: KFEQ.
Submitted by: KFEQ, 40th & Faraon Sts., St. Joseph, Mo.

KFEQ—Farm Review

A review of agricultural activities in the nation and the St. Joseph area. Prepared and presented by the KFEQ Farm Service Department. Harold J. (Smitty) Schmitz and Ralph Melon give the farmer a review of the markets, a complete list of meetings and a summary of the farm news.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 1 per week.
Audition Facilities: E.T., Tape.
Produced by: KFEQ.
Distributed by: KFEQ.
Submitted by: KFEQ, 40th & Faraon Sts., St. Joseph, Mo.

Farm News

Round-up of latest national and state farm news at 11:55 a.m. Monday through Saturday, reported by WIBW associate farm director, Charles Ross.

Availability: Live talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 312.
Audition Facilities: Tape.
Produced by: WIBW.
Submitted by: WIBW, Box 119, Topeka, Kans.

Piedmont Farm Program

WSJS farm service director, Harvey Dinkins, by the presentation of news, personages in agriculture, demonstrations, and other means, keeps the pub-

lic abreast of developments in the entire field of agriculture—local, national and international. Dinkins travels through broadcast area and other states for guests and information valuable to persons in agriculture.

Availability: Live talent.
Running Time: 45 minutes.
Cost: On request.
Number Available: 5 per week.
Audition facilities: Tape, Live talent.
Submitted by: WSJS, 419-421 N. Spruce St., Winston-Salem, N. C.

Farm Service News

A complete round-up of farm news reported by WIBW farm director, Wilbur Levering. Includes markets, agricultural weather information, tape recordings made in the field and general farm news. 6:30-6:45 a.m. Monday through Saturday.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 312 per year.
Audition Facilities: Tape.
Produced by: WIBW.
Submitted by: WIBW, Box 119, Topeka, Kans.

RFD—Southwest Kansas

Farm program produced and aired by Roddy Peebles. Covers weather, markets, and all important farm news and information, and features on-the-spot recorded interviews with farmers, agricultural specialists, and others. Sponsorship of segments of program, which airs 6-6:55 a.m.

Availability: E.T., Live talent.
Running Time: 55 minutes.
Cost: On request.
Audition Facilities: E.T., Tape, Live talent.
Produced by: Roddy Peebles.
Submitted by: KGNO, Dodge City, Kans.

RFD—Noon Edition

Farm program produced and aired by Roddy Peebles. Covers the latest farm news and information on regional, local, and national basis and features on-the-spot interviews with farmers, specialists, and others, five days per week.

Availability: E.T., Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 3.
Audition Facilities: E.T., Tape, Live talent.
Produced by: Roddy Peebles.
Submitted by: KGNO, Dodge City, Kans.

KGYW Farm News Report

Program includes all news of interest to farmers in the Solano-Napa County area compiled from offices of the County Agents, Dept. of Agriculture, UPI and personal contact with farmers. Bill Roberts, KGYW farm news man, handles show.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$10.
Number Available: 5 per week.
Audition Facilities: Tape.
Produced by: KGYW.
Submitted by: KGYW, Box 1112, Vallejo, Calif.

(Continued on Page 90)

RADIO AGRICULTURAL, GARDENING

(Continued from Page 89)

Farm Feature

This program follows the direct report from the U.S. Weather Bureau. It deals with the latest information of interest to farmers in northeast Nebraska.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$24 one time.
Number Available: Three per week.
Audition Facilities: E. T., Tape.
Produced by: WJAG's Farm Dept.
Submitted by: WJAG, 309 Braasch Ave., Norfolk, Nebr.

Today's Farmer

A 15-minute program 12:15-12:30 p.m., consisting of market reports, seasonal crop conditions and pertinent tips essential to good farming practice in the Mid-South. Derek Rooke is one of three farm editors on station and is a TV personality as well.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: Derek Rooke.
Distributed by: WMC.
Submitted by: WMC, Box 311, Memphis, Tenn.

WHOP Farm Hour

Farm Director Dink Embry reports on farm news from all over the area, including on-the-spot reports from the University of Kentucky, Kentucky State Fair, etc. Wherever farm news is being made, Embry is there to cover it. Livestock, tobacco, grain, produce and other reports are daily features.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WHOP.
Submitted by: WHOP, Box 539, Hopkinsville, Ky.

Listen Ladies

Presented 9:45-10 a.m. daily, Monday through Saturdays. It presents Naomi Wolf, who is well-known locally and is a member of the Welfare Board in Sussex County. She has the war mability to talk to her audience, rather than at them, in a friendly, conversational tone—and her audience loves her for it.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 3, 6 per week.
Audition Facilities: Tape.
Produced by: Naomi Wolfe.
Submitted by: WNNJ, Newton, N. J.

Five Minutes With Your County Agent

Program is designed for the farmer, as well as the home-gardener. Features the Sussex County Agricultural Agent in a five-minute talk. The topics discussed range from the care of pets, farm animals, etc., to care of crops and gardens.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: Various.
Audition Facilities: Tape.
Distributed by: WNNJ.
Submitted by: WNNJ, Newton, N. J.

Chore Time

Heard Monday through Saturday, 6-7 a.m. A combination of live and recorded music, news, farm news and weather beamed to the rural listener. Program contains daily beeper reports from farm and weather specialists.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: E. T., Tape.
Produced by: WKZO, Carl Collin.
Submitted by: WKZO, 590 W. Maple, Kalamazoo, Mich.

WSBS Farm Report

Monday through Saturday, 6:30-6:55 a.m.—weather reports designed for farmers telling haying days, spraying days, when to tap maple trees, etc. Local market reports and farm auction prices. County Agent's reports. Roundtable discussions among farmers on local problems.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Lee Quimby.
Submitted by: WSBS, Route 7, Great Barrington, Mass.

Garden Gate

Sam Caldwell, horticulture expert, gives timely tips to home gardeners, answers listeners' questions, awards "Order of the Green Thumb" and its accompanying prizes to one of the nation's outstanding home gardeners; also gives prizes for original gardening poem.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Distributed by: CBS Radio.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

RADIO AUDIENCE PARTICIPATION

Man on the Street

The program samples the view of the people on Main Street. Provides unique way of giving away sample of sponsor products, with a custom-built, informal pitch about product made in person to an individual.

Availability: Live talent.
Running Time: 10 minutes.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: Tom Jones.
Submitted by: WWKY, Box 535, Winchester, Ky.

Let's Talk It Over

News Editor, Al Cole invites listeners to phone him about anything under the sun. Three to five calls daily, mostly on civic and political subjects. No holds barred.

Running Time: 15 minutes.
Cost: On request.
Number Available: Six per week.
Submitted by: WRUN, 258 Genesee St., Utica, N. Y.

1490 Club

Not a new title, but a completely new show. Featuring telephone calls, on the air, from listeners, interviews by phone and live.

Availability: Live talent.
Running Time: 55 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Chuck Yount.
Submitted by: WKBV, West Main, Richmond, Ind.

1230 Club

Each of six non-competing sponsors receives two one-minute commercials in the course of the program. Five minutes before program close, a telephone number is selected at random and called. If the answering person can answer a question taken from one of the commercials, he gets check amounting to \$2.05 for each day since last answered.

Availability: E.T., Live talent.
Running Time: 45 minutes.
Cost: \$100 monthly each sponsor—alternate days—\$60 monthly.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: KERV.
Submitted by: KERV, Box 791, Kerrville, Texas.

Problem and Solution

Listeners telephone household problems and procure solutions for same from other listeners as well as program host. Mail inquiries are also invited. Problems continue to be discussed until a solution is procured.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E.T., Tape, Live talent.
Produced by: WITZ.
Distributed by: WITZ.
Submitted by: WITZ, Box 167, Jasper, Ind.

Phono Quiz

Audience participation show for merchandise and cash prizes. In order to be called on programs, listeners must procure "Phono Quiz" cards from sponsors. All telephone calls are

"aired." Listeners are also invited to submit questions; those questions used are awarded merchandise prizes.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape, Live talent.
Produced by: WITZ.
Distributed by: WITZ.
Submitted by: WITZ, Box 167, Jasper, Ind.

Open Line With Roger Bell

A telephone-interview show where in the listeners are invited to call in their opinions on a provocative question. Only one question per evening is used, and the listener's comments, although tape-delayed by four seconds, are actually heard over the air. Sample questions: "Are Mercy Killings Justifiable?" "Should Wives Work?" Saturday shows review all of the week's subjects. Ten p.m.-midnight, Monday-Saturday.

Availability: Live talent.
Running Time: 2 hours.
Cost: On request.
Number Available: Participation or quarter-hour segment.
Audition Facilities: Tape.
Produced by: KXOK.
Distributed by: KXOK.
Submitted by: KXOK Broadcasting Inc., Radio Park, St. Louis 13.

The Riddleman

Riddles are submitted by listeners, who call on telephone to answer riddles. Both sides of conversation are on the air. Awards go to those who answer riddles and also to those submitting riddles.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$2.25 per participation.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WLET.
Submitted by: WLET, 423 Prather Bridge Rd., Toccoa, Ga.

Party Line

Listeners telephone Party Line starting 8:30 a.m. and talk to MC, Bill Brady. Conversations are broadcast instantaneously. Discussions vary from recipe exchanges to arguments on city streets, taxes, juvenile delinquency, and questions on how to remove stains, etc.

Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week, 13-week minimum.
Audition Facilities: Tape.
Produced by: Bill Brady.
Distributed by: WPRC.
Submitted by: WPRC, Route 66, Lincoln, Ill.

Speed Quiz

A telephone quiz game in which all listeners may participate. No purchases or store visits necessary. Listener, following program intro and one-minute commercial, has 20 seconds in which to answer general information-type question. Cash prize (included in purchase price) accumulates.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$9.
Number Available: Five per day, Sunday through Saturday.
Audition Facilities: Tape.
Submitted by: KWIZ, Santa Ana, Cal.

(Continued from Page 91)

Stereo San Joaquin

Combined facilities of KPNC and KQXR-FM present twice-monthly half-hour broadcast of stereo radio with full range of program source material, using both tape and disc. Music store tie-in for promotion is point-of-purchase factor for public listening in the stores or at home. Aired Wednesday evenings at eight.

Running Time: 30 minutes.
Cost: \$175 per month (commissionable).

Number Available: Twice monthly.
Audition Facilities: Tape.
Produced by: KPNC, KQXR-FM.
Submitted by: KPNC, Bin 1709, Bakersfield, Calif.

Sunset Serenade

Quiet mood music from lush string LP's, designed to offer relaxing period at dinner time. Especially adapted for commercials with "soft sell."

Availability: Live talent.
Running Time: 15 minutes.

Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: WKBN.
Distributed by: WKBN.
Submitted by: WKBN, 3930 Sunset Blvd., Youngstown, Ohio.

The Late Show in Stereo

Program is broadcast in stereophonic fidelity, utilizing a great library of the finest stereo tapes available. Memorable tunes from the past, intermixed with wonderful show tunes. A full hour of uninterrupted music.

Availability: E.T.
Running Time: 60 minutes.
Cost: \$85 per half-hour.
Number Available: 7 per week.
Audition Facilities: Tape.
Produced by: KOIN.
Submitted by: KOIN, 140 S.W. Columbia, Portland 1, Ore.

Essays in Music

WGN-Radio presents an exciting new series of afternoon radio recitals, designed to introduce, to a wide listening audience, the outstanding young concert artists of the Chicagoland area. It is our aim to present an impressive survey of the finest of today's young talent.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live talent.
Produced by: Richard Jones, Robert Bradford.
Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

Music With Morris

Dudley Morris, a devotee of semi-classical and classical music, offers the area his comments and selections each afternoon Monday through Friday, 3:05-4 p.m.

Running Time: 55 minutes.
Cost: \$54.
Number Available: 260.
Audition Facilities: Tape.

Produced by: KGBX Radio Productions.
Submitted by: Springfield Broadcasting Co., Inc., KGBX, 605 Boonville Ave., Springfield, Mo.

Home Town Band Concert

Half-hour flight into fantasy wherein Wayne Mack originates the HTBC from a simulated setting at the Band Shell at Home Town Park. Program uses crowd noises, background sound, etc. along with recorded band music and gives such a vivid picture of "on-the-spot" broadcast that listeners call to ask directions to Home Town Park.

Availability: E.T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 weeks.
Audition Facilities: Tape.
Produced by: Wayne Mack.
Distributed by: WDOK.
Submitted by: WDOK, 1515 Euclid Ave., Cleveland, Ohio.

Your Opinion

A teenage panel show consisting of high school students from six high schools in South Dakota, Wyoming and Montana. We present new record releases to the teenage panel and ask their opinion on whether the record will become a hit and whether teenagers would purchase the record. Show is complete with judge, defense and prosecuting attorney, clerk of courts and court recorder. Now running into second year of broadcast.

Availability: Live talent.
Running Time: 60 minutes.
Cost: \$45.
Number Available: 1 per week.
Audition Facilities: Tape.
Produced by: Ralph Canary.
Distributed by: Ralph Canary.
Submitted by: KDSJ, Deadwood, S. D.

Land of Dreams

Sweet music for relaxing from 10 to midnight, after most good TV programs are off. Done in soft, relaxed style, perfect for reaching adult audience at home and in cars. Al Wiman, MC. Sold participating or in segments of five minutes to one hour.

Availability: E.T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Al Wiman, Bill Slaton.
Distributed by: The Branham Co.
Submitted by: WJQS, King Edward Hotel, Jackson, Miss.

After Hours

Weekly series devoted to the jazz world and Rhythm and Blues. Interviews with noted composers and recording artists. Background notes on the world of jazz.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Audition Facilities: Tape, Live talent.
Produced by: Bill Baker, D. Robert Scott.
Distributed by: Radio & TV Roundup Productions.
Submitted by: WHBI, 35 Warren St., Newark 2, N. J.

Adventures in Sound

Program highlights the unusual, the

interesting, and the educational, without forsaking the entertaining or enjoyable. Fine music, recorded plays, poetry and prose, biographies make this an interesting and unusual program.

Availability: E.T., Live talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: 6 weekly, September through March.
Audition Facilities: Tape.
Produced by: John Kirkwood, KBOL.
Submitted by: KBOL, Inc., Box 146, Boulder, Col.

Nite Club Music

Emanating from a famous night club comes a variety of music. Playing society to jazz music and singing.

Availability: E.T., Live talent.
Running Time: 15, 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape, Live talent.
Produced by: V.S. Becker Productions.
Distributed by: V.S. Becker Productions.
Submitted by: V.S. Becker Productions, 551 Fifth Ave., N. Y. C. 17.

Julius Walter Show

Julius presents a quarter-hour of "live music" from current ballads to great standards of years gone by. Known as "master of the keyboard."

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$55.
Number Available: 5 per week.
Audition Facilities: Tape.
Produced by: KOIN.
Submitted by: KOIN, 140 S.W. Columbia, Portland 1, Ore.

This Is Stereophony

One of 11 hour-long stereophonic broadcasts programmed each week by stations KPAM and KPFM, now in their second year of regular stereo broadcasts of classical and standard popular music.

Cost: On request.
Submitted by: Broadcasters Org. Ltd., KPAM-KPFM, Box 1230, Portland 7, Ore.

Nightline in Pittsburgh

Program stars Rex Dale, Monday through Friday, 10 p.m.-12:30 a.m. and features top musical selections in jazz, pop, swing and semi-classics. Mr. Dale also MC's fulltime Stereo program, "Stereo Studio," a segment of his "Nightline in Pittsburgh" show. News, weather, temperature and sports reports are also presented.

Availability: E.T., Live talent.
Running Time: 2½ hours.
Cost: On request.
Number Available: On request.
Audition Facilities: E.T., Tape, Live talent.
Produced by: WAMP.
Submitted by: National Broadcasting Co., WAMP, Chamber of Commerce Bldg., Pittsburgh, Pa.

Make Mine Music

Late evening music show heard 8-10 p.m. Well-rounded format of music, interspersed with news, weather and baseball scores. Show is carried seven nights per week.

Availability: Live talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Lauren Haacke.
Distributed by: KDIX.
Submitted by: KDIX, Dickinson, N. D.

Wake Up Smiling

A bright eye-opener" full of music, time checks, news, weather and gimmicks. Ad-lib commercials on request plus sound effects. Music of all kinds, Pop, Rock 'n Roll, "oldies," polkas, etc. Aired Monday through Saturday, 6:35-8:45 a.m.

Availability: Live talent.
Running Time: 2 hours.
Cost: On request.
Number Available: 6 per week.
Audition Facilities: Tape.
Produced by: Dick Sherbahn.
Submitted by: WLAN, 252 N. Queen St., Lancaster, Pa.

Organ Moods

Monday through Friday morning show with Ed Walker at the studio organ. Gets good mail response and a lot of requests.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Tape.
Submitted by: WFLA, Box 1410, Tampa, Fla.

Yesterday's Hit Parade

Program consists entirely of hits of yesteryear, 2-3 p.m., Monday through Friday.

Availability: E.T.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: KFRU.
Submitted by: KFRU, Hwy. 40 E., Columbia, Mo.

Curtain Call

A musical program of the news and music of Hollywood and Broadway, past and present. Music from the films and stage successes with current show business personalities and news. Broadcast 2-2:45 p.m.

Availability: Live talent.
Running Time: 45 minutes.
Cost: On request.
Number Available: 4 per week.
Audition Facilities: Tape.
Produced by: Dick Orkin.
Submitted by: WLAN, 252 N. Queen St., Lancaster, Pa.

Top Thirty

Conducted by Nick Stemler 6-9 a.m. He plays the top tunes of the day, adds chatter about the platters, personalities and what have you. Builds up a good show with lots of music, news, weather and general information of interest to the early-morning audience.

Availability: E.T.
Running Time: Various.
Cost: Participation only.
Number Available: On request.
Audition Facilities: Tape.
Distributed by: WWTB.
Submitted by: Tison Broadcasting Co., WWTB, 113 E. La Fayette St., Tampa 2, Fla.

RADIO MUSICAL

Music for Milady

Runs for two hours in the morning. Features music for the women only, news for women, Hollywood news, announcement of the new babies from all Enid hospitals. Station sends a red rose to all new mothers. Announcement of weddings and anniversaries. Wedding and anniversary gifts to all couples whose announcements is given on program.

Availability: E.T., Live talent.
Running Time: 2 hours.

Cost: On request.
Number Available: 5 per week.
Audition Facilities: E.T., Tape.
Produced by: Marvin Livingston.
Distributed by: KCRC.
Submitted by: KCRC, Box 952, Enid, Okla.

Cloud 9

A program of music late at night with special effects used heavily, such as harps and echo chambers. Particular feature of the program is the "Who are you? What are you doing?" letters from listeners.

Availability: E.T., Live talent.
Running Time: 60 minutes.

Cost: On request.
Number Available: Various.
Audition Facilities: E.T., Tape.
Produced by: KRIO.
Submitted by: KRIO, 500 E. Beaumont, McAllen, Texas.

Intermission

A program of classical, Pop concert and semi-classical music heard every week night. Written and produced by KRIO. Strict copy limitations are observed. Printed copies of music to be heard mailed each month.

Availability: Live talent.
Running Time: 2 hours.
Cost: On request.
Number Available: On request.
Audition Facilities: E.T., Tape, Live talent.

Produced by: KRIO.
Submitted by: KRIO, 500 E. Beaumont, McAllen, Texas.

The Milton Cross Show

Consists of symphonies, ballets, and a complete balance of classical and lighter music, with Milton Cross as host and commentator. The program is heard three hours a night, six nights a week.

Availability: Tape.
Running Time: 3 hours.
Cost: \$800.

Number Available: 240.
Audition Facilities: Tape.
Produced by: Ira Marion.
Submitted by: WCRB-AM-FM, Boston 54, Mass.

Ballads by Ballard

Romantic and light philosophical poetry and prose, backed by appropriate mood music, with the voice of Dave Ballard. "Ballads by Ballard" have been recorded on the MGM, Skylark, and Decca labels.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$12 one time rate.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Dave Ballard.

Distributed by: Dave Ballard.
Submitted by: KTX, 101 Bellevue Ave., N., Seattle 2, Wash.

Shopper's Special

"Shopper's Special" is designed for morning radio listeners. Only records that have hit a million in sales or are old standards are featured. Show is interspersed with time and temperature.

Availability: E.T., Live talent.
Running Time: 2 hours.
Cost: On request.

Audition Facilities: Tape.
Produced by: Hunt Cunningham.
Submitted by: Dixie Radio, Inc., WDI.P, Box 519, Panama City, Fla.

Sound of Jazz, '58

Saturday jazz show. 4:15-5:15 p.m. All types, with program notes.

Availability: E.T., Live talent.

Running Time: 60 minutes.
Cost: \$40 less 25 per cent regional.
Number Available: 1 per week.
Audition Facilities: E.T., Tape, Live talent.
Produced by: William A. Hoftzyer.
Submitted by: KBAM, Box 31, Longview, Wash.

950 Club

Featuring "Music in Three Dimensions—past, present and future." Each artist is featured for 15 minutes (segment includes his or her records of the past, present, and future. Appeals to adult listeners.

Availability: E.T., Live talent.
Running Time: Every day, all day long.
Cost: On request.
Number Available: Daily.
Audition Facilities: E.T., Tape.
Produced by: Stan Richards.
Distributed by: Headley-Reed Co.
Submitted by: WORL, 705 Beacon St., Boston 15, Mass.

Opera for You

Host William H. Wells interviews operatic stars and personalities. Selections from operas as well as, when time permits, complete operatic performances. Guests have included Inge Borkh, Eleanor Steber, Leonard Warren, Samuel Barber.

Availability: E. T.
Running Time: 60 minutes.
Cost: \$120.

Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: WBAI-FM.
Distributed by: WBAI-FM.
Submitted by: WBAI-FM, 2 E. 61st St., N. Y. C. 21.

Let Freedom Ring

Here are 12 shows that keep the rich heritage of America alive. Scripts for the major patriotic holidays of the year, featuring stirring band music, inspiring sacred songs and ever-appealing popular classics that truly paint a musical portrait of the American scene.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$49.50.
Number Available: 12.

Audition Facilities: E. T.
Produced by: SESAC Inc.
Distributed by: SESAC Inc.
Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

(Continued on Page 94)

the Buyers Guide for Best "Buys"!

6 to 60.....

Sell'em All

with

RADIO RAHALL

Colorful news reporting by outstanding personalities, plus music for every mood . . . is the reason Rahall Stations appeal to every age group . . . 6 to 60. And you get the lowest cost-per-thousand impressions with Radio Rahall.



Again #1 Hooper, morning and afternoon, April and May, in the fast growing Allentown, Bethlehem, Lehigh Valley market.



5000 watts, top Pulse in the Manchester, Concord Nashua areas. Hard-selling personalities on the morning show 5 to 10 a.m.



5000 watts. First with local news on the west coast of Florida. Top personality station in the fast growing Tampa - St. Petersburg markets.



Morning, noon and night, #1 on Hooper in the rich soft coal fields. Sell your products on the top-rated morning show 5 to 9:45 a.m.



Top Pulse station in the ultra-rich Montgomery County and Philadelphia fringe area. Inquire about avails on the morning show 6 to 9 a.m.

sold nationally thru
WEED & CO.

Joe Rahall, President

"Oggie" Davies, Gen. Manager

RADIO MUSICAL

(Continued from Page 93)

Funtime

A sparkling combination of two complete dance packages. A sponsor-appealing and sales-stimulating combination of polka and square dance music at its rollicking best. Twenty-six quarter-hour shows each of "Polka Party" and "Swing Your Partner."

Availability: E. T.

Running Time: 15 minutes.

Cost: \$75.

Number Available: 52.

Audition Facilities: E. T.

Produced by: SESAC Inc.

Distributed by: SESAC Inc.

Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

2,000 Years of Music

Leonard Altman describes the development of music from early times to the present. Each program is complete in itself and traces a certain period of musical history through playing representative works by the well-known composers of that day.

Availability: Live talent, tape.

Running Time: One hour.

Cost: On request.

Audition Facilities: Tape, live talent.

Produced by: Concert Network.

Submitted by: Concert Network

(WNCN, New York; WBCN, Boston; WHCN, Hartford; WXCN, Providence), 28 W. 44th St., N. Y. C. 36.

Music We Remember

A concert hall of treasured music that lives on in the listener's repertory of familiar compositions. Memorable

melodies enhanced by significant background continuity, featuring the music of Alfredo Antonini and His Orchestra, the Symphonic "Pops" Orchestra, the Philharmonic Orchestra and many other favorites.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Audition Facilities: E. T.

Produced by: SESAC Inc.

Distributed by: SESAC Inc.

Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

The Best in Music

Two hours of music most loved throughout the U. S.; popular and semi-classical. Vocalists Stuart Foster, Louise O'Brien with Alfredo Antonini's Orchestra and special guest singers and instrumental artists.

Running Time: Two hours.

Cost: On request.

Number Available: On request.

Produced by: Bruno Zirato, Jr.

Distributed by: CBS Radio.

Submitted by: CBS, 485 Madison Ave., N. Y. C. 22.

Christmas Package

A sparkling package of complete programs for the Christmas season, filled with hymns and carols, children's delights and heartwarming melodic tributes to capture your holiday audiences. The best in religious and secular music and Yuletide storytelling.

Availability: E. T.

Running Time: 15, 30 minutes.

Cost: \$49.50.

Number Available: 12.

Audition Facilities: E. T.

Produced by: SESAC Inc.

Distributed by: SESAC Inc.

Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

Polka Party

We're having a party that features a melting pot of melodies to suit all musical tastes. It's pleasant, listenable, danceable music with that vigorous "heel and toe" effect in such popular dance rhythms as mazurkas, waltzes, rheinlanders, obereks and other polka-flavored steps.

Availability: E. T.

Running Time: 15 minutes.

Cost: \$49.50.

Number Available: 26.

Audition Facilities: E. T.

Produced by: SESAC Inc.

Distributed by: SESAC Inc.

Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

The Scope of Jazz

Noted jazz authorities Nat Hentoff and Gunther Schuller in a discussion series, with a large number of musical selections, and with guests. Concerns the scope and form of modern jazz.

Availability: E. T.

Running Time: 60 minutes.

Cost: \$120.

Number Available: Unlimited.

Audition Facilities: Tape.

Produced by: WBAI-FM.

Distributed by: WBAI-FM.

Submitted by: WBAI-FM, 2 E. 61st St., N. Y. C. 21.

Ballad 'N Bounce

Variety is the keynote of this lively dance party that combines the stylings of large orchestras, small jazz combos and refreshing vocals into a satisfying, well-balanced listening habit. It's the smooth and mellow, jazz and jump, the blues and bequine—the best in music presented by such top-notch names as Richard Hayman, Betty Madigan, Dick Jacobs, Don Redman, Jose Melis, Coleman Hawkins, Buddy Weed, Joe Venuti and other star attractions.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Audition Facilities: E. T.

Produced by: SESAC Inc.

Distributed by: SESAC Inc.

Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

Opening Night

Discographer Miles Kreuger and his collection of Broadway original cast recordings going back to the turn of the century. Mostly music, with some commentary on the circumstances surrounding most of the opening night performances we hear.

Availability: Live talent.

Running Time: 60 minutes.

Cost: \$120.

Number Available: Unlimited.

Audition Facilities: Tape.

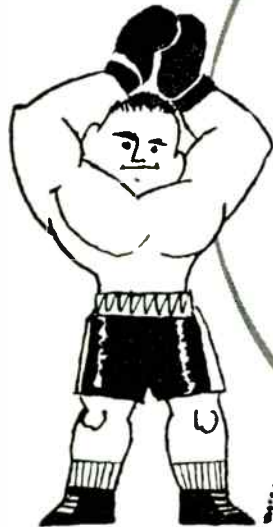
Produced by: WBAI-FM.

Distributed by: WBAI-FM.

Submitted by: WBAI-FM, 2 E. 61st St., N. Y. C. 21.

(Continued on Page 107)

WTAC RADIO DOMINATES!



FLINT, MICHIGAN

1st in the Market

All day average 42.6—Nearest competitor 16.0 (Hooper)
340 out of 360—¼ hours 1st.—20—¼ hours. 2nd. (Pulse)
See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founder's group of Stations,
including KPOA, Honolulu; WFBL, Syracuse,
New York; WSMB New Orleans, Louisiana;
KTVR-TV, Denver, Colorado

OFFICIAL FILMS... PIONEER IN BRITISH TV FILM PRODUCTION

By **HAROLD HACKETT**
Chairman of the Board
Official Films, Inc.

THE rise of TV film production in England during the past four years has been rapid and remunerative, and the pioneering efforts of Official Films, Inc. in its development have brought appropriate returns.

Participation in the development of the British TV industry has been vital to American firms for two different reasons.

First, the expansion of British TV provided a great new market for our American film product.

But the door to this market was not thrown wide open immediately. To protect the future of British industry and labor, a quota limitation of 20 per cent was imposed on the amount of foreign-made film which could be programmed on British TV schedules. But with the tremendous backlog supply of American film available greatly exceeding the demand, price levels were naturally depressed by the limited market.

The need for film, however, was acute, since the British advertising dollar was not abundant enough to support production costs of live programming.

OFI GOES BRITISH

To cope with this situation, Official Films, Inc. became a part of the British production scene, making film there which as British product fell outside the 20 per cent restriction.

Another factor, frankly, was the low production cost in Britain. (This cost, by the way, has spiralled in the past four years, in a pattern similar to that in the United States, and is expected to continue.)

Once established, Official Films, Inc. contracted a distribution

(Continued on Page 96)



H. H. HACKETT,
CHAIRMAN OF THE BOARD,
OFFICIAL FILMS, INC.

OFFICIAL FILMS . . . PIONEER IN BRITISH TV FILM PRODUCTION

(Continued from Page 95)

agreement with the London firm, Incorporated Television Programme Co., Ltd., under which Official Films British produced programming would be purchased at an advantageous price per film. This compares very favorably with the low return realized in the sale of American-produced TV film.

In addition, the sale of our British-produced film in Canada and Australia brings another substantial return, so that the British Commonwealth provides a 40 per cent write-off before distribution of the films in the United States and other TV areas of the world.

Over a three-and-a-half-year period, Official Films has produced 305 films in Great Britain, and has a gross sale of \$2.5 million from the British Commonwealth alone.

The first series produced was "Colonel March of Scotland Yard," on which shooting began at the end of 1953. The location was obviously an important factor since the facilities and background were authentic and available. The cost, too, was favorable, about half what it would be today.

"The Buccaneers," a 39-episode series was also produced in England as a result of unusually favorable circumstances. The idea of a series based on stories of piracy during the days of the Spanish Main had long been an ambition of mine. It happened that the "Moby Dick" feature film company, which had filmed much of the picture in England, had available a 140-foot whaling ship and the miniature reproductions necessary for close-up action photography. We were able to purchase these at a great saving and with

an additional modest expenditure we adapted the whaler to assume six different forms, ranging from a Spanish galleon to a frigate. With all possible economy the equivalent film today would cost more than half again as much.

Thirty "Sir Lancelot" films were also made in England, based on the King Arthur legends of the eighth century.

Neither of these series had the advantage of star names known in the U.S., since British actors were used for all roles. However, though star names are an important "plus," the success of a costume drama does not depend on them.

Starts New Trend

The "Robin Hood" series, produced in 1954, started the trend to costume-adventure stories in TV film programming.

"Robin Hood" will live forever, it is timeless. Its theme is unique in that it carries a tremendous moral lesson with universal appeal which makes it a perennial drawing card in entertainment. It has the further advantage of an internationally famous star name, Richard Greene.

The series has been sold in all the British TV countries, in Central and South America, in Japan, Italy, Norway and the U.S.A.

Ample Facilities

The Official Films British product is made at a Walton-on-the-Thames studio in which the firm owns a 25 per cent interest. The remaining 75 per cent interest is held by Sapphire Films,

a British firm totally owned by Hannah Weinstein. She maintains a production staff to handle the films and can be considered in the "young genius" category as a film producer, with "Robin Hood," "Buccaneers," and "Sir Lancelot" to her credit.

Official Films also produced a series in Amsterdam, Holland, called "Secret File." This is a spy series which called for wide-spread international backgrounds. Amsterdam was ideal for this, since the city has a universal air about it. There are locations in it which could be scenes in any other European city. Amsterdam also has a good studio for shooting interiors, the Cinetone facilities, though unfortunately the acting and directing ability available is not always of the highest quality.

More To Come

Official Films' current production schedule in England includes a series based on H. G. Wells' "The Invisible Man." To make this idea palatable for TV, the concept of a man becoming invisible has been lifted from the horror category and given a comedy-mystery aspect. The program has been sold to CBS-TV for network showing in the 1958-59 season. The pilot film for this series cost a pretty penny, since the budget had to include special effects, optical illusions and other unique production techniques to give the show its unusual flavor.

For the future, Official Films plans to continue to participate in British TV film production of many subjects which logically should be produced there in order to take advantage of authentic locations and backgrounds.

3 smash years on network... returned for a 4th year!

RICHARD GREENE

plays

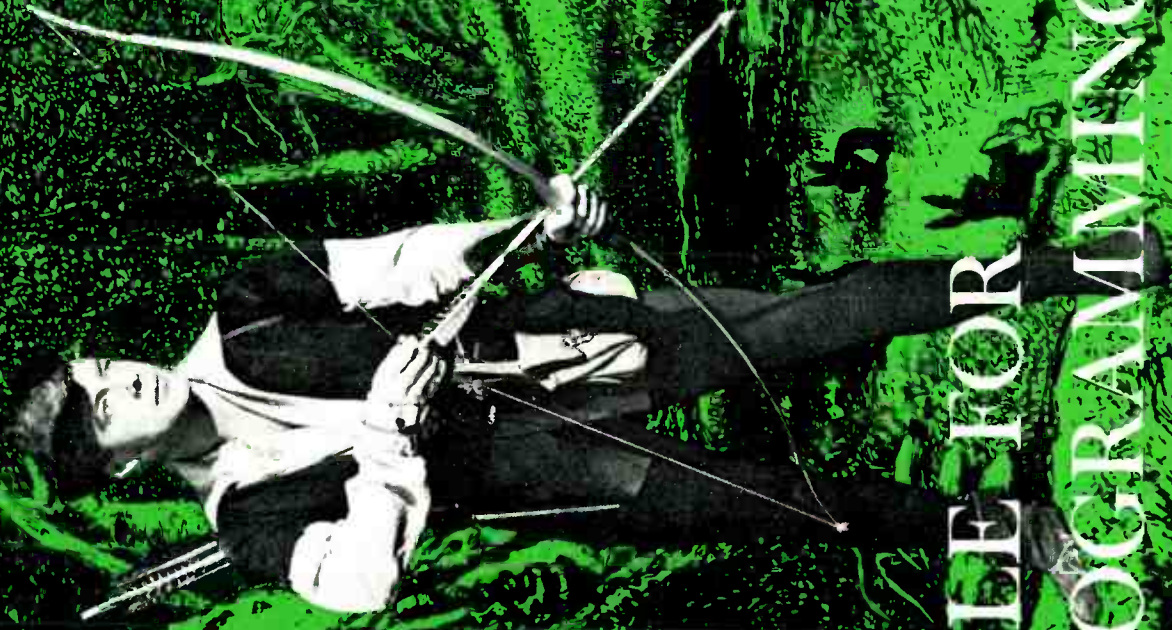
ROBINHOOD

in 'THE ADVENTURES

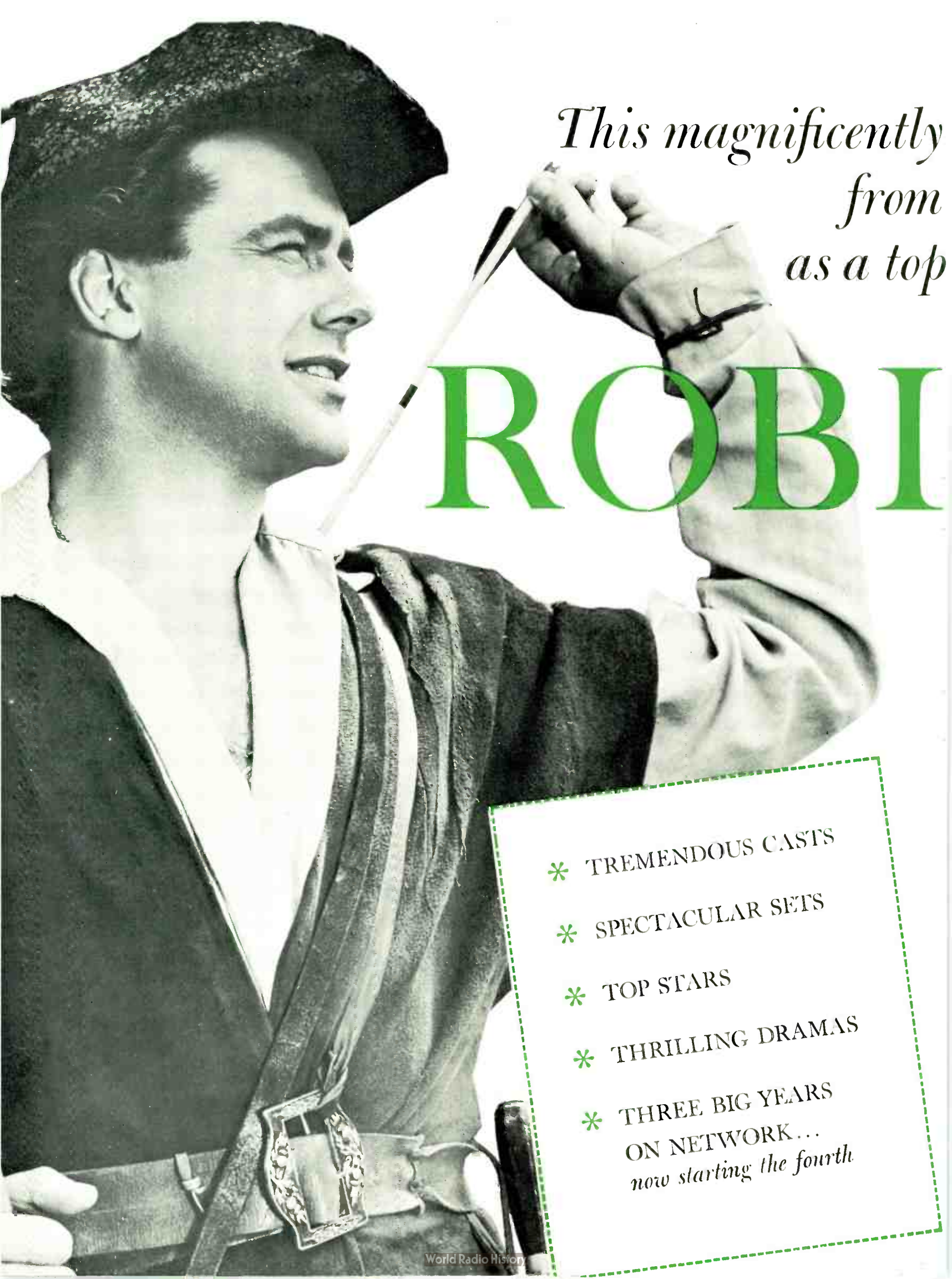
IN

SHERWOOD

FOREST'



NOW AVAILABLE FOR
STRIP PROGRAMMING!



*This magnificently
from
as a top*

ROBI

- * TREMENDOUS CASTS
- * SPECTACULAR SETS
- * TOP STARS
- * THRILLING DRAMAS
- * THREE BIG YEARS
ON NETWORK...
now starting the fourth

*filmed library of adventures
Official Films...available to you now
-rating, family-appeal show-case!*

IN HOOD

America's No. 1 Hero and his merry band have become real to millions of families. His thrilling exploits . . . daring adventure, blended with a struggle toward an ideal . . . have earned the praise of teachers and educators.

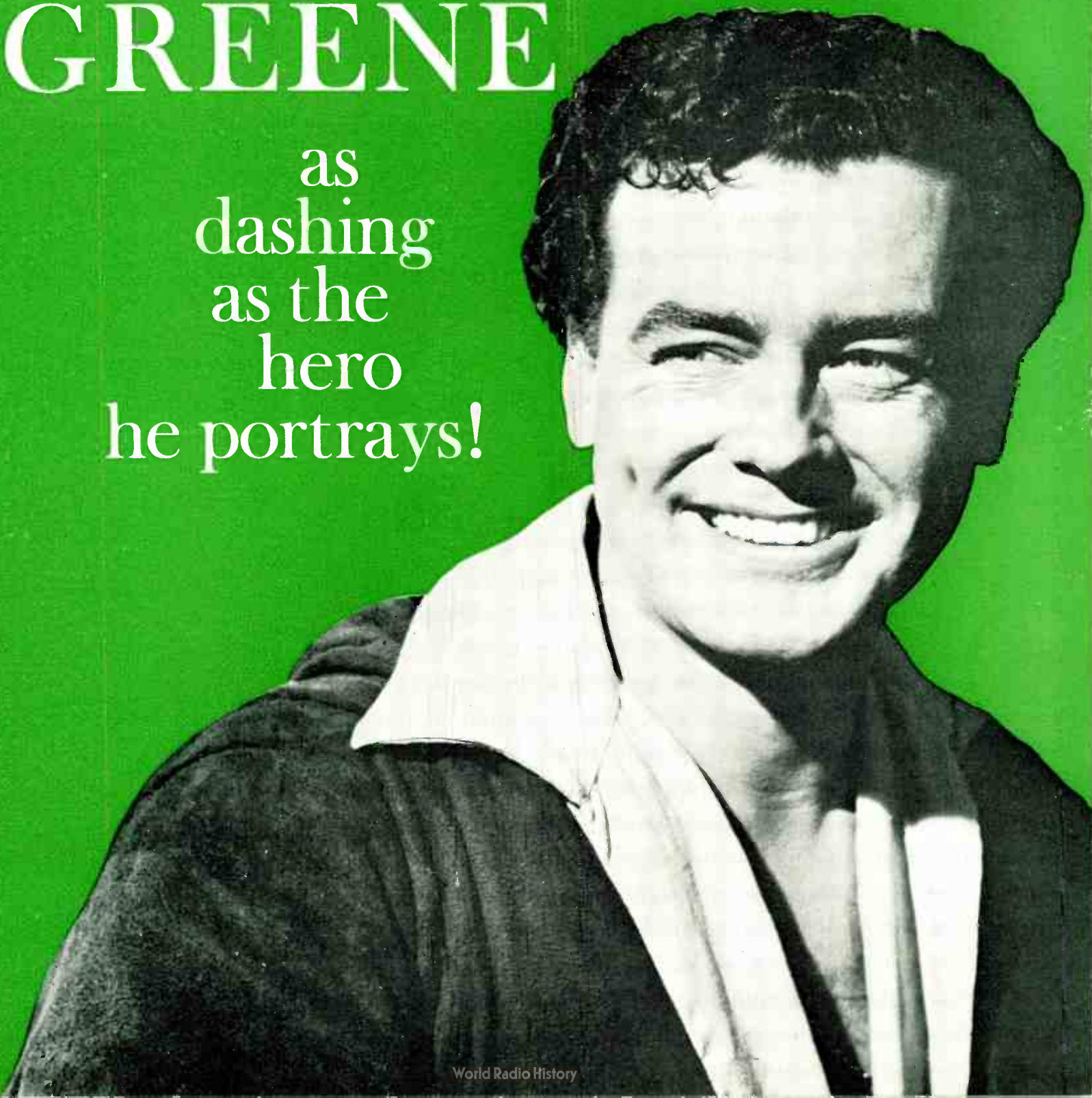
**NOW YOU CAN CASH IN ON
AN ESTABLISHED SUCCESS...**

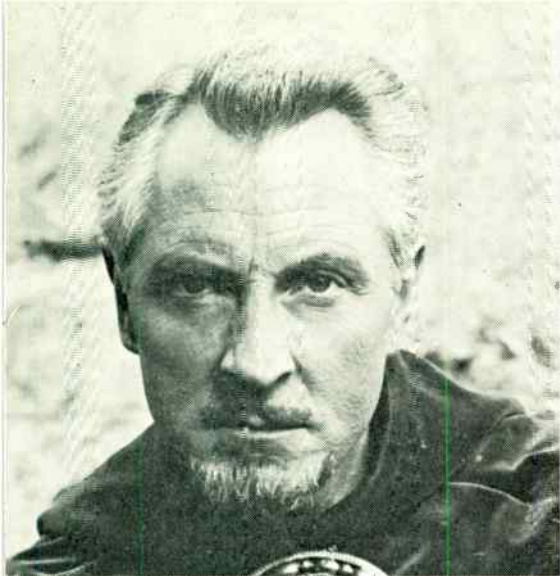
The consistently high ratings and prestige standing of "The Adventures in Sherwood Forest" give you a hot-selling vehicle for every kind of product . . . for every member of the family.

*world-famous
stage and screen
star*

RICHARD GREENE

as
dashing
as the
hero
he portrays!





AND A FABULOUS
CAST OF STARS
TO MATCH THE
EXCITEMENT
OF ROBIN HOOD'S
ADVENTURES

ALAN WHEATLEY as the *Sheriff of Nottingham*

ARCHIE DUNCAN as *Little John*

BERNADETTE O'FARRELL as *Maid Marian*

ALEXANDER GAUGE as *Friar Tuck*

...realistic background

...dramatic action

...high suspense!





the
critics
say

“BULLSEYE”

The artistic and dramatic success of “The Adventures in Sherwood Forest” is established!

N. Y. TIMES: “Settings were handsome, supporting cast impressive . . . just about everything connected with Robin Hood is first rate!”

BILLBOARD: “The rapid rise of the Robin Hood series has been the talk of the trade. The debut drew a 22.7 Nielsen, and it has been climbing relentlessly ever since.”

N. Y. DAILY NEWS: “The answer to those who have been crying for entertaining quality shows for youngsters!”

VARIETY: “The Richard Greene starrer should attract a sizeable chunk of the moppet (and for that matter, the adult) audience.”

N. Y. TRIBUNE: “Score a bullseye for Greene in his Robin Hood role!”

TV GUIDE: “With be-dimpled film star Richard Greene as the Sherwood Forest counterpart of gun-totin’ Gene Autry or Roy Rogers, Robin Hood lures some 32 million viewers each week . . . not all kids, either!”

REDBOOK: “The exploits of Robin Hood and his band have all the exciting elements of cops and robbers, plus enough sly British wit to amuse parents who may be pecking over small shoulders.”

DENVER POST: “The series seems to have all the ingredients . . . action, suspense and story.”

1

NUMBER
RATINGS
in city
after city!

CITY	NUMBER OF STATIONS	SHARE OF AUDIENCE	CITY	NUMBER OF STATIONS	SHARE OF AUDIENCE
Birmingham	2	65.3%	Los Angeles	7	44.0%
Boston	3	67.3%	Miami-Ft. Lauderdale	3	64.7%
Buffalo	3	70.8%	New York	7	42.9%
Charleston-Huntington	3	70.9%	Norfolk	2	81.2%
Colorado Springs	2	63.6%	Philadelphia	4	57.6%
Dayton	3	67.8%	Providence	2	72.8%
Duluth-Superior	2	75.1%	Rochester	2	69.6%
Jacksonville	2	92.3%	San Antonio	3	61.5%

Robin Hood has consistently outrated every kind of competition in its time spot—and has achieved top national ratings: 39.1, 38.1, 37.2 NIELSON
JUST LOOK AT THE RECORD!

ROBIN HOOD COMES ALIVE

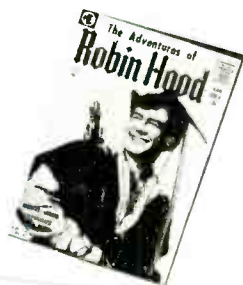
to become your
most powerful
salesman!

- * His Universal appeal — reaching every member of the family!
- * A built-in following — proven by three top years on network!
- * Same sponsors for three years — and their sensational sales records show why!



ROBIN HOOD OFFERS PROMOTIONS UNLIMITED

Over \$2 million in merchandising sales, with 33 licensed manufacturers offering Robin Hood products for premiums, contests and give-aways.



"THE ADVENTURES IN SHERWOOD FOREST"

starring RICHARD GREENE

as ROBIN HOOD

is the buy of the year!

Produced by Sapphire Films, Ltd.

OFFICIAL FILMS, INC.

25 West 45th Street, New York 36, N. Y. • PLaza 7-0100



F

REPRESENTATIVES:

ATLANTA / Jackson 2-4878
BEVERLY HILLS / Crestview 6-3528
CHICAGO / Dearborn 2-5246
CINCINNATI / Cherry 1-4088
DALLAS / Emerson 8-7467
FAVETTEVILLE / Hillcrest 2-5485
FT. LAUDERDALE / Logan 6-1981
MINNEAPOLIS / Walnut 2-2743
SAN FRANCISCO / Juniper 5-3313
ST. LOUIS / Yorktown 5-9231



QUALITY PLUS QUANTITY

... The Success Secret of Strip-Programming

By RAYMOND JUNKIN

Vice President in Charge of Sales

Official Films, Inc.



THE idea of strip programming syndicated TV films is certainly far from new. It had been tested spasmodically over a period of years before Official Films Inc. suddenly put it on a paying basis by offering a number of high quality filmed series with enough episodes to make the plan feasible and profitable on a continuing basis.

Both quality and quantity are of paramount importance in considering a series for stripping. Quality, of course, assures a station manager the advantage of offering an accepted, pre-sold show, with a definite following developed through network viewing and publicity, at a cost far below what a comparable program would cost him live, or first-run on film.

Quantity assures him an ample number of episodes in any given series to avoid too frequent repetition and consequent falling off of interest. Between 100 and 150 has been found to be the ideal number. Beyond 150, the cost can become prohibitive. Under 100, repeats must start too soon, and much of the original advantage of a top-rated program is lost after a time.

Strip vs. Soap Opera

Although the basic concept of strip programming is similar to that of the airing of soap operas, five days a week, syndicated film is far superior in quality, if for no other reason than basic economics. Whereas soap operas must be produced on a moderate budget of a few thousands an episode, the syndicated film, produced originally for nighttime network airing, can afford budgets of five or six times as much. Naturally this makes possible a much better show, at a much more advantageous rate.

Boon to All

From the station manager's viewpoint, strip programming has proved the successful means of filling the void caused by the difficulty of maintaining a satisfactory level of local live programs. Outside of large metropolitan areas, let's face it, suitable talent just is not available on a local level, with the exception of personalities for news, weather, sports and children's shows. In the early days of TV, stations attempted to program locally, but found the quality level could not keep up to that of network produc-

tions or syndicated shows. Strip programming overcame this problem. It enables the individual station to offer an important sponsor a program of network quality and proved appeal at a local price.

To sales representatives of local stations strip programming is a boon as well, since all they are obliged to do is sell the sponsor on the individual station and time period involved. The program, with its record of network success, is soundly pre-sold.

Sponsors, too, enjoy a great plus value from strip schedules. In addition to getting finest network-quality programs at lowest local prices, they can achieve nationwide uniformity in the presentation of their personality and message by participating in the same show over a wide area. By purchasing spots on a five-day basis, they gain identification with the particular series over a long period.

The Blue Chips Are Down

The roster of big-budget advertisers who have bought into such properties as "My Little Margie" bear witness to the pay-out value of OF's Strip Programming deal. It includes such know-the-score sponsors as Procter & Gamble, Lever Brothers, Pillsbury, Warner-Lambert, Best Foods Co., International Latex, Sealtest Division of National Dairy Products, Gillette Co., Pepsi Cola, B. T. Babbitt, Scott Paper, Welch Grape Juice, Miles Laboratories, American Home Products, Hazel Bishop, Bon Ami, and many more.

The rating picture bears out the judgment of these astute advertisers. For instance, the "Trouble With Father" series (aired on network as "The Stu Erwin Show") drew the following ratings in strip scheduling:

	ARB Ratings	
	Average	Cumulative
WSB-TV, ATLANTA	11.3	29.3
WGN-TV, CHICAGO	5.2	11.9
WISH-TV, INDIANAPOLIS ..	10.3	22.1

Ratings for "My Little Margie" were:

	ARB Ratings	
	Average	Cumulative
KPHO-TV, PHOENIX	8.8	18.5
WCBS-TV, NEW YORK	4.1	
KGW-TV, PORTLAND, ORE...	5.6	14.3
WEWS-TV, CLEVELAND	5.9	13.9

Pinpoint Timing

Another important advantage of strip programming is the opportunity to schedule it at the most suitable time for reaching the desired local audience. For instance, in programming "American Legend" (formerly "DuPont Cavalcade") many stations have found it particularly adaptable to the late afternoon period, 4:30 to 5 P.M. The series, giving a dramatic presentation of authentic historical material, touches both the younger audience and adults who may be watching at that time of day.

"Robin Hood"—Double Value

Great enthusiasm has been evidenced for our new series now going into syndication, "Adventure in Sherwood Forest" (seen on network as "Robin Hood"). This delightful adventure series, in addition to its three most successful years on network, will derive interest and publicity from the fact that it is currently to be shown for the fourth year as "Robin Hood" over WCBS-TV. Only restrictions on the syndicated showings require that the program not be aired locally on the same day the network programs it, and that there be no product conflict in sponsorship.

This program has brought numerous requests from Blue Chip sponsors for regional sponsorship purchases, but Official Films prefers selling to individual stations. However, we will work out a regional arrangement for a sponsor interested in such a deal.

The "Robin Hood" series was made for an adult audience, but of course has a great appeal for younger groups as well. The ideal time for showing this program seems to be between 4 and 7 P.M. Announcement of availability of the program for syndicated showing resulted in immediate sales to 10 major markets, for a gross of over \$1 million.

We think strip programming is here to stay!

QUALITY TV FILM IS NEEDED

... For Special Requirements of Sponsors, Time Periods

By SEYMOUR REED

Executive Vice President-Treasurer, Official Films, Inc.



AS the member of the firm whose history goes back over eight years ago to the days of home movies, I have been in television from its earliest days and watched our original network sales of MY HERO, TERRY AND THE PIRATES and the making of the FOUR STAR PLAYHOUSE pilot, from which the series was sold. There has been a tremendous expansion of television since those early days.

Having watched the syndication field closely, it recently appeared to me that there was a crying need of local stations for quality TV film to meet the special requirements of a specific time period or individual sponsor. Consequently, a new Custom Programming Plan was recently launched by Official Films, under my supervision. In the two months of its operation the Plan has met with conspicuous success. Interestingly enough, the outstanding leader of our Custom Programming Plan has been the 153 FOUR STAR PLAYHOUSE films, which we have re-titled STAR PERFORMANCE. Realistically, this is a very natural thing to have happened as it has been an outstanding success rating-wise in syndication. Programming-wise it is ideal as a series or may be grouped into individual series starring Charles Boyer, Dick Powell and David Niven, as each of these stars appears in over thirty of the films. It is also used as a strip program on a weekly basis; as an anthology or a series on a particular theme—(drama, comedy, adventure). This unusual flexibility has proven a boon to a variety of sponsors.

Esso Success

Typical of the success of this topnotch series is Esso's sponsor-



STAR PERFORMANCE

ship of the program on a wide regional basis under the title of "Esso Golden Playhouse." This particular showing of the series has drawn a 47.7 ARB with an 82.9 per cent share of audience. Aired in a Tues-

day, 9:30 P.M. period as "Star Performance," the program draws a 20.1 ARB with a 34 per cent share of audience.

WCSH-TV, Charleston - Huntington, West Virginia, aired the series



MY HERO starring Robert Cummings

in the Saturday, 7 P.M. period. It drew an ARB of 22.9, a 50.2 per cent share of audience, with 35% men, 28% women, 37% children.



ROCKY JONES-SPACE RANGER—attuned to the excited interest in current developments in space science.



WILLY—a comedy program starring June Havoc as a lady attorney.

In Memphis, Tennessee, showing in the 9:30 P.M. time period on Saturdays on WREC-TV, the "Esso Golden Theatre" films drew an ARB of 19.8, a share of audience of 45.8



THE ADVENTURES OF THE SCARLET PIMPERNEL

per cent, with an audience composition of 36% men, 47% women, 17% children.

WDAU-TV, serving the Scranton-Wilkes Barre area in Pennsylvania, showed the series on Tuesdays at 10:30 P.M. The results were a 19.8 ARB, a 45.6 per cent share of audience, and an audience composition



"FOREIGN INTRIGUE"—now available in 3 separate series: "Overseas Adventure," starring James Daly; "Dateline Europe," starring Jerome Thor; "Cross Current," starring Gerald Mohr.



THE STAR AND THE STORY—produced expressly for syndication; starring David Niven, Charles Coburn, Teresa Wright, and many other top-flight performers.

of 32% men, 59% women, 9% children.

Another series which Official Films made is MY HERO, with which I personally spent time on the set. This series stars Robert Cummings.

The Plan has offered tremendous flexibility to overcome the many special problems which crop up in every station's scheduling, and



THE HUNTER—thrilling series of intrigue, suspense and romance, starring Barry Nelson and Keith Larsen.

therefore, required special personnel to work with the individual stations. We, therefore, selected Miss Sherlee Barish, who has spent many years working in the field with stations, to be primarily concerned



COLONEL MARCH OF SCOTLAND YARD—adventure series starring Boris Karloff.

with tailoring this Plan to the needs of an individual station.

Additional outstandingly successful series offered under the Plan are:

ROCKY JONES-SPACE RANGER, WILLY, THE ADVENTURES OF THE SCARLETT PIMPERNEL, FOREIGN INTRIGUE, THE STAR AND THE STORY, COLONEL MARCH OF SCOTLAND YARD, AND THE HUNTER.

We feel that our Custom Programming Plan will answer many station and sponsor problems with proven film properties.

RADIO MUSICAL

(Continued from Page 94)

guest artists from the world of modern music as: Stan Freeman, Lou Stein, Will Bradley, the Elliot Lawrence Septet, the Eddie Safranski Orchestra, Skitch Henderson and many others.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.

Number Available: 260.
Audition Facilities: E. T.
Produced by: SESAC Inc.
Distributed by: SESAC Inc.
Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

Wednesday Night Opera

A full evening of the world's great music, presenting complete, recorded versions of traditional and modern opera. The host will conduct live interviews between the acts with famous operatic personalities.

Availability: Live talent, tape.
Running Time: Three hours.
Cost: On request.

Audition Facilities: Live talent, tape.
Produced by: Concert Network.
Submitted by: Concert Network (WNCN, New York; WBCN, Boston; WHCN, Hartford; WXCN, Providence), 28 W. 44th St., N. Y. C. 36.

Fiesta Time

Time for a fiesta! A pulsating, care-free spirit from South of the Border. Latin melodies performed in the authentic styles and rhythms of their native countries. The Havana Dance, Pan-American and Fiesta Dance Orchestras are among the South American groups that introduce you to the captivating beats of the Spanish dance.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26
Audition Facilities: E. T.
Produced by: SESAC Inc.
Distributed by: SESAC Inc.
Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

Wheel of Chance

The nation's newest tunes and newest heart-throb sensation—Christopher Hersey—with prizes won by the listening audience.

Running Time: 25 minutes.
Cost: On request.
Number Available: One per week.

Produced by: Wes McWain.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

I Remember When

Paul Whiteman, The Dean of American Pop Music, reminisces about the great tunes and personalities of show business. "Pops" personally introduces over 150 exclusive new high fidelity recordings of America's favorite music.

Availability: E. T.
Running Time: 30 minutes.
Number Available: One weekly, unlimited.

Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Bandstand, U.S.A.

Jazz festival. Hot and cool jazz at its greatest—live, from famed jazz niteries along the nation's East Coast, with genial Guy Wallace as host and escort.

Running Time: 100 minutes.
Cost: On request.
Distributed by: SESAC Inc.
Submitted by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

Magic Holiday

Settle back in your easy chair and travel to the far corners of the world with only your imagination as a passport. Your travel guide aboard the magic carpet of melody describes the picturesque lands as top-name orchestras provide an exciting and enchanting musical interpretation of the places you visit.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Audition Facilities: E. T.
Produced by: SESAC Inc.
Distributed by: SESAC Inc., The Coliseum Tower, N. Y. C. 19.

The Hour of Charm

Starring a unique orchestral assemblage led by Phil Spitalny, the orchestra's originator, the all-girl orchestra plays everybody's favorites and stars the well-known Evelyn and her Magic Violin.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: One weekly, continuous.

Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Aspects of Music

Fine music program of universal appeal. New records, unusual and seldom-heard works and composers. Live interviews with outstanding personalities from the music world, and informative comments on the works presented.

Availability: Live talent, tape.
Running Time: 1½ hrs.
Cost: On request.
Audition Facilities: Live talent, tape.
Produced by: Concert Network.
Submitted by: Concert Network (WNCN, New York; WBCN, Boston; WHCN, Hartford; WXCN, Providence), 28 W. 44th St., N. Y. C. 36.

Here Comes The Band

The blare of horns, the resounding "boom" of the bass drum, and the pretty majorettes are the signals for the rousing beat of "Here Comes the Band." A lively quarter hour of marches, concert band numbers and novelties played with the matchless pep and perfection of the National Symphonic Band, the All-American Band and the famous Karl King Band.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: SESAC Inc.

KBIS

1000 watts — 970 KC

*Serving Bakersfield, California,
and the Southern San Joaquin Valley*

KBVM

1000 watts — 1380 KC

*Serving Lancaster, California,
and Antelope Valley*

Modern Music-and-News Format
Proven Leadership in Audience
Cost-Per-Thousand Efficiency
Point-of-Sale Merchandising

Now Represented Nationally By —

WEED RADIO CORPORATION

New York Chicago Detroit Des Moines Atlanta Dallas Boston San Francisco Los Angeles

RADIO DISC JOCKEY

Club 800

Monday through Friday, 2-4:30 p.m. Emceed by George Marshall who invites listeners to become members of the Club. Members are remembered on their birthday with special birthday cards; gifts awarded members daily on a "picked-at-random" basis. With news at 2:55 and 3:55, "Community Reporter" at 3:10 with news of local civic and social activities in the area. Smooth Pop music. **Availability:** Live Talent. **Running Time:** Participating. **Cost:** On request. **Audition Facilities:** Tape. **Produced by:** George Marshall. **Submitted by:** WHTN, Cowles Broadcasting Co., 625 Fourth Ave., Huntington, W. Va.

Disc-O-Rama

A fast-moving disc jockey-type show spiced with special features, interviews, etc. **Availability:** Live Talent. **Running Time:** On request. **Cost:** On request. **Audition Facilities:** E. T. **Produced by:** KMMJ. **Submitted by:** KMMJ, Grand Island, Nebr.

Through the Night

All-night music and discussion program. Hugh McPherson, popular West Virginia DJ, talks with all manner of experts in controversial fields. Plays jazz for adult-type all-night listener as well as commercial Pops and classics. **Availability:** E. T., Live Talent. **Running Time:** Six hours. **Cost:** On request. **Number Available:** Six per week. **Audition Facilities:** Tape. **Submitted by:** WCHS, 1111 Virginia St., E., Charleston, W. Va.

Dinner Bell

Farm features and music. **Availability:** Live Talent. **Running Time:** 90 minutes. **Cost:** On request. **Audition Facilities:** E. T. **Produced by:** KMMJ. **Submitted by:** KMMJ, Grand Island, Nebr.

The Morning Show

A fast-moving disc jockey-type show. **Availability:** Live Talent. **Running Time:** 60 minutes. **Cost:** On request. **Audition Facilities:** Tape. **Produced by:** KMMJ. **Submitted by:** KMMJ, Grand Island, Nebr.

Night Train

Lively teen format show utilizing complete sound effects—click-clack, whistles, etc. Listeners win prizes on telephone contests. All listener requests by mail only. Available in three segments. **Availability:** E. T., Live Talent. **Running Time:** 160 minutes. **Cost:** On request. **Number Available:** On request. **Audition Facilities:** E. T., Tape, Live Talent. **Produced by:** Kerby Confer, Fred Plankenhorn. **Submitted by:** WMPT, Will-Mont

cy St., South Williamsport, Pa. Broadcasting Company, 301 Per-

Early Bird Show

Music, the finest of the latest Pop records and some of the proven favorites, combined with latest news and weather reports, enlivened with quickie-quiz, deejayed by talented Bob Peterson. **Availability:** Live Talent. **Running Time:** 210 minutes. **Cost:** \$130. **Number Available:** As desired. **Audition Facilities:** Tape. **Produced by:** Bob Peterson. **Submitted by:** WHAP, Box 621, Hopewell, Va.

Inbound

Time, news, temperature, traffic show conducted by Dale Howard. **Availability:** E. T., Live Talent. **Running Time:** 90 minutes. **Cost:** On request. **Number Available:** 21. **Audition Facilities:** E. T., Tape, Live Talent. **Submitted by:** KGON, Box 5865, Portland 22, Ore.

Morning Show

Typical morning show conducted by Howard McNulty. **Availability:** E. T., Live Talent. **Running Time:** Three hours. **Cost:** On request. **Number Available:** 42. **Audition Facilities:** E. T., Tape, Live Talent. **Submitted by:** KGON, Box 5865, Portland 22, Ore.

Breakfast Bell

Farm features and music. **Availability:** Live Talent. **Running Time:** 105 minutes. **Cost:** On request. **Audition Facilities:** E. T. **Produced by:** KMMJ. **Submitted by:** KMMJ, Grand Island, Nebr.

The Alan Freed Show

Freed's recent Broadway engagement broke all-time gate receipts at the Paramount Theatre in New York. He reflects a segment of the younger generation and its music tastes. Program features record favorites with a minimum of commentary, a strictly-music approach that brought him nationwide fame. **Availability:** E. T., Live Talent. **Running Time:** 225 minutes. **Cost:** \$67 per minute participation. **Number Available:** 3 minutes per ¼ hour. **Audition Facilities:** E. T., Tape, Live Talent. **Produced by:** WABC. **Submitted by:** American Broadcasting-United Paramount Theatres, Inc., WABC, 39 66 St., N.Y.C.

Music for Remembrance

A different type of DJ program conducted with a sentimental touch Monday through Friday 5:05-5:30 p.m. by Alvin Johnston, who possesses an uncanny ability to choose all-time favorites of years gone by that tug at the heartstrings. Directed to housewife and tired homeward-bound businessman alike. **Availability:** E. T., Live Talent. **Running Time:** 25 minutes.

Cost: On request.

Number Available: Up to 260.

Audition Facilities: Tape.

Produced by: Alvin Johnston.

Submitted by: WCOH, Box 581, Newnan, Ga.

Father Marrer's Show

The Reverend Father Robert Marrer presents a program of the finest in recorded music. Father Marrer is one of only three priests in the nation presenting a disc jockey show. It is inspirational in character rather than of a strict religious nature, and the accent is on adult entertainment. **Availability:** Live Talent. **Running Time:** 45 minutes. **Cost (complete):** \$8 per spot. **Number Available:** One show per week. **Produced by:** Rev. Fr. Robert Marrer. **Submitted by:** WSTV, Inc., Exchange Realty Bldg., Steubenville, Ohio.

Breakfast KLUB

Morning DJ, Ron McCoy, presents a variety of music, news, weather and time reports. **Running Time:** Four hours. **Cost:** On request. **Number Available:** Seven per week. **Audition Facilities:** Tape. **Produced by:** Ron McCoy. **Submitted by:** KLUB, 165 Social Hill Ave., Salt Lake City, Utah.

Up With the Birds

A DJ show conducted by Brad Drawbridge, a master at dry New England humor, and broadcast Monday through Saturday, 8-8:53 a.m. **Availability:** Live Talent. **Running Time:** 15, 30 minutes. **Cost:** On request. **Audition Facilities:** Tape. **Produced by:** Brad Drawbridge. **Submitted by:** WSBS, Route 7, Great Barrington, Mass.

Wake Up and Sing

Morning show, with MC Pete Stenger. He's got that wonderfully corny sense of humor that wakes up his audience with a smile. He sings, too. Time, temperature, weather, news and music all blend in the Stenger style. **Availability:** Live Talent. **Running Time:** 150 minutes. **Cost:** On request. **Audition Facilities:** E. T. or Tape. **Produced by:** WSAZ. **Submitted by:** WSAZ, 201 Ninth St., Huntington, W. Va.

Martin Block's

Make Believe Ballroom

Music played is supplied through Operation 60,000. Saturday mornings, the rotating Platterpicker Panel is polled personally on newest record releases. Martin's listeners enjoy his thoughtful gestures—flowers, candy, etc.; his Date with Sinatra Contest. Top recording artists appear on the program. Block's informed commentary integrates these features into one of New York radio's smoothest continuing musical productions. **Availability:** E. T., Live Talent. **Running Time:** Four hours. **Cost:** \$100 per participation. **Number Available:** 3 minutes per ¼ hour. **Audition Facilities:** E. T., Tape, Live Talent.

Produced by: Robert Moss.

Submitted by: WABC, American Broadcasting - United Paramount Theatre, Inc., 39 W. 66th St., N.Y.C.

Music Shop

The tempo increases slightly as Tru Taylor begins his broadcast day. Keeping away from the "too-hot-to-handle" tunes, Tru airs contemporary Pops in addition to the favorites of yesterday. Format is geared especially for young housewife. **Availability:** E. T., Live Talent. **Running Time:** Three hours. **Cost:** Sold by spots. **Audition Facilities:** E. T., Tape, Live Talent. **Distributed by:** Headley-Reed Co., Co., Inc. & Kettell-Carter Co., Inc. **Submitted by:** The Fall River Broadcasting Co., Inc., WSAR, Box 927, Fall River, Mass.

The Teen Touch

Music for teenagers, emceed by three guest local high school DJ's. Program contains tunes for teens, plus news of local school activities. Highlight is a salute to an outstanding school student, and an interview with this student. **Availability:** Live Talent. **Cost:** \$100 per week. **Number Available:** 36 weeks. **Audition Facilities:** Tape. **Produced by:** WLAG. **Distributed by:** WLAG. **Submitted by:** WLAG, WLAG Bldg., LaGrange, Ga.

KLUB's Terry Awhile

An afternoon matinee with a variety of music, news, tips, weather and time. Presented by the ladies' favorite, Bill Terry. Broadcast 1-6 p.m. **Available:** E. T. **Running Time:** Five hours. **Cost:** On request. **Number Available:** Six per week. **Produced by:** Bill Terry. **Submitted by:** KLUB, 165 Social Hill Ave., Salt Lake City, Utah.

Jim Stapleton Show

Novelty and popular music festival, featuring top-flight records of yesterday along with a carefully-selected group of novelty numbers and humorous anecdotes. **Availability:** E. T., Live Talent. **Cost:** \$25 per 15 minutes. **Number Available:** Monday through Friday. **Audition Facilities:** Tape. **Produced by:** Jim Stapleton. **Submitted by:** WLVA, 2320 Langhorne Rd., Lynchburg, Va.

Bob Stewart Show

We play records, conduct interviews and in general program a show that has appeal to someone somewhere who buys. We try to have a little pleasure and bless any sponsor we might have. Promotion and merchandising plans are already established, but we'll change them for any client. **Availability:** Live Talent. **Running Time:** 60 minutes. **Cost:** \$60 per hour. **Number Available:** Unlimited. **Audition Facilities:** Tape. **Submitted by:** KCHV, Box 277, Coachella, Calif.

RADIO DISC JOCKEY

Availability: E. T., Live Talent.
Running Time: Four hours.
Cost: On request.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: South Central Broadcasting Corp.
Distributed by: South Central Broadcasting Corp.
Submitted by: WIKY, Box 148, Evansville, Ind.

The Gene Brent Show

A morning show, sign-on till 9 a.m., programmed by Gene Brent to appeal to a general audience, with music that's bright, but with no Rock 'N' Roll or Hillbilly, and plenty of reports of time, news and weather.
Availability: Live Talent.
Running Time: Participating.
Cost: On request.
Audition Facilities: Tape.
Produced by: Gene Brent.
Submitted by: WHTN, Cowles Broadcasting Co., 625 Fourth Ave., Huntington, W. Va.

Rise n' Shine

Art Shepard greets each bright new day with a bright musical smile. Intended to start his listeners off on the

proper foot, Art's timely sense of humor coupled with Pop music (with a little Rock 'N' Roll) and a good sense of taste are the foundation of this popular show.
Availability: E. T., Live Talent.
Running Time: Five hours.
Cost: On request.
Audition Facilities: E. T., Tape, Live Talent.
Distributed by: Headley-Reed Co., Inc., Kettell-Carter, Inc.
Submitted by: The Fall River Broadcasting Co., Inc., WSAR, Box 927, Fall River, Mass.

Music, Inc.

Norm Rapoza captures the women's audience with his easy, informal patter as well as his selection of standard Pop tunes. Norm also runs an occasional contest slanted at the housewife.
Availability: E. T., Live Talent.
Running Time: Three hours.
Cost: On request.
Audition Facilities: E. T., Tape, Live Talent.
Distributed by: Headley-Reed Co., Inc., Kettell-Carter, Inc.
Submitted by: The Fall River Broadcasting Co., Inc., WSAR, Box 927, Fall River, Mass.

Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

The Ann Colone Show

Warm, good music, friendly, and a mail puller. Ann includes special service announcements (meetings, parties, etc.) and interviews.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: WGL.
Submitted by: WGL, 201 W. Jefferson, Ft. Wayne, Ind.

820 Club

A six-hour show with music that has the lush appeal, the sparkle, the current trend of popular melody and the special language understood by all the young at heart from Mother to teenage Susie.
Availability: E. T., Live Talent.
Running Time: Six hours.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: South Central Broadcasting Corp.
Distributed by: South Central Broadcasting Corp.
Submitted by: WIKY, Box 148, Evansville, Ind.

DJ Jamboree

Six DJ's each take a half hour on Saturdays from 1:30 to 4:30 p.m. and review the top 50 songs of the week. Each DJ rotates the time he is on each week so as not to repeat the

same tunes, or time segment.
Availability: Live Talent.
Running Time: Three hours.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: WCDL.
Distributed by: WCDL.
Submitted by: WCDL, 127 Salem Rd., Carbondale, Pa.

Sam 'n' Denzil Show

Prize-winning disc jockey wake-up team with popular music for all age brackets. Time, temperature, weather, and early morning comedy.
Availability: E. T., Live Talent.
Running Time: Four hours.
Cost: On request.
Audition Facilities: Tape.
Produced by: Sam Poland, Tom Murphy.
Submitted by: WCHS, 1111 Virginia St., E., Charleston, W. Va.

Top Forty Time

Freeman Hover is DJ. Has two-hour show once or twice a week. Lists the top 40 songs, the picks for future popularity, and introduces new tunes. Beginning a semi-regular schedule of remote (local) broadcasts of Record-hops.
Cost: On request.
Number Available: Variable.
Audition Facilities: Tape.
Produced by: Freeman Hover.
Distributed by: KCSR.
Submitted by: KCSR, Chadron, Nebr.

RADIO MYSTERY

Yours Truly, Johnny Dollar

Johnny Dollar, insurance investigator with an unlimited expense account, delves into claims cases where foul play or indication of fraud is detected. Dollar flies all over the country setting down in new locales each week for the colorful stories.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Jack Johnstone.
Distributed by: CBS Radio.
Submitted by: CBS, 485 Madison Ave., N. Y. C. 22.

Secrets of Scotland Yard

Clive Brook stars in this dramatic series of important cases handled by Scotland Yard's CID. Stories are based on objects in the collection of "The Black Museum."
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway, N. Y. C. 19.

Suspense

Suspense mysteries built on psychological tension, stories of ordinary human beings reacting to extraordinary pressures in unusual experiences.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Wm. N. Robson in Hollywood.
Distributed by: CBS Radio.
Submitted by: CBS, 485 Madison Ave., N. Y. C. 22.

The Lives of Harry Lime

Mystery, adventure series starring Orson Welles who created character in movie "The Third Man" from book by Graham Greene. Excellent cast, music by Sidney Torch, zither by Anton Karas, composer of title tune.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway, N. Y. C. 19.

Peril

Stories of suspense and intrigue with danger lurking at every corner. Similar to the nationally famous "Suspense" series.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Moment of Peril

Stories of ordinary people suddenly enmeshed in a "Moment of Peril."
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.

(Continued on Page 110)



WORLD'S LARGEST SELECTION of Transcribed Radio Programs

- MYSTERY and ADVENTURE SHOWS (1/2 hr.)
- 5 and 15-MINUTE PROGRAMS
Soap Operas — Humor — Sports — Finance — Variety, Etc.
- JINGLES — CUSTOM MADE and OPEN-END STATION IDENTIFICATION JINGLES. Jingles for Local Sponsors and for Regional and National Advertisers. Weather Forecast, Time, etc.

All Your Radio Program Needs at "Down To Earth" Prices

HARRY S. GOODMAN
 PRODUCTIONS
 19 EAST 53rd ST., N. Y. 22, N. Y.



BEN LUDY
President & General Manager

STAKE YOUR CLAIM IN THE RICH SOUTHWEST

with the **NCS #2**

COMPARISON OF NCS #2 COVERAGE

	KWFT	Station "A"	Station "B"
No. of Counties	77	28	19
Total Radio Homes	340,080	140,650	110,850
Monthly Coverage	124,430	49,450	42,370
Weekly Coverage	108,300	43,680	37,350
Weekly Circulation	108,120	43,550	36,690
Daily Circulation	72,630	28,110	23,160

KWFT has over 49% more Radio Homes than Stations A & B combined.

KWFT has over 35% more monthly coverage than Stations A & B combined.

KWFT has over 33% more weekly coverage than Stations A & B combined.

KWFT has over 34% more weekly circulation than Stations A & B combined.

KWFT has over 41% more daily circulation than Stations A & B combined.

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

620 **KWFT** Call Your H-R Men

620 kc -- Wichita Falls, Texas

RADIO MYSTERY

(Continued from page 109)

Let George Do It

"Private eye" series. Top-rated on Don Lee Network for past 12 years. Available outside 11 Western states.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 65.
Audition Facilities: E. T.
Produced by: Searles & Park.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Crime Files of Flamond

Stories from the files of a modern super-sleuth who uses the science of psychology to solve crimes.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Anderson & Anderson.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

It's a Crime, Mr. Collins

Adventures of a charming private detective, Greg Collins, and his beautiful wife, Gail, who is often more clever than her husband.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Crime Club

Tensely portrayed tales of the most interesting cases from the files of the world's most famous police departments. Narrations by Roland Strong.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Hector Crawford Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Danger With Grainger

The hard-boiled adventures of Steven Grainger, private eye.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Adventure Into Fear

Stories of the mysterious, the uncanny, the strange and the unknown.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: AWA Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Wilbur Stark-Jerry Layton, Inc.

PRODUCTIONS

for

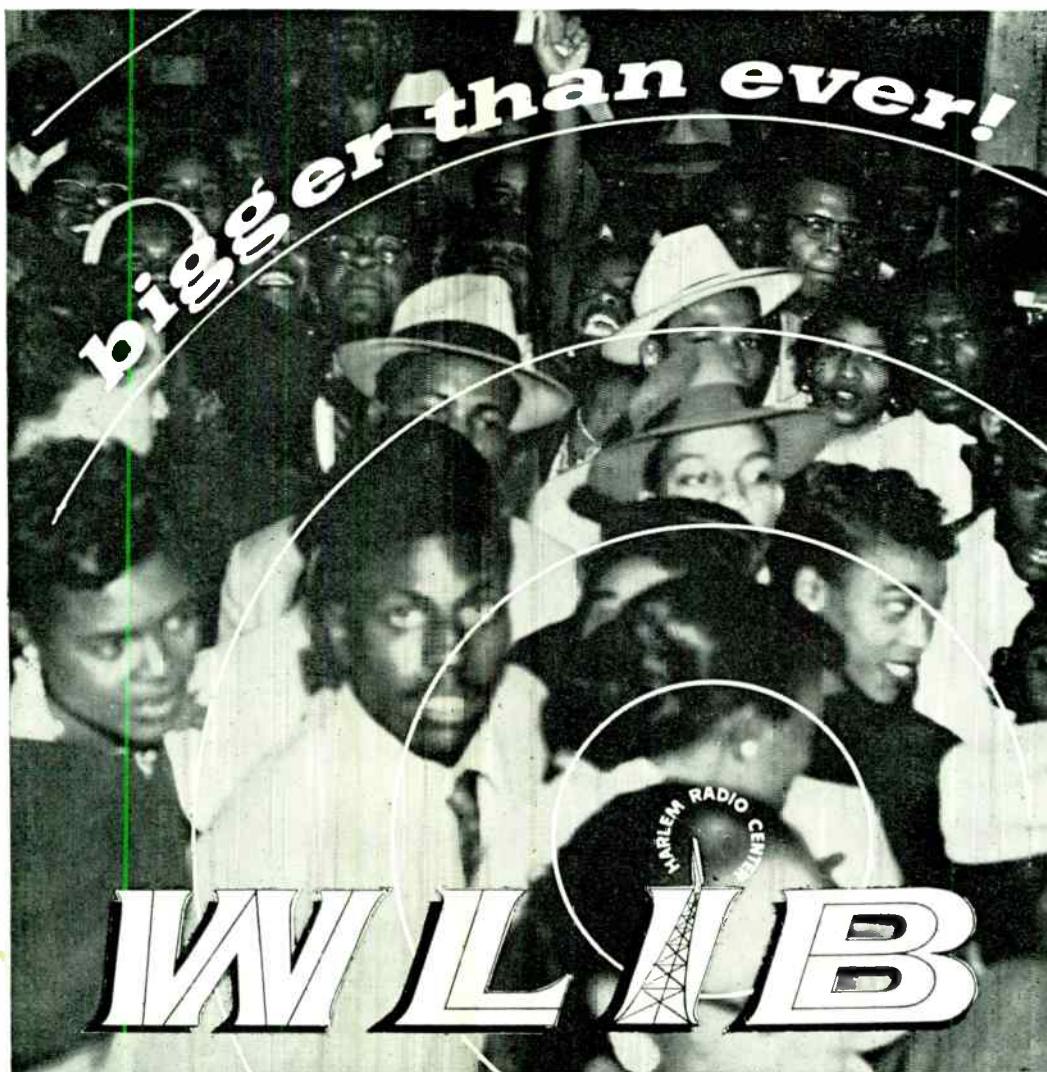
... FILM

... TELEVISION

... RADIO

6 EAST 45th STREET

NEW YORK CITY



1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station—network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

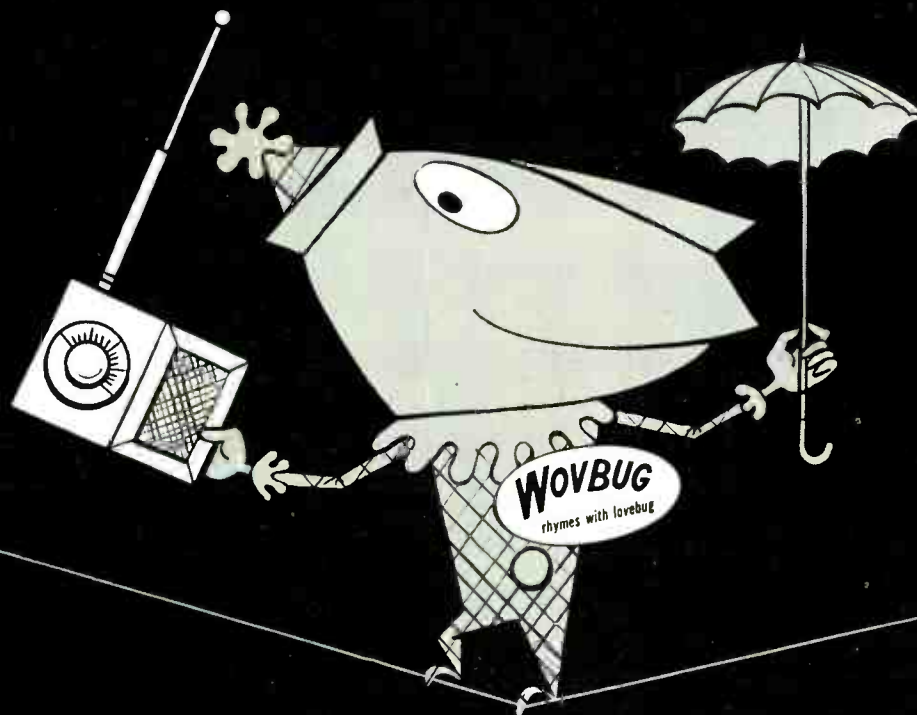
WLIB is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half-hour.

HARLEM RADIO CENTER • Hotel Theresa • 125th Street and Seventh Avenue • New York 27

*in the Negro market, here's the key
for New York City and vicinity,
the real smart buy is*

WOV
5000
Watts

with the topmost Pulse-overwhelmingly!



WOV's roots in the Negro community go back to the faraway days of Alan Courtney's "Understanding Through Music," and the establishment of the "WOV 1280 Club" seventeen years ago. These were pioneering programs with special meaning for the Negro segment of New York.

As its population and income level grew, the Negro family left its few traditional neighborhoods. Today it is an important segment of the entire 17 county area. The present market encompasses 427,054 radio families in New York, New Jersey and Connecticut. Its size has increased 41% in the last

7 years alone and is still growing. So are its tastes and income levels as well.

WOV programs to this entire metropolitan Negro market 11 hours a day. It is the only New York Station that reaches this market in its entirety. And the rating trend continues as strongly as ever in its favor. Let us brief you on these facts and on the recent success stories of advertisers using WOV's facilities.

WOV-NEW YORK

RADIO NEGRO

The Bill Curtis Show

Bill Curtis plays everything from the newest records to the old standards. The program includes weather reports, driving tips, news, time, and good listening records.

Availability: E. T., Live Talent.
Running Time: 2, 3 hours.
Cost: On request.
Submitted by: WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pa.

Better Youth for Tomorrow

Produced and narrated by a Negro high school principal and guests. Features Negro students as well as children who have been in trouble. Each of them tells his own story, urging others not to make the same mistake. Endorsed locally by white and Negro pastors, teachers and local police.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$10.
Number Available: Continuous.
Audition Facilities: Tape.
Produced by: Frank Farrish.
Submitted by: WMDC, Box 571, Hazlehurst, Miss.

Anything Goes

This is handled by two disc jockeys: Theo Wade and Ford Nelson. It features a little bit of everything, and gospel music is played on the show.

Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: David James.
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

Teen Town Singers

Show featuring kids from 12 to 17 singing in a chorus. They sing spirituals and popular songs; arrangements are made by A. C. Williams who directs the Teen Town Singers.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: David James, A. C. Williams.
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

Aunt Carrie

A program that handles people's problems. Folks write in asking for advice on their love, marital or any kind of problem they happen to have and Aunt Carrie answers them and gives them advice.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: David James.
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

Man on the Street

This show is to originate at the front of a local Negro theatre in the heart of Macon's Negro shopping area. The MC is popular "Big Saul." Available six days per week.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape.
Submitted by: WIBB, Professional Bldg., Macon Ga.

Swing Low Sweet Chariot

This program is conducted by Miss Portia Perry, mistress of gospel and religious music. Local news is given concerning church activities.

Availability: E. T., Live Talent.
Running Time: 60 minutes.
Cost: On request.
Submitted by: WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pa.

The Bandwagon

Industrialized East Texas' vast Negro population listens to the morning Bandwagon for the latest in Rhythm and Blues, Gospel, and top tunes, plus interesting information especially for them. On the air for 11 years.

Availability: E. T., Live Talent.
Running Time: 60, 90 minutes.
Cost: On request.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: KMHT.
Distributed by: KMHT.
Submitted by: KMHT, Box 791, Marshall, Texas.

Bee Hive

Kool Gent has a style unique in Chicago, and it is the type most liked by teenagers. He is a "rhymers." That is, Kool Gent does many of his ad-lib comments and record introductions in beat and rhyme.

Cost: On request.
Produced by: Rollins Broadcasting, Inc.
Submitted by: Rollins Broadcasting, Inc.-WBEE, 75 E. Wacker Dr., Chicago, Ill.

Teen Age Dance

A two-hour dance originating from local youth center, supervised by Miami Colored Police Benevolent Association. Features top records of the day, guest stars, live music from high school groups, various contests (dance, amateur, etc.).

Availability: Live Talent.
Running Time: Two hours.
Cost: \$215.50 (13 week basis).
Number Available: 1.
Audition Facilities: Tape.
Produced by: WMBM.
Distributed by: WMBM.
Submitted by: WMBM, Miami Beach, Fla.

King Bee Show

Music and news. Rhythm and Blues from 6:30 till 9:55 a.m., Monday through Friday.

Running Time: 205 minutes.
Cost: On request.
Produced by: Rollins Broadcasting, Inc.
Submitted by: Rollins Broadcasting, Inc.-WBEE, 75 E. Wacker Dr., Chicago 1, Ill.

Sunday Reverie

Program features Norfley Whitted in readings of favorite poems and short essays or Bible scriptures with organ or chorus musical background.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$50.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Carolina Radio, Inc.
Submitted by: WAAA, Winston-Salem, N. C. & WSRC, Durham, N. C.

Jive Before Five

A program of Negro music and announcements.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$30 one time.
Number Available: Monday through Friday.
Audition Facilities: Tape.
Produced by: John Crawford.
Distributed by: WAUD.
Submitted by: Auburn Broadcasting Co., WAUD, Box 391, Auburn, Ala.

Concert Showcase

Famed musicologist Nora Holt presents a weekly recital by two of the community's promising up-and-coming serious music artists. Long regarded as one of the top music critics and teachers in America, Mrs. Holt offers a showcase for talented Negro concert recitalists. Many of the musicians heard on this program in their recital debut have gone on to Town Hall and Carnegie Hall concerts.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 per year.
Audition Facilities: Tape, live talent.
Produced by: Nora Holt.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

The Bruce's Roost

Program is presided over by that old Witch Doctor Man himself, Ramon Bruce. This show is designed strictly for the hep set—no squares need apply. Ramon's platter chatter may be up there with the sputniks, but his sales pitches are right down to earth. If you want to keep abreast of the latest trends and favorites in the community, this is the place to do it.

Availability: Live Talent.
Running Time: Two hours.
Cost: Quarter-hours on request.
Number Available: Eight quarter-hours—six days a week.
Audition Facilities: Tape, live talent.
Produced by: Norma Greenstein.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

Community News

Complete newscasts every hour on the half-hour and news capsules every hour on the hour produced by the station's news and special events staff headed by George W. Goodman. Authoritative local community developments are reported hourly in addition to special beep telephone reports from on-the-scene observers all over the U.S.A. Special coverage is given to news breaks anywhere that may be of interest to the area.

Availability: Live Talent.
Running Time: Five minutes.

Cost: On request.
Number Available: 24 per day—six days a week.
Audition Facilities: Tape, live talent.
Produced by: George W. Goodman.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

The Editors Speak

This award-winning public service news show is now available for commercial sponsorship. A unique news-in-depth analysis show, it consists of a weekly report to the community by prominent Negro newspaper executives on stories and news events of the preceding week and their potential influence on the lives and living conditions of the people in the area.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 per year.
Audition Facilities: Tape, live talent.
Produced by: George W. Goodman.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

Harlem Frolics

Music, notes and chatter with Bill Dupree, one of the newest radio personalities on the "uptown" horizon. Bill spins all the latest platter releases and keeps an accurate up-to-date tabulation of the community's favorite musical artists and recording stars. Within a relatively short time, Dupree has built a large and loyal listening audience.

Availability: Live Talent.
Running Time: 90 minutes.
Cost (complete): On request.
Number Available: Five per week—52 weeks.
Audition Facilities: Tape, live talent.
Produced by: Bill Dupree.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

Harlem Serenade

As the title suggests, this is one of the most popular "uptown" shows on the air. Presided over by Hal Jackson, veteran broadcaster and DJ, the program offers the best in music, including new releases, old favorites and standard Pop tunes. All interspersed with the incomparable Jackson patter, frequent time signals, weather forecasts and almanac reminders designed to start you off right on a busy day.

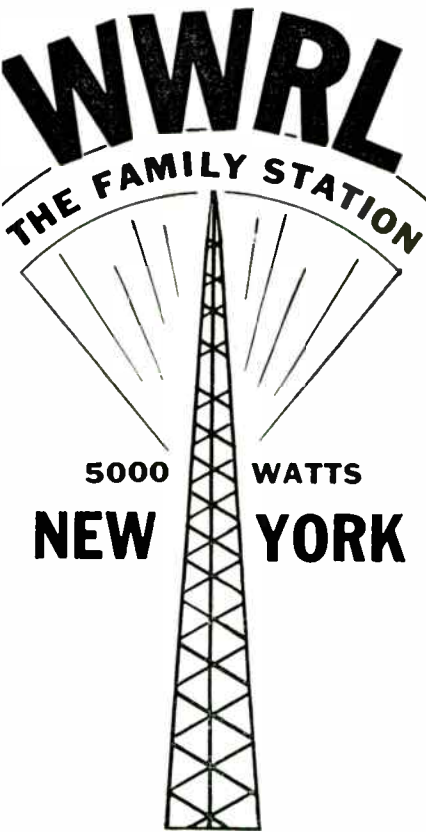
Availability: Live Talent.
Running Time: Three hours.
Cost: Quarter-hours on request.
Number Available: 12 quarter-hours daily—six a week.
Audition Facilities: Tape, live talent.
Produced by: Hal Jackson.
Submitted by: WL1B, 2090 Seventh Ave., N. Y. C. 27.

The Gospel Train

Conductor of "The Gospel Train" is Lorenzo "Larry" Fuller, winner of press accolades around the world for his electrifying performance as "Sporting Life" in the touring company of "Porgy and Bess." Larry blends representations of the finest renditions of Negro gospel music with inspirational readings and messages of faith. A truly inspiring hour for all who listen.

Availability: Live Talent.
Running Time: Three hours.

(Continued on Page 114)



(Continued from Page 113)
Cost: Quarter-hours on request.
Number Available: 12 quarter-hours daily—six times a week.
Audition Facilities: Tape, live talent.
Produced by: Larry Fuller.
Submitted by: WLIB, 2090 Seventh Ave., N. Y. C. 27.

The Negro Sings

The Negro is one of America's most religious and devout citizens. Every Sunday morning this program of spiritual and inspirational music is heard. Larry Fuller reads hymns and sacred verse accompanied by his own original musical backgrounds on the studio organ. This show is one of the most popular before-church programs in the Negro community.

Availability: Live talent.
Running Time: Three hours.
Cost: On request.
Number Available: Four quarter-hours per week—52 weeks.
Audition Facilities: Tape, live talent.
Produced by: Larry Fuller.
Submitted by: WLIB, 2090 Seventh Ave., N. Y. C. 27.

At Home With Betty Granger

The noted fashion and society editor of the Amsterdam News, vivacious Betty Granger, presents a daily sparkling half-hour of interviews with famous people, news, views, and home-making hints. Since its debut Betty Granger's show has become a midday listening must for Negro housewives throughout the metropolitan New York area.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week—52 weeks.
Audition Facilities: Tape, live talent.
Produced by: Betty Granger.
Submitted by: WLIB, 2090 Seventh Ave., N. Y. C. 27.

Accent on Jazz

What would the history of American music be like without the contribution of the Negro both as a performer and composer? Clarence Bullard presents a weekly review of the latest jazz record releases interspersed with occasional jazz classics on records that have now become collectors' items. Two solid hours of "solid" music.

Availability: Live talent.
Running Time: Two hours.
Cost: On request.
Number Available: Four quarter-hours per week—52 weeks.
Audition Facilities: Tape, live talent.
Produced by: Clarence Bullard.
Submitted by: WLIB, 2090 Seventh Ave., N. Y. C. 27.

Editor's Viewpoint

A nightly editorial prepared by the station's community news staff headed by George W. Goodman is presented just prior to sign-off of Negro program bloc. This news-in-depth feature will relate to one or more news events that have occurred during the day, or

possibly the outcome of a special report undertaken by the news staff.

Availability: Live talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Six per week—52 weeks.
Audition Facilities: Tape, live talent.
Produced by: George W. Goodman.
Submitted by: WLIB, 2090 Seventh Ave., N. Y. C. 27.

Jumpin' Geo.

DJ-type show. Interviews with the big names on wax.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$56 one time.
Number Available: 312.
Audition Facilities: Tape.
Produced by: KSAN.
Distributed by: KSAN.
Submitted by: KSAN, 1111 Market St., San Francisco, Calif.

Bill's Ballroom

All types of dance music, fast and slow, combined in a program that appeals to all ages.

Running Time: Two hours.
Cost: On request.
Audition Facilities: Tape.
Submitted by: WHAP, Box 621, Hopewell, Va.

Willie Mays

A sports show featuring Willie Mays.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$56 one time.
Number Available: 312.
Audition Facilities: Tape.
Produced by: KSAN.
Distributed by: KSAN.
Submitted by: KSAN, 1111 Market St., San Francisco, Calif.

Earl Father Hines

Music, piano and a "gift of gab." DJ-type show. Interviews included in program.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$56 one time.
Number Available: 312.
Audition Facilities: Tape.
Produced by: KSAN.
Distributed by: KSAN.
Submitted by: KSAN, 1111 Market St., San Francisco, Calif.

Gospel Rocket

Three editions daily, "Sunrise," "Morning," and "Evening," conducted by Thermon Ruth — noted gospel music figure who produced some of the first successful Gospel music stage presentations. In addition to the leading Gospel recordings, he reports on church and community activities.

Cost: On request.
Number Available: Participating.
Audition Facilities: Transcription.
Produced by: Thermon Ruth.
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

The Alma John Show

Alma John, 1958 winner of McCall's Gold Mike award, opens the window of the world for her listeners. Her guests range from school children to presidents and kings, from social workers to unwed mothers. (Monday through Friday)

Running Time: 25 minutes.
Cost: Participating.
Number Available: On request.
Audition Facilities: Live talent.
Produced by: Alma John.
Submitted by: WWRL, Woodside 77, N.Y.

Harlem Rocket

Jack "Pear Shape" Walker, who's as smooth and as skillful as they come, keeps this show ticking fast with wake-up time signals, weather bulletins, subway and commutation reports and lively music. Monday through Saturday, 7-9 a.m.

Cost: On request.
Number Available: Participating.
Availability: Live talent, E.T.
Produced by: WOV.
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

Blue Rocket

Features two authoritative gentlemen who can juggle hot music and hard sell. Weeknights find Jack Walker at the helm and on the week-end it's "Hot Rod Hulbert," originator of rocket shipping as a style of disc jockeying. Monday through Saturday, 10 p.m.-midnight.

Availability: Live, E.T.
Cost: On request.
Number Available: Participating.
Audition Facilities: Transcription.
Produced by: WOV.
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

Sunday Gospel Caravan

Doc Wheeler and Fred Barr man the telephones for two hours each Sunday night to serve up Gospel music by request. Heard 8:30-10:30 p.m.

Running Time: Two hours.
Cost: Participating.
Number Available: On request.
Audition Facilities: E.T., Tape, Live talent.
Produced by: Fred Barr, Doc Walker.
Submitted by: WWRL, Woodside 77, N.Y.

Midnight Rocket

Show shoots off nightly direct from Harlem's Palm Cafe with Herman Amis as MC and features Betty Frank. On-the-spot celebrity interviews are frequent but are kept brief and subordinate to the music.

Availability: Live, E.T.
Cost: On request.
Number Available: Participating.
Audition Facilities: Transcription.
Produced by: WOV.
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

2,455,000

Negro & Puerto Rican people in Metropolitan New York today

41% increase in New York Negro population since 1950

300% increase in New York Spanish-Puerto Rican population since 1950

To sell your product in New York — use the No. 1 Negro No. 1 Spanish Radio Station in New York.

WWRL on the air 24 hours daily

DEfender 5-1600

THE NEGRO AND RADIO



... Curious, Loyal, Profuse

By HARRY NOVIK
General Manager
WLIB, New York

DURING the nine years since this station entered the Negro radio market in New York (America's sixth largest city within a city), many agencies and advertisers have asked questions about coverage of this market. Today 1,400,000 Negroes, for a total of 350,000 homes, live in the New York metropolitan area—a figure greater than the population of Boston, Cleveland, Detroit or Pittsburgh. Here, for the first time, I would like to make our answers to some of these questions available to the public:

Q. Why should I buy Negro radio? Don't Negroes listen to other stations in the area? Aren't you just duplicating other existing services?

A. Many advertisers ask these misleading and illogical questions. If you think about it for a minute, you will see why Negro radio is a unique medium. It is unduplicated by any other broadcast service or medium. The Negro represents just another of the many ethnic groups that go to make up this great democracy of ours. Like other Americans, whether they speak English or a foreign language, the Negro listens to radio generally—because he has to live and work in the general world of activity. But, like other specialized groups, he also has to live in a world of his own that has been created by our mores and customs. In this world he has created tastes, preferences, attitudes and buying habits that differ from the populace as a whole. In fact, his tastes in certain areas exceed those of the so-called average white, simply because he often over-compensates for the ordinary rights and privileges he cannot enjoy.

Q. Why do Negroes listen to this type of programming?

A. Because it offers them the type of news, information, music and public service broadcasts they are unable to obtain elsewhere on the dial—or through any other newspaper or print medium, for that matter.

Q. What are some examples of this type of Negro program service?

A. Well, for example, we have established a community news service that broadcasts news of interest to the Negro community on every hour and on the half hour. We have a fully-equipped newsroom and a trained staff of three reporters, plus stringers, who go out and cover the news wherever it is breaking. This can range from a political rally in front of our Harlem studios at the Hotel Theresa to on-the-scene reports from Vice President Nixon's recent tour of the new African state of Ghana.

Q. Are there any facts or research to prove this assumption?

A. We conducted several buying surveys among residents of the Negro community and discovered that Negroes prefer brand name merchandise over unknown, unadvertised products by a wide margin. In the lines of clothing, package goods, pharmaceuticals and prepared food products the Negro will always purchase the brand he knows or has heard about. This is of vital importance to advertisers desiring to sell the Negro market.

Q. Who are some of the better-known advertisers who have used the facilities of Negro radio to sell this market?

A. Our client roster over the past few years has included such well-known brands as Coca-Cola, Pet Milk, Wonder Bread, Pepsi-Cola, Schaefer Beer, Rheingold Beer, Anahist, 4-Way Cold Tablets, Carnation Milk, Heinz Baby Foods and many more.

Q. Is there any other reason why so many Negroes listen to Negro radio?

A. I think there is: Namely, the sense of self-identification with the personalities, artists, and announcers on the station. All of our people have a tremendous following in the community. The Negro likes to be entertained by fellow Negro artists and he puts more trust and reliance in Negro salesmen.

PUBLIC SERVICE

... Draws The Negro Mart

By SELVIN DONNESON
Sales Mgr.
WWRL-New York



PROBABLY the most important of the 7 ways to gain an audience in the Negro market is through PUBLIC SERVICE. There must be a sincere desire on the part of the broadcaster to be of genuine service to the Negro community he is serving. This can be done by allowing time on a regular basis to bona fide organizations representing large number of Negroes. The station should enthusiastically participate in all fund raising activities that directly affect the Negro community such as the United Negro College Fund and the Urban League. Public service along religious lines should also be stressed. This need not always take the form of allowing a church free time. For instance WWRL features a Bible Quiz on a weekly basis, conducted by a well known Negro minister for the New York Bible Society that has an appeal for all denominations. In addition it would be a fine idea for a station to sponsor a Little Baseball team, and give the kids their uniforms at the end of the season. We do this every year, as well as sponsoring a girls basketball team in the PAL. Another area of public service that should be explored is personal appearances by station personalities before school assemblies. The children are an age where a great deal of good can be accomplished.

* * *

Correct PROGRAMMING is essential. The most popular types of shows are the Gospel music and the Rhythm & Blues shows. These should be done in good taste making certain that the DJ does not offend or patronize the audience. Also important is seeing to it that no off color records are used at any time. Negro news is playing an ever increasing part in our entire country, and news of this type is doubly important to Negro listeners. To implement coverage of the major issues in the Negro's march to first-class citizenship, it is a good idea to hire a qualified Negro newscaster to get the background, and human interest aspects of stories that aren't carried by the major press services. WWRL's newscaster travels throughout the country wherever news of major interest to Negroes occurs. But, all this programming is not effective unless it is tied in with PUBLICITY. A liaison has to be established with all the Negro newspapers and magazines in your area to obtain coverage of every important program put on by your station.

* * *

It is also advisable to run a regular SCHEDULE OF ADS in the local Negro newspapers featuring your various personalities and programs. Something like this might even be arranged on an exchange basis whereby you would give the newspaper spots on the air, or sponsorship of some news programs in exchange for a regular display ad for your station.

* * *

Have your station participate in as many COMMUNITY ACTIVITIES as possible on a station level. If your city has a vaudeville theatre featuring Negro entertainment, it might be a good idea to have your top DJ bring in a show under station auspices, making certain that your call letters get billing on the marquee and programs.

* * *

Whatever MERCHANDISING your station does should be tied-in with your personalities and programs. As an example if you put up posters for a sponsor, make certain that the program he sponsors is on the poster as well as the call letters of your station.

* * *

What kind of PERSONALITIES should you hire? The most important quality to look for is people who can develop, and grow, and who can consistently sell themselves and their sponsors.

GETTING INTO OLYMPIC FORM

... Stations Prepare For Coverage of The 1960 Games



By RALPH N. WEIL
Executive Vice President, WOV

THE "Excelsior," the "Ambassador" and WOV are busy making bookings for 1960, the year the Olympics take place in Italy. And it's all so very logical. The "Excelsior" and the "Ambassador" as you know are among the top hotels in Rome. WOV, as many have been surprised to learn, is the only U. S. radio station with permanent studios in Europe. Ours are in Italy. These 1960 WOV bookings are with stations across the United States who want to share WOV's on-the-spot coverage direct from winter ski slopes and summer arenas. They plan to use both news treatments and detailed features.

One reason WOV figures to be so ready for the next Olympics is that it got there a long way before 1960. Been firmly entrenched since 1948 in fact.

Where in Italy is WOV based? The answer is literally "everywhere." There are bigish studios in Rome, a smallish one in Milan and five mobile units to cover the rest of the country.

Find it hard to comprehend that a single independent station could and should maintain for itself a full time overseas production and programming setup when giant networks don't? Well the reasons and the consequences and the area of influence keep compounding. The explanation goes like this:

We started the overseas operation in 1948 for ourselves. Though our own broadcasting is beamed strictly to the metropolitan New York area, this area tidily encompasses 2,000,000 persons of Italian origin. Advertisers who have used our Italian broadcasting over the years concur that that's a pretty great population by any yardstick, and we keep gaining in potential as steady immigration swells the Italian totals. Our original idea was to develop fresh formats with the authentic Italian sounds of the mother tongue and sister dialects flowing freshly into our Italian programming.

And everything about WOV-ITALY has kept growing. The Rome studios have gone through one move and two expansions. Every year finds an additional station or two supplementing its own Italian language broadcasting with some of WOV-ITALY's productions and we can no longer limit the description to "throughout the United States." We'll have to say "Western Hemisphere" since we've started providing our material to stations in Brazil and Venezuela.

How far, wide, and effectively WOV is

functioning with Italian was summed up for inspection in 1957. WOV was celebrating the thirtieth year of its existence and the incoming greetings were of such general interest (as well as personal pleasure to our own staff) that we combined them into a short series of programs. Leading was a personally transcribed commendation from Italy's Prime Minister, Adone Zoli. The Director of Italy's government radio, Dr. Gilberto Bernabei, also expressed his admiration of WOV's work in cementing Italian-American relations over the years. Italian language announcers from other cities in the United States, from Canada and from South America were heard. One of the most moving of the inclusions was a letter from an Italian missionary in India who had made a single trip to New York and was incredulous and touched at being met by a WOV interviewer when his ship came up New York Harbor.

WOV-New York broadcasts 10½ hours daily in Italian and of this WOV-ITALY supplies a daily 2½ hours of commercial programming. The overall output is a nearly ideal blend of meticulously done commercial material and public service features which are of sometimes heroic proportions. The first that flashes through my mind is the flood coverage of several years ago. A WOV Rome correspondent got through roadblocks right into the heart of the disaster area for his reports . . . reports that hit the Italian community of New York with such vividness that WOV went on to phase two and handled an emergency flood relief fund drive with the monies turned over directly to the Italian Government.

Another thing that has kept growing is the speed and preciseness of WOV's news from Italy . . . the other developed skill we'll be putting to use in our Olympic work. The statement I'm about to make is not a figure of speech. You can say that the Italians in New York are many or the world is small but there is not a shred of exaggeration here as I tell you we have not yet carried a disaster story involving Italians from the collapse of an apartment house in Naples to the sinking of a small Italian freighter in the Atlantic but what some listener has not come forward to tell us that a relative or former neighbor of someone close was involved. What that means is that news flash for us is the single to get rapid documentation . . . the name of every person involved, the exact name of a village, or the exact address. Often by the time the first general news is coming in in routine fashion the minute details are already be-

ing jotted down at the shortwave Listening Post which is part of our news department. Because we must have and share those minute details before our switchboard clogs up with anxious questions.

There's something else we know Italian audiences expect . . . and we know they're not going to declare a moratorium just because of an Olympian year. In addition to the details they want for themselves they want to know how their former compatriots are reacting to the same events. How do the people in the old province feel about it? WOV's "One Big Family" fostered this personalizing and humanizing until it is expected. For 10 years WOV's Giuliano Gerbi has travelled constantly interviewing relatives and friends in Italy at the request of persons in the United States . . . and oh yes, mustn't forget South America.

An Italian audience is one of the most blessedly expressive in creation. One of the ways of getting them the material they want is to read their letters. They express themselves fluently and pop their communications into the mail immediately. By now we know what to anticipate . . . we're ready with plans to include the opinions man in the street and the grandmother in the village square on what's with the Olympics.

Speaking of letters as I said this time we're anticipating them and getting ahead. There have been two categories in which mail classified accorded to type . . . but a type for which we had no program. Consequently first one and then a second program from WOV-ITALY was developed to answer the questions. Type one are people seeking advice and guidance on problems that are making them unhappy . . . which is handled by a sympathetic young man; and program two is concerned with factual questions as they pertain to Italian law and this is handled diligently by an eminent Italian lawyer.

Well that's some of the background on how WOV happens to be firmly in business in Italy, sharing its production and uniquely geared for the kind of multi-phase coverage the Olympics require. There's only one more note to add . . . WOV-ITALY will be branching out and supplying English coverage too for stations asking for it. But that poses no additional challenge for the staff of WOV-ITALY. More work, yes, more problems, no, because each of them is multi-lingual and that includes proficient English. Olympics anyone? Well now you know how WOV feels about it. Get started early!

SPANISH LANGUAGE

... A Growing Market

By FORTUNE POPE

President

WHOM, New York



WHEN you stop to realize that there are more Puerto Ricans in New York than in San Juan, it is easy to understand why the Spanish-speaking market has become a most important factor in the metropolitan area.

Although New York has had a Spanish colony for many years, it has been only during the past decade that the Spanish population has shown such remarkable growth. The Puerto Ricans in this area now exceed 750,000 and the American mainland has become the land of opportunity for tens of thousands of families. When they first began to arrive in large numbers, integration posed a problem. However, once the first newcomers had been absorbed, the integration process proceeded at an orderly pace. At present, industrious Puerto Rican Americans are playing a major role in New York City's economy.

* * *

During the past year Pulse, Inc. drew a statistical profile of the Puerto Rican listener in this area, which produced some highly significant information of particular interest to the advertiser. The survey showed that Spanish is spoken in 100 per cent of Puerto Rican homes. We can safely conclude, therefore, that to sell these people effectively, an advertiser should reach them in their native tongue. The survey showed also that the Puerto Rican family was larger than the New York City average; that nearly 90 per cent were under 44 years of age, and 50 per cent were under 29 years of age. More than 90 per cent are gainfully employed; many are technicians, craftsmen, skilled factory hands and well-paid service workers. Radio set ownership is nearly 100 per cent; television set ownership is 79.9 per cent.

We have made a very substantial investment in Spanish language productions because we believe that intelligent programming is a basic requirement regardless of the language in which you broadcast.

We are cognizant also of the problem many advertisers face in introducing their services or products to the Spanish-speaking retailer and consumer. We have, therefore, developed a very effective in-store merchandising service designed to create a bridge of understanding between the advertiser and the Spanish market. It is custom-tailored to the needs of each specific client and scores of national accounts have availed themselves of our merchandising facilities, finding them a most effective sales tool.

We regard our Spanish program service as an additional opportunity to reach a large segment of the radio audience through the medium of a language which is meaningful to them.

For this reason we have placed great stress on the news and public service aspects of our operation. We employ a trained news staff and devote considerable time to campaigns in cooperation with local, state, and national agencies. Our listeners respond to this kind of programming and we consider it an indispensable part of our broadcasting efforts.

* * *

The growth of the Spanish market has helped focus new attention on foreign-language programs generally. We still maintain substantial schedules in Italian, Polish and German, and I am happy to say that these broadcasts continue to attract large and enthusiastic audiences. Pulse studies made this year in Italian, Polish and German homes show a remarkably high percentage of listening in these areas.

Foreign-language broadcasting has lost none of its dynamic impact. If anything, the addition of a large Spanish market has helped make it one of the most important branches of the radio industry in New York. The most dramatic proof of its status can be found in the nearly 450 hours which are devoted to these programs in New York City every week—a substantial figure by any yardstick.

RADIO-TELEVISION DAILY

TWO VERY IMPORTANT THINGS TO REMEMBER WHEN BUYING SPANISH RADIO IN NEW YORK:

WHOM ENJOYS THE TOP RATING
IN 46 OUT OF 48 DAILY
QUARTER-HOURS
IN SPANISH.*

WHOM REACHES MORE THAN
71% OF PUERTO RICAN
FAMILIES DAILY AND THE
WEEKLY CIRCULATION
ENCOMPASSES ALMOST ALL FAMILIES.*

* Pulse

A COPY OF THE COMPLETE PULSE REPORT CONTAINING BOTH
AUDIENCE RATINGS AND A PROFILE OF THE PUERTO RICAN
LISTENER IN NEW YORK IS YOURS FOR THE ASKING.

WHOM

136 West 52nd Street

New York 19, N. Y.

RADIO FOREIGN LANGUAGE

Italian Melodies

An Italian-speaking DJ show of classical Italian melodies of yesterday and today. Designed for both our Italian and English listeners, as music has no special language. One hour per week (Saturday).

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$60 per hour.
Number Available: One per week.
Audition Facilities: E. T.
Produced by: Henri Morey.
Submitted by: WDWL, Maurice Blvd., Vineland, N. J.

Fiesta en Tampa

Conducted by Ruben Fabelo in Spanish language. On air 9 a.m.-1 p.m. daily and Sundays 9-11 a.m. only. It's the Habana format, calculated to reach the 100,000 persons of the Tampa area, who either speak or understand the Spanish language.

Availability: Live Talent.
Running Time: 3-4 hours.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: Ruben Fabelo.
Distributed by: WWTB.
Submitted by: Tison Broadcasting Co., WWTB, 113 E. La Fayette St., Tampa 2, Fla.

The Vasquez Latin American Program

Alex Vasquez conducts a two-hour Spanish program twice weekly, Saturdays and Sundays 6-8 a.m. The only consistent Spanish program in this market. On the air weekly for over six years. Program contains predominantly Mexican music, local Mexican news and dedications. Personal appearances of leading Mexican personalities.

Availability: Live Talent.
Running Time: Two hours.
Cost: On request.
Audition Facilities: Live Talent.
Produced by: Alex Vasquez.
Submitted by: KGMS, Hotel Senator, Sacramento, Calif.

Musica de Mexico

Morning program in Spanish beamed at large Mexican-American population. Music, news, interviews, contests, announcements of activities affecting Mexican-Americans.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Miguel Castillo.
Distributed by: Salinas Valley Broadcasting Co.
Submitted by: KSBW, Box 1651, Salinas, Calif.

Spanish-American Hour

A one-hour program of Latin-American music, emceed by Valenino De La O, who knows the type of music New Mexico's Spanish-American listeners like. He also does news in Spanish. All commercials and public interest announcements will be in Spanish also.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per week.

Produced by: KGGM.
Audition Facilities: E. T., Tape.
Submitted by: KGGM, Box 1294, Albuquerque, N. M.

Ciocia Hela Polish-American Hour

This program is over 25 years old, and is listened to daily by over 300,000 listeners of Slovanic races, who live in this area. Program is composed of news and Polish music on records.

Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: Helen Serafin.
Distributed by: WPTS.
Submitted by: WPTS, Newrose Bldg., Pittston, Pa.

French News

Daily newscast, world, regional, local events reported in French for French-speaking people of southwest Louisiana. Sponsored 18 years.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Submitted by: KVOL, Box 1070, Lafayette, La.

La Voz Tapatia

Spanish program conducted by Mr. Luiz Preciado, Saturdays 5-6 p.m. and Sundays 10-11 a.m. This program is pulling mail from Spanish-speaking population from all over northern California. Participations only.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$10 per participation.
Audition Facilities: Tape.
Produced by: KGYW.
Submitted by: KGYW, Box 1112, Vallejo, Calif.

American-Czech Hour

Program is broadcast 8:30-9:30 a.m. Monday through Saturday, and 12:30-2:15 p.m. on Sundays. Consists of Czech and Polish music with announcements in the Czech language. Spot participation basis.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: 365.
Audition Facilities: Tape.
Produced by: KFRD.
Submitted by: KFRD, Box 832, Rosenberg, Texas.

Pan-American Serenade

This program has been on the air over our station approximately 10 years. Saturdays, 10-11 a.m. MST. Tony Melia is the MC doing commercials both in Spanish and English. Features transcribed Spanish-American music, also live folk stories, legends, etc.

Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Tony Mejia.
Submitted by: KGHF, Box 293, Pueblo, Colo.

Fiorani's Musical Varieties

This program has been on the air for over 25 years, and has become a

favorite in most Italian-American homes, which it reaches daily and Sunday (Italian-American population 100,000). Made up mostly of imported Italian records, with news also in Italian. English and Italian are used on the program for the convenience of sponsors.

Availability: E. T.
Running Time: Various.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: A. & R. Fiorani.
Distributed by: Fiorani's Radio Productions.
Submitted by: WPTS, Newrose Bldg., Pittston, Pa.

El Momento Deportivo

News and comments in the sports world by a prominent Island commentator, Victor Fernandez Reguero. Heard Monday-Saturday, 5:15-5:30 p.m. On the air over nine years.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$15.
Audition Facilities: Tape.
Produced by: WVJP, Victor Fernandez Reguero.
Distributed by: WVJP.
Submitted by: WVJP, Box 207, Caguas, P. R.

Alles ist Shoen mit musik (The German Show)

With the return of the 5th Army from Germany to Fort Ord, there are several thousand German-speaking dependents stationed here. The MC, Fritz Haas, German-born, has lived in Germany most of his life and is thoroughly familiar with popular German music.

Availability: E. T., Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: E. T., Tape, Live Talent.
Submitted by: Monterey Peninsula Broadcasters, KIDD, Box 1070, Monterey, Calif.

La Hora Hipica

Racetrack commentary and bulletins by Hector Candela. Turf results from the Racing Commission and latest news. Monday through Saturday.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$15.
Number Available: On request.
Audition Facilities: Tape.
Produced by: WVJP, Hector Candela.
Distributed by: WVJP.
Submitted by: WVJP, Box 207, Caguas, P. R.

The Italian Hour

Written, produced and announced by Eugene Mirabella, who plays selections from his own library of Italian recordings, from folk songs to Pops. A great favorite due to the large Italian population here.

Availability: E. T., Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: E. T., Tape, Live Talent.
Submitted by: Monterey Peninsula Broadcasters, KIDD, Box 1070, Monterey, Calif.

Polish Eagle Show Jewish Variety Hour Happy Italian Hour

Each of these three Sunday shows features recorded music in the appropriate language, interspersed with commercials delivered in both the foreign language and in English. Polish show heard 9 a.m.-12:30 p.m.; Jewish show, 12:30-1:30 p.m.; Italian show, 1:30-3:00 p.m. Heavy listener response from local area and Long Island, Bridgeport and New Haven.

Availability: Live Talent.
Running Time: Various.
Cost: On request.
Number Available: Weekly.
Audition Facilities: Tape.
Produced by: Victor Zembruski, Polish; Berel Howard, Jewish; Nino Bellassai, Italian.
Submitted by: WADS, Capitol Bldg., Main St., Ansonia, Conn.

Zaza

Libertad Lamarque in the life of Mexico's famous singing star, Jorge Negrete. Spanish language.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

Manolete

Dramatizing the life of the world's greatest bullfighter, 70 half-hour episodes. Spanish language, starring Enrique Rambal.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

Marcelino, Pan y Vino

Starring Enrique Rambal, 65 half-hours. Spanish language.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

El Conde de Monte Cristo

The classic Dumas story, starring Arturo de Cordoba, 90 half-hour episodes. Spanish language.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

RADIO FOREIGN LANGUAGE

La Ciudadela

Starring Arturo de Cordova, 65 half-hours, Spanish language.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

La Vida Es una Comedia

Starring one of Mexico's most talented and versatile actresses, Silvia Pinal, 52 separate half-hour episodes, Spanish language.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

La Estrella Vacía

Starring Maria Felix, one of Latin America's most popular actresses, 65 half-hours, Spanish language.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fremantle de Mexico.
Distributed by: Fremantle International, Inc.
Submitted by: Fremantle Int'l., 366 Madison Ave., N.Y.C.

La Montana Canta (The Mountain Sings)

Conducted by José Ortiz. This is one of the few Spanish Hillbilly shows broadcast in New York. Program features hill music loved by Puerto Ricans, contests featuring special limericks submitted by listeners. Commercials on this show follow a rhyme scheme.
Running Time: 30 minutes.
Cost: On request.
Number Available: Spot availability.
Produced by: WHOM.
Submitted by: WHOM, 136 W. 52nd St., N.Y.C. 19.

Spanish Breakfast Club

A program featuring news from Puerto Rico, time signals, weather forecasts, traffic reports and job opportunities and recorded music. Monday through Sunday.
Availability: E.T., Live talent.
Running Time: 5½ hours.
Cost: Participation basis.
Number Available: On request.
Audition Facilities: E.T., Tape.
Produced by: José de la Vega.
Submitted by: WWRL, Woodside 77, N.Y.

Italian Morning Varieties

Italian breakfast show emceed by Ralph Costantino and Pasquale Cajano. News, weather forecasts, chit-chat, frequent time signals. On the air for more than 15 years without interruption.
Availability: Live talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Spot participation.
Produced by: Raph Costantino.
Submitted by: WHOM, 136 W. 52nd St., N.Y.C. 19.

WWRL German Programs

Features a variety of segments, including typical German music, news in German, remotes from German restaurants and man-on-the-street interviews. Saturday, 10 a.m.-2 p.m.; Sunday, 10 a.m.-5 p.m.
Running Time: Four hours.
Cost: Participation, 5, 10 and 15 minute segments.
Number Available: On request.
Produced by: Henry Backs and others.
Submitted by: WWRL, Woodside 77, N.Y.

One Big Family

A program full of heart and appeal, consisting of interviews made in Italy with people whose relatives or friends in the United States (or Canada, or South America) have requested general interest radio visits. New editions annually.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Produced by: WOV (Giuliano Gerbi, staff producer).
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

Radio Reloj (Radio Clock)

Spanish show with Mario De Lara heard 6-8 a.m. daily, Monday through Saturday. Spot participation. All the ingredients of a gay breakfast show geared for New York's more than one half-million Puerto Ricans.
Running Time: Two hours.
Cost: On request.
Number Available: On request.
Produced by: WHOM.
Submitted by: WHOM, 136 W. 52nd St., N.Y.C. 19.

La Voz Hispana

Spanish evening program, featuring authentic Spanish-Puerto Rican music, variety segments, sports, news direct from Puerto Rico, dramatic shows, live music. Monday through Sunday.
Availability: E.T., Live talent.
Running Time: Four hours.
Cost: Participating.
Number Available: On request.
Audition Facilities: E.T., Tape.
Produced by: José de la Vega.
Submitted by: WWRL, Woodside 77, N.Y.

Bells of the Morning

Nino Ruggiere, well-known Italian stage and radio actor, intersperses bulletins of interest to the Italian housewife with a daily selection of the most popular new records from Italy. (In two 30-minute sections, 9:30-10 a.m. and 10:15-10:45 a.m., Monday through Saturday).
Availability: Live, E.T.
Cost: On request.
Number Available: Participating.
Audition Facilities: Transcription.
Produced by: WOV.
Submitted by: WOV, 730 Fifth Ave., N.Y.C. 19.

Debate Musical (Musical Debate)

Show is conducted by Juan Rodriguez Diaz and features outstanding Spanish vocalists in a musical duel. Listeners are asked to phone in their votes. Average number of calls received daily is 850.
Running Time: 30 minutes.
Cost: On request.
Number Available: Spot participation.
Produced by: WHOM.
Submitted by: WHOM, 136 W. 52nd St., N.Y.C. 19.

RADIO DRAMA (SERIAL)

Living Pages

Fifty-two all-time favorite Bible stories from Old Testament and New, dramatized by all-star stage, screen, radio and TV cast, and broadcast chronologically as a continued story. Non-sectarian and definitely commercial. Two 90- or three 60-second spots for sponsor's messages integrated with Bible narrative.
Availability: E.T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E.T.
Produced by: George Logan Price.
Distributed by: George Logan Price, Inc.
Submitted by: George Logan Price, Inc., 20828 Pacific Coast Hwy., Malibu, Calif.

Personal Romances

Exclusive arrangement and tie-in with popular magazine of the same name, "Personal Romances." Excellent for either a half-hour, once-a-week show; or, across-the-board in quarter- or half-hour format, with each story line completed in five episodes.
Running Time: 15, 30 minutes.
Cost: On request.
Audition Facilities: Live talent, or script.

Produced by: Basch Radio & Television Productions.
Distributed by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N. Y. C. 17.

Portia Faces Life

One of radio's most popular all-time soap opera favorites. Now available for the first time for local sponsorship or sustaining use by any station in the country. Sponsored network-wise by General Foods Corporation for several years. Suited for sponsorship by food chains and daytime local merchants.
Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E.T.
Distributed by: Charles Michelson, Inc.
Submitted by: Charles Michelson, Inc., 45 W. 45th St., N. Y. C. 36.

Man From Yesterday

Victor Mason is wrongly convicted of murder. His wife, believing him guilty, had changed her name and told her two children that their father was dead. For this reason alone,

Mason is determined to prove his innocence.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 208.
Audition Facilities: E. T.
Produced by: Noel Dickson.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Linda's First Love

Successful series produced originally for and sponsored by the Kroger Grocery Company of Cincinnati.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 1,000.
Audition Facilities: E. T.
Produced by: Ralph Jones.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Hearts in Harmony

The classic combination of a rich-girl, poor-boy. Pat Gibbs, hard-working son of a widowed hardware store

owner, and Penny Wentworth, daughter of one of the wealthiest men in town, are featured characters. Heart-warming drama of a boy and girl in love, and the problems they must face and overcome.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 208.
Produced by: Ralph Jones.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Curtain Time

Stories are based on best-selling novels. Presented in serial form, five programs make up a complete drama. Ideal show for stripping on Monday through Friday basis.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 260.
Produced by: Croton Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

(Continued on Page 120)

RADIO DRAMA

(Continued from Page 119)

Sound Spectacular

Program deals with dramatizing current world events, i.e. "The Satellite Sound." Program is described as Sounds of history. News with sound effects.

Availability: E.T.
Running Time: Variable.
Cost: \$35 per program.
Number Available: 6 to 12 per year.
Audition Facilities: Tape:
Produced by: Roger Mansfield.
Submitted by: WKTG, Box 358, Thomasville, Ga.

Turning Points

Turning Points in lives of important persons throughout the world, and in important events that have affected our lives.

Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26—13 additional scripts ready.
Audition Facilities: E.T.
Produced by: Emanuel Demby.
Distributed by: Demby Productions, Inc.
Submitted by: Demby Productions, Inc., 1 W. 58th St., N. Y. C. 19.

Tarzan

Tarzan's adventures range the length and breadth of Africa. He battles enemies of every kind. Each program tingles with genuine jungle atmosphere. Actual recordings of jungle animals and a special musical score add to the immediacy of every adventure. Tarzan is a colorful, exotic feature with lots of excitement and action, appealing to a national audience of all ages and both sexes.

Availability: E.T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Audition Facilities: E.T.
Produced by: Walter White, Jr.
Distributed by: Commodore Productions & Artists, Inc.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

Fact or Fantasy

Stories of mental and psychic phenomena, investigated and confirmed. Thrilling in narrative, dramatic technique, voiced by Frances Scott.

Availability: E.T.
Running Time: Five minutes.
Cost: On request.
Number Available: 100.
Audition Facilities: E.T.
Produced by: Basch Radio & Television Productions.
Distributed by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N. Y. C. 17.

This is the Story

True stories—history through sports, two five-minute vignettes to each show with surprise endings, starring Ed Prentiss.

Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Produced by: Morton Productions.
Distributed by: Morton Productions.
Submitted by: Morton Productions, 64 E. Lake St., Chicago 1, Ill.

The Clyde Beatty Show

Some episodes are laid in the circus, where the viciousness of Beatty's big cats combines with the human stories of clowns acrobats, bareback riders and roustabouts. Other episodes have the jungle as their background. Savagery proves no obstacle to the man who twice-a-day risks death in the steel arena. His safaris into the veldt have become legend, and all who have traveled with Beatty know that neither native warriors nor stampeding herds can deter this adventurer.

Availability: E.T.
Running Time: 25, 30 minutes.
Cost: On request.
Number Available: 156.
Audition Facilities: E.T.
Produced by: Walter White, Jr.
Distributed by: Commodore Productions & Artists, Inc.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

Doctor Paul

Story of a wonderful love and of service to humanity—the true-to-life drama of Dr. Paul Bock who is married to a scheming, ambitious woman obsessed with jealousy of young Virginia Martin, Dr. Paul's hard-working head nurse at Miles Memorial Hospital. Program casts top West Coast talent.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Over 1,000.
Produced by: RCA Recorded Program Services.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Modern Romances

Daytime drama with a new story and new cast every week, thereby providing opportunity to present varied story lines ranging from mystery to romance, adventure to family conflicts. Each drama utilizes exciting new settings and locales.

Running Time: 30 minutes.
Cost: On request.
Produced by: Wilbur Stark, Jerry Layton.
Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

The Silver Eagle—Mounty

Network adventure program, features Sgt. Jim West (the Silver Eagle) and his giant, good-natured trailmate, Joe Bideaux, in a series of complete stories of the great Northwest. Adventure as adults like it—adventure that children love.

Availability: E. T., Live Talent.
Running Time: 25, 30 minutes.
Cost: On request.
Number Available: 175.
Audition Facilities: E. T., Tape.
Produced by: James E. Jewell.
Distributed by: Jewell Radio and Television Productions.
Submitted by: Jewell Radio and Television Productions, 540 N. Michigan Ave., Chicago 11, Ill.

Aunt Mary

Story of a woman whose selfless and untiring devotion to her fellow men is exceeded only by her defense of human dignity. Set in a typical American rural community, it is a real person's struggle for better understanding among real people. Program casts top West Coast talent.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 605.
Produced by: RCA Recorded Program Services.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Escape With Me

Involves stories in which the listener, with the help of a narrator, is put into the frame of mind of "escaping" into a world of love, murder, romance, mystery, which causes self-identification with both characters and situations involved in each intriguing story.

Running Time: 30 minutes.
Cost: On request.
Produced by: Wilbur Stark, Jerry Layton.
Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Great American Women

Starring Basil Rathbone as narrator. The famous actor reveals interesting details from noted women's lives (e.g., how Emily Dickinson responded in the presence of her secret lover, why Grandma Moses began painting earnestly in her seventies). Sixty-five women are featured.

Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Number Available: 65.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Story From Hollywood

Dramatizations of problems involving identifiable people who happen to live and work in Hollywood (not necessarily actors and/or producers). Stories will be related by a Hollywood "name" columnist who, to lend even greater authenticity to story, will sometimes interview the Hollywood figure around whom story is centered.

Running Time: 30 minutes.
Cost: On request.
Produced by: Wilbur Stark, Jerry Layton.
Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Indictment

Dramatic crime series based on stories of the criminal law with authentic procedures as detailed by Eleazar Lipsky, former Assistant District Attorney of New York and author of "People Against O'Hara," "Kiss of Death" and other successful films.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.

Number Available: On request.
Produced by: Nathan Kroll.
Distributed by: CBS Radio Network.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

Horatio Hornblower

Michael Redgrave stars as the famous Captain Horatio Hornblower in this exciting adventure series at the sea.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway N.Y.C. 19.

Gunsmoke

Historic Dodge City is the background for these exciting stories about the old West. William Conrad stars as U. S. Marshal Matt Dillon who is sworn to bring law and order to this growing cattle empire.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: On request.
Produced by: Norman Macdonnell.
Distributed by: CBS Radio Network.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

The Queen's Men

Authentic crime dramas from the files of the Royal Canadian Mounted Police.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: E. T.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway N.Y.C. 19.

Whispering Streets

Daily short story dramatizations, introduced and narrated by Bette Davis, enacted by changing casts of Hollywood players. All stories written by Margaret Sangster.

Cost: On request.
Number Available: On request.
Produced by: Ted Lloyd for CBS Radio, originating in Hollywood (Station KNX).
Distributed by: CBS Radio Network.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

Adventures of the Scarlet Pimpernel

Marius Goring stars in this adventure series of exploits based on the famous fictional character of the French Revolution.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway N.Y.C. 19.

RADIO DRAMA

FBI in Peace and War

Expose of the operation of rackets and swindles currently being perpetrated. Investigation of cases by Special Agents Stevens and Reynolds show operation of FBI from receipt of report of fraud to apprehension of culprits.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Betty Mandeville.
Distributed by: CBS Radio Network.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

Theatre Royal

Dramatic series starring Sir Lawrence Olivier and excellent cast. Fine dramatic works.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: E. T.
Produced by: Towers of London, Ltd.
Distributed by: Lang-Worth Feature Programs, Inc.
Submitted by: Lang-Worth Feature Programs, Inc., 1755 Broadway N.Y.C. 19.

Thirty Minutes to Go

Fast-paced thrillers of suspense and adventure. Each story is based on time, with just Thirty Minutes to go to reach a dynamic conclusion.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: Harry S. Goodman Productions.

Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

The Big Squeeze

Exciting stories of people caught in the clutches of blackmailers, extortionists and racketeers. Each story complete in itself.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: E. T., Tape.
Produced by: AWA Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

T-Men Confidential

Programs deal with the Office of Internal Revenue, featuring schemes people use to avoid paying taxes. No blood and thunder but exciting and suspenseful.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Letter of Destiny

Stories of strange letters that change the course of the lives they touch. Unusual, compelling dramas.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Deadline for Danger

Each show is based on an ultimatum with a life-or-death decision to be reached in a given time.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Contraband

Factual dramatizations revealing how Customs Agents, their intelligence men, spies and informers work to trap smugglers.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: Artransa.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Classified Columns

Dramatic tales of the stories behind the stories of the people who place, read and act upon the tiny ads in the "Classified Columns."

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Fidelity Radio.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Big City

Each program features a different big city and presents the stories of adventure and intrigue, suspense and mystery that are part of every large metropolis.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

Armchair Theater

Radio adaptations of well-known motion pictures. Series includes mystery, suspense, Westerns, classics, comedy and romance, with appeal for the entire family.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 130.
Audition Facilities: Tape.
Produced by: Croton Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

RADIO QUIZ

What's Cookin'?

Program opens with rules for the game, followed by musical selection for the morning. Mystery recipe is given after which audiences are invited to telephone in to name the recipe. Prizes are given for the correct answer.

Availability: Live Talent, Tape.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Matt Mattox.
Distributed by: WCLG.
Submitted by: WCLG, Box 885, Morgantown, W. Va.

Radio's Voice of Fortune

A telephone quiz game requiring listeners to identify mystery voices as a jackpot feature. This is a merchandising and programming package. Listeners must obtain entry cards at sponsor's store.

Availability: E. T.
Running Time: Variable.
Cost: On request.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 1529 Madison Rd., Cincinnati, Ohio.

The Theme's the Thing

A musical quiz game based on radio and TV listening by having participants identify theme songs of network programs; size of prize determined by the rapidity in which correct answer is given.

Availability: Live Talent.
Running Time: Variable.
Cost: On request.
Number Available: Variable.
Audition Facilities: Tape.
Produced by: Jimmy Gismondi.
Distributed by: Jimmy Gismondi.
Submitted by: WMBS, Fayette National Bank Bldg., Uniontown, Pa.

Tune-Test

A musical quiz show which supplies winners with outstanding prizes for knowing the answers to questions based on music. The same show run successfully by the Don Lee Network.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Radio Features Inc.
Distributed by: Radio Features Inc.
Submitted by: WAGR, 2106 N. Cedar St., Lumberton, N. C.

Tri County Radio Quiz

A new musical telephone quiz game. Contestants register by postcard, and daily calls are made throughout the tri-county area.

Running Time: 30 minutes.
Cost: On request.
Submitted by: WSWW, Box 1, Platteville, Wisc.

Match-a-Tune

A new musical quiz game which is a merchandising and programming package. Listeners must obtain game sheets from sponsors and identify musical selections portrayed on sheet. As a jackpot feature there are Mystery Tunes recorded by World.

Availability: E. T.
Running Time: Variable.
Cost: On request.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 1529 Madison Rd., Cincinnati, Ohio.

Mystery Tune

An old recording is selected and played on the program, the listeners guess the name of the recording by calling the station and talking with the announcer on the show. If they give the correct title they win a prize.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Tape.
Produced by: WCHI.
Submitted by: WCHI, 800 Eastern Ave., Chillicothe, Ohio.

Sound-O

A quiz game where sounds are identified on a game sheet listeners must obtain from sponsors. This is a merchandising and programming package which also requires identification of jackpot sounds for jackpot prize.

Availability: E. T.
Running Time: Variable.
Cost: On request.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 1529 Madison Rd., Cincinnati, Ohio.

Prize Package

A tailor-made package for a shopping center. Quiz interviews, and an appealing show with an excellent gimmick. Also appeals to department stores and super markets.

Availability: E. T., Live Talent.
Running Time: Variable.
Cost: On request.

(Continued on Page 122)

RADIO QUIZ

(Continued from Page 121)

Number Available: Unlimited.
Audition Facilities: Tape, Live Talent.
Produced by: V. S. Becker Productions.
Distributed by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N. Y. C.

Dollar Derby

Items are put up at auction for listeners to bid on. "Play money" is picked up at sponsor's store as given dollar for dollar according to purchases made. Highest bidders win prizes.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: E. T.
Produced by: Richard H. Ullman, Inc.
Distributed by: Richard H. Ullman, Inc.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo, N. Y.

Number Pleeze

E. T. dramatized questions are played. The correct answer has a numerical value. If the number resulting matches the listener's house number address he phones the station and is declared a winner.

Availability: E. T., Live Talent.
Running Time: 15, 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: E. T.
Produced by: Richard H. Ullman, Inc.
Distributed by: Richard H. Ullman, Inc.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo, N. Y.

Musical Tune-O

The famous musical Bingo game. Contestants pick up Tune-O cards at sponsors. A list of musical selections is identified by listener and marked on the card. A winner identifies tunes and when the card is filled in, like in Bingo, notifies the station.

Availability: Live Talent.
Running Time: Variable.
Cost: On request.
Number Available: Indefinite.
Audition Facilities: E. T.
Produced by: Richard H. Ullman, Inc.
Distributed by: Richard H. Ullman, Inc.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo, N. Y.

Money and Music

Aired daily Monday through Saturday from 12:30 noon to 1 p.m. Half-hour long. Has six non-competitive sponsors who get program credits at beginning and conclusion of program, plus a one-minute spot announcement in show. Quiz concerns important questions on history and cash starts at \$3 and raises daily. Calls are local and long distance.

Availability: E. T., Live Talent.
Running Time: 30 minutes.
Cost: \$4.65 per day.
Number Available: Two per day.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: WCCN.
Distributed by: WCCN.
Submitted by: WCCN, 140 W. 5th St., Neillsville, Wis.

Dallas Wales Show

"Three Questions" incorporated as 30-minute-segment of this daily show heard Monday through Friday. Popular TV personality, Dallas Wales, asks three questions about one of his six sponsors. Jackpot increases \$10 a day till won with correct answers.
Availability: E. T., Live Talent.
Running Time: 55 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Dallas Wales, KRGV.
Submitted by: KRGV, 311 Missouri, Weslaco, Texas.

Mister X

Two-line rhyming clues about a local Iredell County person are given Monday through Saturday, 10-10:30 a.m. Four calls are made daily to listeners who have registered at sponsor's store. Cash jackpot starts at \$5 and three clues; progresses with \$5 added daily and one new clue.

Running Time: 30 minutes.
Cost: On request.
Number Available: Four.
Audition Facilities: Tape.
Produced by: Stan Sanders.
Distributed by: WDBM.
Submitted by: Iredell Broadcasting Company, WDBM, Box 1027, Statesville, N. C.

Phone Your Answer

A series of three questions as asked, and listeners phone in with the answers. Prizes are awarded. When a winner is found, the winner's voice is put on the air with the correct answers.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$50.
Audition Facilities: Tape.
Produced by: WATR.
Distributed by: WATR.
Submitted by: WATR, 440 Meadow St., Waterbury, Conn.

Food for Thought

Local grocers and related clients sponsor "Food for Thought" daily, Monday through Saturday, 9:30-9:55 a.m. A general information quiz question from World Book Encyclopedia is asked and four calls made to pre-registered listeners at stores. \$5 check and gift certificates are given winner, all redeemable at store where listener registered.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: Four.
Audition Facilities: Tape.
Produced by: Clay Cline.
Distributed by: WDBM.
Submitted by: Iredell Broadcasting Company, WDBM, Box 1027, Statesville, N. C.

Sez Who!

Henry Morgan, host, and panel of four in sound quiz, guessing famous voices of the past and present.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: Mike Oppenheim, William Cooper.
Distributed by: CBS Radio.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

THE STRONG BUNDLE

.. Network Radio's Impact

By EDWARD J. DeGRAY

ABC Vice President

In Charge of Radio Network



MORE than 2500 years ago, Aesop told his market place audience about a man with a bundle of sticks. Singly, the sticks were weak, but tied together they formed an unbreakable faggot, the philosopher observed.

Now with all his wisdom, the immortal Aesop probably never considered advertising media, but the thought behind his fable most certainly can be applied to the 20th Century miracle of broadcasting. To bring our fable up to the year 1958 and relate it to radio, consider the stick as one announcement bought on a single station.

For a local advertiser who is pushing a particular item in a special sale, this single stick can of course be useful, though to a highly limited degree. But for either the local advertiser, or more particularly, a national advertiser whose success is dependent on building a strong image over a period of time, the single announcement or the use of a single station has less value. Together, many stations, bound into a network and used at different times, can create a successful campaign.

Even individual announcements placed on many stations cannot create the image obtainable on a network. When used individually, the unit of measuring impact remains for the most part one broadcast since each message is presented differently. To go back to our friend noted by Aesop, the bundle of sticks needed a unifying factor. In the case of the sticks, a single piece of strong cord does the trick. In the instance of radio, the unifying factor is the network personality who sells everywhere creating the same sponsor image in the mind of the listener.

The personality can be a Don McNeill, an Arthur Godfrey or a Bob Considine reporting the news. But for the sponsor, his message is controlled carefully and given by one personality whom he knows and can rely upon.

And in addition, network radio offers the opportunity for a sponsor to get uniform integration of commercials, selling as it most often does within the program medium. ABC Radio's Don McNeill is typical of the modern-day approach of many advertisers whose messages become a part of the program itself through the expert delivery of the show's personality. And too, there are the many nationally-known newscasters who open each show with "This program is brought to you by Camel cigarettes" and then carefully integrate the sponsor's message with the news.

While complementary to network television (which also can achieve a strong image for a national advertiser) in many respects, network radio offers one big advantage not inherent in television: economy.

Network radio can reach large masses of people at different times of the day and night with its personalities at a low cost per thousand. Whereas advertisers formerly purchased single programs on radio, the plan which has proven most successful today is that which horizontal and vertical diversification to the advertiser, 20, 30, 40 or more broadcasts a week, providing mass exposure at a low price.

In addition, network radio has an advantage to advertisers in the many public service and special events broadcasts offered. This type of shows helps build the most important element of prestige.

Through commercial network broadcasts, the client who makes such broadcasts economically possible not only is reaching the greatest possible audience with his commercial message but also is performing a public service by making the public service program available to that audience.

RADIO SELLS ADULTS

... But Must Attract Them

By JOHN C. GILMORE

Vice President

Community Club Services Incorporated



DURING the course of the past few years, the radio industry has witnessed the birth of a new concept of radio—"modern radio programming." Simultaneously, this has created a major controversy that has touched everyone within the industry. This controversy was brought to a head at the recent Pop Music Disc Jockey convention in Kansas City. It was here that Mitch Miller, of Columbia Records, accused "modern radio" of appealing only to the 8- to 14-year-old listener. Miller was voicing the sentiments of many radio executives throughout the country.

Adam Young countered Miller's charges with a special survey to determine the audience composition of "modern radio stations." The results of this survey—only 11.7 per cent of the listening audience of a "modern radio station" is composed of teenagers between the hours of 6 a.m. and 6 p.m., Monday through Friday; only 3.4 per cent of the audience is composed of children; while adults make up 84.9 per cent of this very same audience.

In spite of the facts, many people continue to feel that the audience of a "modern" station is composed primarily of teenagers. Many of these people are influential or important advertisers. How does a "modern broadcaster" convince people that at least 84.9 per cent of his audience is composed of adults?

* * *

Many broadcasters have found that Community Club Awards is a solution to this very difficult problem. Its appeal is strictly adult. Although Community Club Awards increases listenership, this is only a secondary factor. Stations whose ratings put them in the No. One spot in their communities find Community Club Awards a necessity. The reason—the adult appeal.

John F. Box, Jr., of Balaban's WIL in St. Louis, looked to Community Club Awards as "tangible proof that we have an adult audience. It has enabled us to prove just how effective radio can be. In addition to being a tremendous public service factor in a community, Community Club Awards enables us to bring clients into radio who have not previously included radio in their budget. In our present campaign we have one client who hasn't used radio since 1931. Community Club Awards means greater prestige within the community—but, more important, it means more dollars from new business."

* * *

Based on the purchasing power of women's civic, religious, fraternal, social and charitable organizations, working for cash awards for their club endeavors, clubs compete by turning over to the radio or television station, weekly, accumulated *proofs-of-purchase* as outlined in a Buyers Guide provided by the station for the clubs' distribution to their members and friends. Cash awards, which are distributed weekly, culminate in grand awards at the end of the 13-week period, which are based alternately on *dollar volume* and *dollar volume per capita*, thus offering equal opportunities to the small and large clubs. At the close of the campaign the station purchases all of the *proofs-of-purchase* turned in by non-winning clubs at one dollar per 1,000 dollars; thus everyone is a winner in *direct proportion to his efforts*. Cash awards range from \$10,000 to \$1,500, depending upon the market.

In somewhat under four years over five million women have earned in excess of \$2 million for their favorite civic, religious, social, charitable or fraternal organizations. These women are testimony to the fact that adults listen to "modern radio."

RADIO CHILDREN'S

Let's Listen to a Story

Each week WMCA records for broadcast a story told to groups of neighborhood children at various branches of the Brooklyn Public Library. An award-winning program, this series is recommended by parent-teacher groups.

Availability: Live talent.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52 programs.

Audition Facilities: Tape.

Produced by: WMCA Public Service Division.

Distributed by: WMCA.

Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

Uncle Bob's Kiddie Hour

Daily children's program, featuring "Uncle Bob" with his children's stories, musical selections, safety tips, and youth-building suggestions.

Running Time: 15 minutes.

Cost: On request.

Number Available: Six per week.

Produced by: Bob Bodden.

Distributed by: WSWW.

Submitted by: WSWW, Box 1, Platteville, Wisc.

The Baby Sitter

Children's stories told at bedtime. Children's songs, lullabies, etc.

Availability: E.T., Live talent.

Running Time: 15 minutes.

Cost: On request.

Number Available: Unlimited.

Audition Facilities: Tape.

Produced by: V. S. Becker Productions.

Distributed by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 551 Fifth Ave., N. Y. C. 17.

The Little Nipper Show

A regular Saturday feature for seven years, the show features professionally produced fairy tales and stories on record.

Availability: E.T.

Running Time: 25 minutes.

Cost: \$40 one-time rate.

Number Available: One per week.

Audition Facilities: Tape.

Produced by: Bob Leinweber.

Submitted by: KOOK, Box 2557, Billings, Mont.

Aunt Helen's Storytime

A daily program handled by a female storyteller, with emphasis on religious stories. Each story is original, not taken from a book or professional script. Each is written by producer, a specialist in religious stories. Occasionally, children are interviewed instead from churches, Bible schools, etc.

Availability: Live talent.

Running Time: 15 minutes.

Cost: On request.

Number Available: Five per week.

Audition Facilities: Tape.

Produced by: Helen Becker.

Distributed by: WWKY.

Submitted by: WWKY, Box 535, Winchester, Ky.

Hopalong Cassidy

"Hopalong Cassidy" starring William Boyd—a name famous to millions in books, comics, movies, TV and radio. In these half-hours are all the ingredients that have made Hoppy's name a household word—action, fair play, suspense and genuine Western atmosphere.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 104 half-hour episodes.

Audition Facilities: E. T.

Produced by: Walter White, Jr.

Distributed by: Commodore Productions & Artists, Inc.

Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

Carnaval de los Ninos

A brief story for boys for the first 12 minutes. Then a participating program for boys. They do what they want—sing, imitate, etc. Little prizes for the best performers.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$25.

Audition Facilities: Tape.

Produced by: WVJP (Rafael Ortiz).

Distributed by: WVJP.

Submitted by: WVJP, Borinquen Broadcasting Co., Box 207, Caguas, P. R.

Mister Muggins Rabbit

Meet the "hoppy-go-lucky" bunny, the lovable bad boy who goes merrily along, jumping into a rabbit stew of trouble which will delight everyone—from five to 85. Join Muggins Rabbit and a whole farm and forest full of his frisky little friends in a pleasurable 30 minutes of entertainment.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Audition Facilities: E. T.

Produced by: SESAC, Inc.

Distributed by: SESAC, Inc.

Submitted by: SESAC, Inc., The Coliseum Tower, N.Y.C. 19.

Sandy Bear

In Melody Land

Follow the adventures of playful Sandy Bear with his frolicking friends as he wanders through the land of melody. An educational, instructive, entertaining quarter-hour series that familiarizes the younger set with the world of music in an amusing way.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Audition Facilities: E. T.

Produced by: SESAC, Inc.

Distributed by: SESAC, Inc.

Submitted by: SESAC, Inc., The Coliseum Tower, N.Y.C. 19.

(Continued on Page 124)

RADIO COUNTRY AND WESTERN

(Continued from Page 123)

Country Style Jamboree

Program features Ron McMunn and the CJET Country Cousins every Friday night at the Smiths Falls Community Centre. Program includes a show and dance with special guests each week. Broadcast is from 9-9:30 p.m.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 6.
Submitted by: CJET, Smiths Falls, Ontario, Canada.

Rhythm Ranch

Standard Western favorites and Country music played from records by Bill Warner. Sold on participation basis only.
Availability: Live talent.
Running Time: Four hours.
Cost: \$10 per participation.
Number Available: Four.
Audition Facilities: Tape.
Produced by: KGYW.
Submitted by: KGYW, Box 1112, Vallejo, Calif.

Old Dominion Jamboree

Musical Content: Country and Western standards and new releases; rock-a-billy; Features: humor; gospel time; request time. News Headlines at '29 and News Live at '55.
Availability: Live talent.
Running Time: 110 minutes.
Cost: On request.
Number Available: Open
Audition Facilities: Tape.
Produced by: Woody Merchant.
Distributed by: Prince William Broadcasting Corporation.
Submitted by: Prince William Broadcasting Corporation, WPRW, Drawer 151, Manassas, Va.

Music R.F.D.

Country and Western DJ. Half-and-half, ad lib and music.
Availability: Live talent.
Running Time: 60 minutes.
Cost: \$10 per ¼ hour.
Number Available: Unlimited.
Audition Facilities: Tape.
Submitted by: WOWL, Box 634, Florence, Ala.

Farm and Home Hour

Recorded Old Time and Western music. Market report, news, weather forecasts and temperatures. Participating sponsors.
Availability: E. T., Live talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Arch Davis.
Submitted by: WFHR, 230 1st Ave., S., Wisconsin Rapids, Wisc.

CB's Cornbread Matinee

Program features Country and Western music, old and new. Handled by a Country and Western DJ with years of experience. DJ uses gimmicks from time to time, and show stoppers provided by Thesaurus Program Service. Program is informal, and simple in its format.
Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Don Matney, WBUY.

Distributed by: WBUY.
Submitted by: WBUY, Box 359, Lexington, N. C.

Triple "A" Ranch Gang

Saturdays, 11:45 a.m.- 12:13 p.m. Well-known Country and Western group in the southern Berkshires. Plays the majority of dance dates.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$22 on 52-week basis.
Audition Facilities: Tape, Live talent.
Produced by: Allen Vaber.
Submitted by: WSBS, Route 7, Great Barrington, Mass.

Western Jamboree

A fast-stepping Country music show with DJ Gil McCall. Features old favorite, Pop Western and Hillbilly tunes—plus humor to fit the occasion. Runs Wednesday evenings 7:15-8 p.m.
Availability: E. T.
Running Time: 45 minutes.
Cost: \$25.
Number Available: One per week.
Audition Facilities: E. T.
Produced by: Gil McCall.
Distributed by: CKCQ.
Submitted by: CKCQ, Box 699, Quesnel, B. C., Canada.

Denny Taylor Show

Denny and his trio provide a quarter-hour of smooth Country and Western music, which originates live from WHIZ at 12:30 p.m. Monday through Friday. Denny sings and is available for taped or live commercials.
Availability: E. T., Live talent.
Running Time: 15 minutes.
Cost: Participating.
Number Available: Daily.
Audition Facilities: E.T., Tape, Live talent.
Produced by: WHIZ.
Distributed by: WHIZ.
Submitted by: WHIZ, Lind Arcade Bldg., Zanesville, Ohio.

Mountain Music Time

Country and Western music, interrupted only by commercial messages.
Availability: E. T., Live talent.
Running Time: Various.
Cost: On request.
Audition Facilities: Tape.
Produced by: Kimberly Johnson.
Submitted by: WELD, Fisher, W. Va.

The Morning Jamboree

Blustery old Uncle Sleepy and his quiet counterpart, Mike Paxton, have provided music for a large Country music audience since 1953. The folksy mountain humor and the choice Country music have a strong appeal in the Kentucky, West Virginia, and Virginia mountains.
Availability: Live talent.
Running Time: 45 minutes.
Cost: On request.
Number Available: Participating.
Audition Facilities: Tape.
Produced by: WLSI.
Distributed by: WLSI.
Submitted by: WLSI, Pikeville, Ky.

Country Fair

A three-hour weekly live Country music show from the WSIG stage in the Nelson Theatre, Mt. Jackson. Area and national Country music talent, plus audience interviews. Three MC's,

over 20 big acts. A half-hour formatted version of this feature is available to stations.

Availability: Live talent.
Running Time: 3 hours.
Cost: On request.
Number Available: 1 per week.
Audition Facilities: Tape.
Produced by: WSIG.
Distributed by: WSIG.
Submitted by: WSIG, Mt. Jackson, Va.

Down Our Way

Combines old-fashioned singing with a simple homey story. The refreshing humor and homespun story of life in any town with the song's that Mom and Dad and everybody love. Each episode tells a complete, heartwarming story.
Availability: E.T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: E.T.
Produced by: Walter White, Jr.
Distributed by: Commodore Productions & Artists, Inc.
Submitted by: Commodore Productions & Artists, Inc., 6636 Hollywood Blvd., Hollywood 28, Calif.

Prairie Jamboree

Strictly a Western show with a large audience in this primarily agricultural area. Records used mostly, although live orchestras and singers are featured regularly. Requests, dedications and greetings are accepted. A live studio audience is admitted by ticket only.
Running Time: 2½ hours.
Cost: On request.
Audition Facilities: Tape.
Produced by: Peter Hicks.
Submitted by: CFGP, Grande Prairie, Alberta, Canada.

KCUL's Cowtown Hoedown

A fun-filled two hours direct from the Majestic Theatre, in downtown Fort Worth. Featuring the nation's top Western artists on stage every Saturday night, 8-10 p.m. Merchandising and programming package available.
Availability: Live talent.
Running Time: 2 hours.
Cost: On request.
Audition Facilities: Live talent.
Produced by: KCUL.
Submitted by: Dalworth Broadcasting Co., Inc., KCUL, Box 2049, Fort Worth, Texas.

Music and Words for Early Birds

Runs daily 6-7:30 a.m. Includes peppy music, all weather for nation, and local. Agricultural agent's office reports daily by tape on show. Complete news at 6:25 and again at 7 a.m., with sports also. Beamed at the farm and rural listening audience of central Wisconsin.
Availability: E.T., Live talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Participation.
Audition Facilities: E.T., Tape, Live talent.
Produced by: WCCN.
Distributed by: WCCN.
Submitted by: WCCN, 140 W. 5th St., Neillsville, Wisc.

Eddie Arnold Show

Program featuring recordings of Eddie Arnold with voice tracks by Eddie to open and close and present weathercast and special selections, such as memory and inspirational selections. Weathercast made part of show is picked up direct from Durham-Raleigh Airport weather station and delivered by weatherman.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Al Pruitt.
Submitted by: WDNC, Box 2126, Durham, N. C.

Curly's Corral

Ellie Hale, well-known area Western vocalist and instrumentalist, is MC. Records of top Western artists and approximately one hour of live talent. Total air time is three hours.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: KCSR.
Distributed by: KCSR.
Submitted by: KCSR, Chadron, Nebr.

American Folk Music

America's rich heritage of folk music emanates from Bean Blossom Junction. Fifteen frolicsome minutes of homespun Hillbilly tunes, cracker-barrel ballads of the legendary West and sprightly Saturday night hoedown novelties.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T.
Produced by: SESAC, Inc.
Distributed by: SESAC, Inc.
Submitted by: SESAC, Inc., The Coliseum Tower, N.Y.C. 19.

Town & Country

Embraces the talent of nationally-known Country and Western artists and is tailored for audiences of a metropolitan as well as rural nature. A fast-moving, musical variety show adaptable to local, regional and national needs.
Availability: E. T., Live Talent.
Running Time: 15, 30, 60 minutes.
Cost: On request.
Number Available: 312.
Audition Facilities: Tape, Live Talent.
Produced by: Connie B. Gay.
Distributed by: Town & Country Network, Inc.
Submitted by: Town & Country Network, Inc., 1122 N. Irving St., Arlington, Va.

Swing Your Partner

Promenade around and "do-si-do" with Ed Durlacher calling and playing squares, quadrilles, contras and circles. The origin of these dances spans the country from New England to the Western states, enhanced by old favorites and new, that will win approval with listeners and sponsors.
Availability: E. T.
Running Time: 15 minutes.
Cost: \$49.50.
Audition Facilities: E. T.
Produced by: SESAC, Inc.
Distributed by: SESAC, Inc.
Submitted by: SESAC, Inc., The Coliseum Tower, N.Y.C. 19.

RADIO SPORTS

Ten Pin Tattler

Program consists of a complete resume of individual bowling scores, high game, high series, team standings, schedules, oddities (7-10 split, etc.), match games, ABC, regional and local tournaments for all bowlers in Dubois and surrounding counties.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 39 weeks.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: John C. Williamson, WITZ.
Distributed by: WITZ.
Submitted by: WITZ, Box 167, Jasper, Ind.

Speaking of Sports

Complete roundup of sports in season including baseball, football, basketball, hunting and fishing, with direct on-the-spot reports.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Maury Farrell.
Submitted by: WBRC, 1729 2nd Ave. N., Birmingham, Ala.

Final Sports Edition

Complete, accurate and latest wrap-up of local and national sports in the area, with top local commentator. Highlight stories and results of all sports, with strong emphasis on local interest.

Availability: Live Talent.
Running Time: 15 minutes.

Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WKBN.
Distributed by: WKBN.
Submitted by: WKBN, 3930 Sunset Blvd., Youngstown, Ohio.

Let's Go Fishing

Personal interviews with nationally-known sports personalities who come to "The Spa"; reports from various landings and resorts by beeper, reports from Arkansas Game & Fish Commission, added items on hunting, golfing, and other sports.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Jack Wolever.
Distributed by: Jack Wolever.
Submitted by: KWFC, Box 1038, Hot Springs Nat'l Park, Ark.

In This Corner

A quiz sports program, including interviews on news and sports.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape, Live Talent.
Produced by: V. S. Becker Productions.

Distributed by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N. Y. C. 17.

The Sport Review

Program opens with highlights of national sports picture—then the local

sport items—then an interview with a local sport personality who has recently done some outstanding job. Baseball, football, basketball, fishing, and hunting all covered in season.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: KERV.
Submitted by: KERV, Box 791, Kerrville, Texas.

Sideline Signals

George Jensen, local sports editor of the Redding newspaper, reports on all local sports. Features interviews with local figures and telephone beeper interviews with people like Eddie Machen, Marv Grissom, Joe Hatten and others in national sports who reside in this area. George also calls on use of AP Radio Wire for national sports picture.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Regular rates, plus 10 per cent if Jensen does commercial.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: K-VIP.
Submitted by: K-VIP, Box 919, Redding, Calif.

Nightbeat

Program covers Atlanta by night. Jerry Vandeventer is slot man and a staff of five reporters covers the city after dark. Feature interviews, spot news from the radio cars plus listenable music for nighttime moods.
Availability: E. T., Live Talent.

Running Time: 175 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WSB radio program department.
Submitted by: WSB, 1601 W. Peachtree St., N.E., Atlanta, Ga.

Seafarings

News of the boating world, tides, barometer and maritime weather is brought to you three times each day as a public service to the boating and fishing enthusiast of the Northwest, the pleasure-boating capital of the world.

Availability: Live Talent.
Running Time: Five minutes.
Cost: \$12 one time.
Audition Facilities: Tape.
Produced by: Warren Saunders.
Submitted by: KTIK, 101 Bellevue Ave. N., Seattle 2, Wash.

Five-Star Sports Final

A panel discussion of controversial sports subjects, featuring WGN's outstanding sports announcers: Jack Brickhouse, Vince Lloyd, Jack Quinlan and Lou Boudreau, Lloyd Pettit. The gentlemen have spirited debates on important sports subjects on the day. Example (on baseball): Should there be inter-league trading between the National League and the American League without the waiver ruling?

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Produced by: Dan Pecaro.
Submitted by: WGN, 441 Michigan Ave., Chicago 11, Ill.

(Continued on Page 126)

KPOA RADIO DOMINATES!

HONOLULU, HAWAII



1st of Honolulu's 10 Stations

Midsummer PULSE June '58
 Midsummer PULSE June '58

Hawaii's highest ratings in MUSIC
 Hawaii's highest ratings in NEWS
 Hawaii's highest ratings in SPORTS
 Hawaii's highest ratings in Japanese and Filipino shows

Represented by Hollingbery
FOUNDERS CORP.

One of the Founders' group of stations, including WTAC, Flint, Michigan; WFBL, Syracuse, New York; KTVR, Channel 2, Denver, Colorado; and WSMB, New Orleans, Louisiana

MEMO TO TIME BUYERS:

KPOA is Hawaii's HIGHEST RATED radio station

... FIRST mornings, afternoons and nights
 ... with DIVERSIFIED PROGRAMMING ... not just rock and roll!

(Continued from Page 125)

620 Sports Cycle

A daily five-minute show handled by Sports Director Doug I. Mear. Program details the usual daily sports material in addition to an up-to-the-minute fishing spot rundown for the entire state, checked by telephone.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Bob Franklin.
Submitted by: KGW, 1139 S.W. 13, Portland, Ore.

This Week in Boating

A 15-minute roundup of boating news, tips, and interviews with the boating experts of the day, together with room for complete weekend weather analysis. Host is Elbert "Robbie" Robberson of Yachting magazine.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13.
Audition Facilities: E. T.
Produced by: Teldon Productions, Inc.
Submitted by: Teldon Productions, Inc., 2 W. 46th St., N. Y. C. 36.

Sunday Afternoon Sports Roundup

Complete summary of weekend sports.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: E. T., Tape, Live Talent.

Produced by: Gary Burns.
Submitted by: KBAM, Box 31, Longview, Wash.

University of Colorado Basketball

Twenty-four-game University of Colorado basketball schedule originated by KBOL. Boulder to a Colorado state radio network. Sports-caster Pete Hansson calls the play for the Colorado Big Eight schedule. Complete state coverage available through the local market station.

Availability: Live Talent.
Running Time: Variable.
Cost: On request.
Number Available: 24.
Audition Facilities: Tape.
Produced by: KBOL.
Distributed by: KBOL.
Submitted by: Boulder Radio KBOL, Inc., Box 146, Boulder, Colo.

The Sports Review

Fifteen minutes of local, state and national sports summarized nightly five times a week at 6:30 p.m. Supplemented by local sports features, guests and interviews.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 2, 3 or 5 per week.
Produced by: Gene O'Neill.
Submitted by: WWON - AM - FM, Woonsocket, R. I.

Red Donley With Sports Today

Full sports coverage written and produced daily by WSTV and WSTV-TV, Sports Director Red Donley. Up-

to-the-second coverage of all local and regional sports. In its nine years the show has presented many exclusive interviews with top sports personalities visiting the area. Sports analysis, late scores, district race results are season features. Monday through Friday, 6:45 p.m. (live).

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$150 per week.
Produced by: Red Donley.
Distributed by: WSTV.
Submitted by: WSTV Inc., Exchange Realty Bldg., Steubenville, Ohio.

Bob Bender's Sportscope

Program local and national sports, with personal observations on sports scene by Bob Bender, one of Florida's top sportscasters.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$24.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WTRL.
Distributed by: WTRL.
Submitted by: WTRL, Memorial Pier, Bradenton, Fla.

Saturday Sport Special

Fast-moving 10-minute sports show once a week—beeper and tape and live interviews with local and distant sports figures.

Availability: Live Talent.
Running Time: 10 minutes.
Number Available: 52 per year.
Audition Facilities: Tape.
Produced by: Joe Bell.
Distributed by: WVJS.
Submitted by: WVJS, 324 Allen St., Owensboro, Ky.

Spotlight on Sports

Al Kahn has the sports lovers of the area listening as he keeps them up to date on all the latest sports happenings, local and national, and talks to the local people in sports.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: WAGR.
Distributed by: WAGR.
Submitted by: WAGR, 2106 N. Cedar St., Lumberton, N. C.

Sportsman's Corner

Panel of local sports experts visits with laymen to discuss sports of all kinds. New ideas, questions and answers about every kind of sport.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: Si Willing.
Submitted by: KMAR, 312, Winnsboro, La.

World of Sports

Local sportscaster features daily interviews with local sports personalities, national figures when available. Summary of local and national sporting events in season.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.

WFBL RADIO DOMINATES!

SYRACUSE, NEW YORK



IMPRESSIVE RATINGS
FAMILY PROGRAMMING
OUTSTANDING EXPERIENCED AIR SALESMEN
CREATIVE SELLING
COMPLETE MERCHANDISING

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WTAC, Flint, Michigan; KTVR, Channel 2, Denver, Colorado; and WSMB, New Orleans, Louisiana

Audition Facilities: Tape.
Produced by: WIKB.
Distributed by: WIKB.
Submitted by: Iron County Broadcasting Corp., WIKB, Iron River National Bank Bldg., Iron River, Mich.

Hot Rod Races

Play-by-play of local hot rod races from local race track. 1500 persons attend. Time trials, two trophy dashes, four heat races and "B" main event and "A" main event.
Availability: Live Talent.
Running Time: Three hours.
Cost: On request.
Number Available: 15 per year.
Audition Facilities: Live Talent.
Produced by: Dick Barrett.
Submitted by: KCNO, Box 1358, Alturas, Calif.

Carpenter Calling

Sportscaster Johnny Carpenter, presents quarter-hour wrap-up of day's top sports news—a feature story—and fills the "name in the news" segment with interviews with the people making the headlines.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$55.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: KOIN.
Submitted by: KOIN, 140 S.W. Columbia, Portland 1, Ore.

WIBW Scoreboard

A complete roundup of high school and college scores on Tuesday and Friday nights. This program originates

at the Sports Desk of Topeka Daily Capital, giving scores and highlights of every game played in Kansas. Heard 10:30 p.m. to midnight on Friday during football season. Tuesday and Friday during basketball season.
Availability: Live Talent.
Running Time: 90 minutes.
Number Available: 40.
Audition Facilities: Tape.
Produced by: WIBW.
Submitted by: WIBW, Box 119, Topeka, Kans.

El Momento Deportivo

News and comments in the sports world by a prominent Island commentator, Victor Fernandez Reguero. Heard Monday-Saturday, 5:15-5:30 p.m. On the air over nine years.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$15.
Audition Facilities: Tape.
Produced by: WVJP, Victor Fernandez Reguero.
Distributed by: WVJP.
Submitted by: WVJP, Box 207, Caguas, P. R.

University of Minnesota Football

University of Minnesota football has proved to be an important radio program in southern Minnesota. Regional or national sponsorship of live sports receive week-long promotion informing listeners about next sports broadcast.
Availability: Live Talent.

Running Time: 2½ hours.
Cost (complete): On request.
Number Available: 9 games.
Submitted by: KDHL, 213 Central, Faribault, Minn.

Speaking of Sports

The top of the sports news, plus newsmaking interviews with sports personalities by Howard Cosell, who has compiled an amazing record of firsts and exclusives. Cosell asks the questions—and gets the answers—sports fans want to hear.
Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Various.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

Sports Hilites

Five-minute sportscast 5:55-6 p.m., Monday through Friday, giving daily sports news, scores, etc., in the Mid-South area, plus all the sports and highlights from the national sports scene.
Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: Jack Eaton.
Distributed by: WMC.
Submitted by: WMC, Box 311, Memphis, Tenn.

Sports Page

The latest news in local-national sports as done by one of the area's most popular sportscasters, Johnny Nelson. Broadcast daily except Sunday.
Running Time: 15 minutes.
Cost: On request.
Produced by: Sy Dresner.
Submitted by: WWHG-AM-FM, Radio Center, Hornell, N. Y.

Football Today

The top of the gridiron news around the country, presented before and after this network's exclusive broadcasts of the Notre Dame 1958 games, in two five-minute broadcasts each week.
Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: 2 per week for 10 weeks, fall, 1958.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

College and Pro Football & Basketball

University of Wisconsin Football—every Saturday afternoon. Green Bay Packer Football—every Sunday afternoon. Beloit College Basketball—Monday and Friday nights.
Running Time: Various.
Cost (complete): \$4,600 for season—full sponsorship of all above events.
Produced by: Bill Dommer.
Submitted by: WBEL, 430 State St.,

**1ST TV STATION IN AMERICA
 TO TELECAST NEWS
 ON THE HOUR!**

America's 28th Market

KTVR- CHANNEL 2

550 Lincoln St. Denver, Colorado

FOR AVAILABILITIES CALL
 BLAIR TV ASSOCIATES

FOUNDERS CORP.

One of the Founder's groups of Stations, including KPOA, Honolulu; WFBL, Syracuse, New York; WSMB, New Orleans, Louisiana; WTAC, Flint, Mich.

RADIO VARIETY

WDBM Diary

Here's the local, regional show that goes places, does things and meets interesting people of all ages from all walks of life. Monday through Saturday, 7-9:30 a.m. Highlights include popular music, time, news, temperature, on-the-spot mobile news reports with six to eight daily guest interviews woven into the "Diary." **Availability:** E. T., Live Talent. **Audition Facilities:** Tape. **Running Time:** 2½ hours. **Cost:** On request. **Number Available:** On request. **Audition Facilities:** Tape. **Produced by:** Clay Cline, Stan Sanders. **Distributed by:** WDBM. **Submitted by:** Iredell Broadcasting Company, WDBM, Box 1027, Statesville, N. C.

Just Reminiscent

Program consists of using music for a specific year, i.e. 1929, 1935, etc., telling of the events that happened on date and in that year, relating the past and present of a name in the news, and tying in local events and people connected with a particular year or musical selection. **Availability:** Live Talent. **Running Time:** 25 minutes. **Number Available:** Unlimited. **Audition Facilities:** Tape. **Produced by:** Dick Bolender. **Submitted by:** WBRK, 8 Bank Row, Pittsfield, Mass.

Contact

Paul McClay and Miss Contact answer on the air unusual questions asked by listeners. If they are stumped listener gets a prize. This program, aired during traffic peak between 4-5 p.m., has high auto audience appeal plus strong housewife audience. **Availability:** E. T., Live Talent. **Running Time:** 60 minutes. **Cost:** On request. **Number Available:** Five per week. **Audition Facilities:** Tape. **Produced by:** WSB Radio Program Dept. **Submitted by:** WSB, 1601 W. Peachtree St., NE, Atlanta, Ga.

On Stage

Showcasing new talent. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** On request. **Number Available:** Unlimited. **Audition Facilities:** Tape, Live Talent. **Produced by:** V. S. Becker Productions. **Submitted by:** V. S. Becker Productions, 551 Fifth Ave., N. Y. C. 17.

Route 66

Route 66, from 6-7 p.m. Monday through Saturday is beamed to the thousands of vehicle radios using Route 66, driving past our studios. We intersperse news items, market reports, weather summaries, sports highlights, scores, road conditions, and feature material with good, listenable music. **Availability:** E. T. **Running Time:** 60 minutes. **Cost:** On request. **Number Available:** On request. **Audition Facilities:** E. T., Tape. **Produced by:** Jim Crowell. **Distributed by:** WPRC. **Submitted by:** WPRC, Route 66, Lincoln, Ill.

Entertainment Time

Typical breakfast club type program stressing entertainment that is

all live interviews, vocalists, instrumentalists, store openings and interesting sidelights to community life. **Availability:** Live Talent. **Running Time:** 60 minutes. **Cost:** \$5 per five minutes. **Number Available:** Five per week. **Audition Facilities:** Tape. **Produced by:** Roger Mansfield. **Submitted by:** WKTG, Box 358, Thomasville, Ga.

The Record Shop

The record shop has been managed by the same genial proprietor for four years. Young adults and others enjoy the popular music, the interesting contests and the easy-going chatter of John Adkins. **Availability:** Live Talent. **Running Time:** 60 minutes. **Cost:** On request. **Number Available:** Six per week. **Audition Facilities:** Tape. **Produced by:** WLSI. **Distributed by:** WLSI. **Submitted by:** WLSI, Pikesville, Ky.

Sunday on the Highway

This two-hour program is aired on Sunday afternoon during the peak traffic hours. It is planned to be of interest particularly to people on-the-go, and features such items as "lucky license numbers," baseball scores, news headlines, top music, time and weather signals. Available in 15-minute segments. **Availability:** E. T. **Running Time:** Two hours. **Cost:** On request. **Audition Facilities:** Tape. **Produced by:** Herb Howard. **Submitted by:** WJHL, 145 W. Main St., Johnson City, Tenn.

Hospital Show

A report of all admissions to Elkhart General Hospital for the preceding day, and also dismissals. Includes two musical selections plus hospital news. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** \$19. **Number Available:** Two per week. **Audition Facilities:** Tape. **Produced by:** Ed Huot. **Distributed by:** WTRC. **Submitted by:** WTRC, Oakland Ave. Rd., Elkhart, Ind.

Wagon Trails

Show spotlights area people in area happenings. With three complete mobile wagons cruising the area, it covers traffic reports, reports from WBMC's weather eye and interludes of all-time standard music. **Availability:** Live Talent. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** Indefinite. **Audition Facilities:** Tape. **Produced by:** WBMC. **Distributed by:** WBMC. **Submitted by:** Cumberland Valley Bdgst. Co., Inc., WBMC, Box 270, McMinnville, Tenn.

Northern Neighbors

From 1:45 until 5 p.m. daily, music, news, sports, housekeeping hints, interviews, etc. entertain on this afternoon show. Big feature is the "how to do it" idea. Listeners with problems call the show and their calls for help are broadcast. Listeners who have answers to housekeeping problems phone in their answers. **Availability:** E.T., Live Talent. **Running Time:** 195 minutes.

Cost: Participations. **Audition Facilities:** E.T., Tape, Live Talent. **Submitted by:** CKSO, Sudbury, Ontario, Canada.

Coffee Club

Each morning from 6:30 until 9, northern Ontario's popular radio personality, Bob Staton, entertains with tunes, temperatures, time and topics. Bob's casual, cheery approach is a long-time regular listening habit. **Availability:** E. T. **Running Time:** 2½ hours. **Cost:** Participations. **Audition Facilities:** E. T., Tape, Live Talent. **Submitted by:** CKSO, Sudbury, Ontario, Canada.

Valley Sound Service

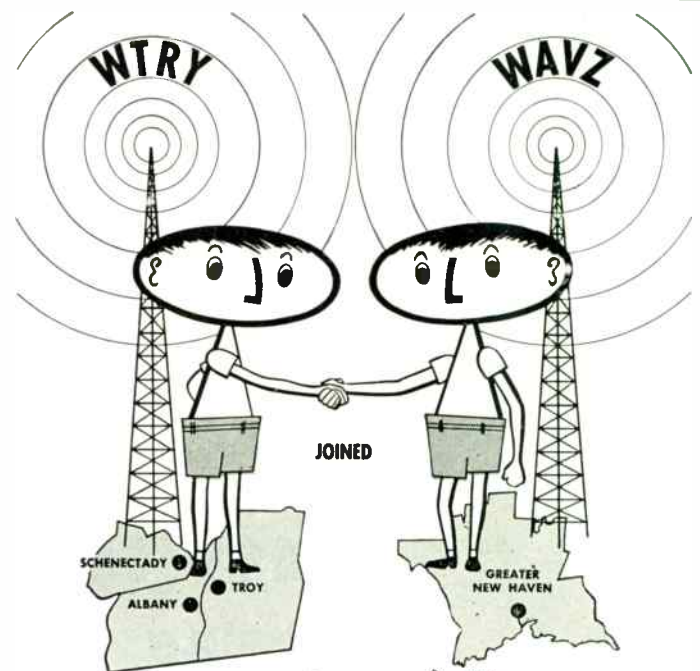
Sign-on till 9 a.m., Monday through Saturday. Piloted by popular DJ and TV personality, Bob Rogers. Features news, weather, shopping information, entertainment, farm news, farm weather, time, etc. **Running Time:** 3½ hours. **Cost:** On request. **Number Available:** Continuous. **Audition Facilities:** Tape. **Produced by:** Bob Rogers. **Submitted by:** KRGV, 311 Missouri, Weslaco, Texas.

Musi-Cast

Music and news alternating for a full hour, 12-1 p.m. One song, then one short newscast, and so on. In this, all types of news are covered in separate capsules, world and national, local, sports, etc. Verne Freeman, MC. **Availability:** E. T. **Running Time:** 60 minutes. **Cost:** On request. **Audition Facilities:** Tape. **Produced by:** Verne Freeman, Bill Slaton. **Distributed by:** Branham Co. **Submitted by:** WJQS, Hotel King Edward, Jackson, Miss.

Tourist Guide

Late afternoon portion of regular music, news format featuring highway driving conditions, traffic reports, accommodation availabilities and points of interest—as well as other information of particular interest to year-round tourist traffic. **Availability:** E. T., Live Talent. **Running Time:** Three hours. **Cost:** On request. **Number Available:** On request. **Audition Facilities:** Tape. **Produced by:** WKIB. **Submitted by:** Iron County Broadcasting Corp., WKIB, Iron River National Bank Bldg., Iron River, Mich.



Two fabulous stations...

In delivering DOWN TO EARTH understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: WTRY
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter



Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

RADIO WOMEN'S PROGRAMS

The Dottie Ray Show

Remote interview show, with and about women, direct from interviewer's home in Iowa City from 11:45-12 noon. Deals with women of interest in our area who have special hobbies, professions; remotes from special style shows, club meetings, etc.

Availability: E. T.
Running Time: 15 minutes.
Cost (complete): \$17.50.
Number Available: Two per week.
Audition Facilities: Tape.
Produced by: KXIC.
Submitted by: KXIC, Box 751, Iowa City, Iowa.

Coffee Chef

New type of woman's show, includes usual women's news, now added interviews with local professional women and businesswomen. Interview is taped and session held in place of business or office. Easy quiz for listeners and prizes are given for correct answers or best household hint.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$20 one time.
Number Available: Continuous.
Audition Facilities: Tape.
Produced by: Mal Jones, Norma Russell.
Submitted by: WMDC, Box 571, Hazlehurst, Miss.

The Ladies Bless 'Em

Tips on make-up, fashions, and the latest club news reports are given on this program. Ladies club activities are reported, along with the local hospital news, favorite recipes, tips on gardening, and anything else that may be of interest to women. Special interviews are featured.

Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Submitted by: KGAF, Box 222, Gainesville, Texas.

Visiting With Mary Badham

Women's news, fashions, recipes, interviews, weather.

Availability: E. T., Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Mary Badham.
Distributed by: WBRC.
Submitted by: WBRC, 1729 2nd Ave. N., Birmingham, Ala.

Kitchen Kapers

Daily homemaking show. Program uses beep telephone and women call in their own special recipes. They also phone in homemaking problems which other listeners answer by phone. All calls put directly on the air. Program publishes special cookbooks and household hints books several times annually.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Ted Strader.
Submitted by: WMIX, Radio Center, Mt. Vernon, Ill.

The World of Fashion

Taped radio series with leaders from the world of fashion plus fashion commentary and fashion mailbag for listener information. Program conducted by Al Davidson.

Availability: E. T.
Running Time: Five minutes.
Cost: On request.
Number Available: 39.
Audition Facilities: E. T., Tape, Live Talent.

Produced by: Bill Bertenshaw.
Distributed by: Radio & TV Roundup Productions.
Submitted by: Alfred Davidson Associates, Inc., 38 E. 57th St., N.Y.C. 22.

Kitchen Kapers

Program mainly directed to women in the kitchen; program time 8:30-9:00 a.m. Kitchen hints, cooking hints, garden hints, church group meetings, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WCHO.
Submitted by: WCHO, S. Main St., Washington C. H., Ohio.

Glamor Girl

Information about styles, sales, make-up trends, etc. for a radio and/or TV show.

Availability: Live Talent.
Running Time: 15, 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape, Live Talent.
Produced by: V. S. Becker Productions.
Distributed by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

The Musical Chef

Program is aired Monday through Friday 11-12 noon and consists of all pertinent information for the housewife — music, too. In person guests, recorded interviews, recipes, free giveaways (booklets, etc.).

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: 8.
Audition Facilities: Live Talent.
Produced by: WBCM.
Submitted by: Michigan Broadcasting Co., WBCM, Wenona Hotel, Bay City, Mich.

Coffee Club

This show is handled by Station Manager Hal Dutch and Dot Eichorn. A woman's show mainly, it is fast paced with a minimum of talk and plenty of fine music. All the usual women's features.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: E. T., Tape.
Produced by: WLAM.
Submitted by: WLAM, 129 Lisbon St., Lewiston, Me.

Homemakers Notebook

A quarter hour of fashion tips, cooking helps, recipes and news of interest to women. A daily award for

daily suggestion sent in by listeners.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Rita Tierney.
Submitted by: WFHR-AM-FM, 230 1st Ave. So., Wisconsin Rapids, Wis.

What's New in Pink and Blue

Baby show — brief report of all babies born at the Boone County Hospital.

Availability: Live Talent.
Running Time: Five minutes.
Cost: \$9 per time.
Number Available: Six per week.
Audition Facilities: Live Talent.
Produced by: Bernadine Staley.
Submitted by: KWBG, Box 36, Boone, Iowa.

Homemakers' Topics

Interviews with many famous people who visit Niagara Falls. Birth notices, social calendar, medical and parent-teacher features. Also beauty, fashion and cooking items. Our women's magazine of the air.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Mrs. Erica Campbell.
Submitted by: CHVC Limited, Rainbow Bridge, Niagara Falls, Ont.

June's Tunes

June Black visits with her audience and sings. Has long musical background, fine voice and approach. Well known on local scene and covers all local events of importance locally.

Availability: Live Talent.
Running Time: 15, 30 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape, Live Talent.
Produced by: S. Paul.
Distributed by: WRMF.
Submitted by: WRMF, Box 666, Titusville, Fla.

The Frances Jarman Show

Frances Jarman has just completed her 29th year on the air over WDNC. In those years she has won the title "North Carolina's First Lady of Radio," for she is listened to daily by North State women who have learned that she is an authority on many subjects of interest to housewives.

Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Submitted by: WDNC, Box 2126, Durham, N. C.

Edith Hansen's Home and Table

Variety-type program designed for the busy homemaker. Beauty hints, fashions, home decorating, household hints, culinary suggestions, etc. Available Monday through Friday only on Farm & Home Stations KFNF, Shenandoah, Iowa; KMMJ, Grand Island, Neb., and KXXX, Colby, Kansas.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$751.80 per month.

Number Available: Varies.
Audition Facilities: Tape.
Produced by: Edith Hansen.
Distributed by: Farm & Home Radio, c/o Radio KMMJ, Grand Island, Nebraska.
Submitted by: Capital Broadcasting Co., KFNF, Shenandoah, Iowa.

Strictly for the Ladies

A program handled by an experienced person. Consists of household hints, recipes, and exchange of ideas concerning homemaking in general. Listeners phone in to the program, and their conversations are carried on the air.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Don Matney, Helen Linder.
Submitted by: WBUY, Box 359, Lexington, N. C.

Chef Gino

A 15-minute program concerning gracious living both indoors and out. Appeals to the discriminating host or hostess. Chef Gino is an internationally famous chef and gourmet, Gold Coast trader, plantation owner, etc.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Tape.
Produced by: KPDQ.
Distributed by: KPDQ.
Submitted by: KPDQ, 4903 N.E. Sandy Blvd., Portland, Ore.

Jane Weston Digest

A half-hour woman's information and interview show with the station's Woman's Service Director Jane Weston playing the records and interviewing the VIP women either in Fort Wayne or visiting.

Availability: E. T., Live Talent.
Running Time: 30 minutes.
Cost: \$120.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: WOWO.
Submitted by: WOWO, 124 W. Washington Blvd., Fort Wayne, Ind.

The Rory Show

Live show, five times weekly, conducted by talented, versatile gal, Rory. Interviews, beauty, household hints, news, guests; dedications to shut-ins, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$32 per half-hour.
Number Available: Five per week.
Produced by: Rory Graziani.
Submitted by: WWON - AM - FM, Woonsocket, R. I.

Woman's 900 Club

Has been on the air for nine years and Miss Edna Aders has been the hostess since 1951. In addition to being an outstanding program for women, the "900 Club" is an organization with active groups of civic-minded women throughout the area.

Availability: Live Talent.
Running Time: 45 minutes.

(Continued on Page 130)

RADIO WOMEN'S PROGRAMS

(Continued from Page 129)

Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WLSI.
Distributed by: WLSI.
Submitted by: WLSI, Pikeville, Ky.

Lunch Time With Uncle John

This is a homely type of program produced from Personalities Home with wife and children. Program is from 12:30 to 1:30 p.m. Monday through Saturday.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: John Allen.
Submitted by: KFRO, Box 792, Longview, Texas.

Ladies Magazine of the Air

Local women's club president gives club meeting announcements, household hints, birthdays and anniversaries and other items of particular interest to and about women.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Variable.
Audition Facilities: Tape.
Produced by: WIKB.
Distributed by: WIKB.
Submitted by: Iron County Broadcasting Corp., WIKB, Iron River National Bank Bldg., Iron River, Mich.

The Phil Bowman Show

Imaginative service features and quality Pop music presented by an experienced and personable MC distinguish this midday offering. Aimed at distaffers are departmentalized features on beauty, fashion, best buys, current events, sports and personal relationships. Assisting are Reporter Virginia Marmaduke and Sportscaster Johnny Erp.

Availability: Live Talent.
Running Time: 1:50 M-F.
Cost: On request.
Audition Facilities: E. T.
Produced by: WMAQ.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

Kitchen Kollege

Monday through Friday, 10:30-11 a.m., Phila Rawlings Hach, author of best-selling cook book, original recipe innovator, veteran of 1,000 Kitchen Kollege TV performances, Chicago Tribune Cook of the Month, speaks with much more than casual authority on the subject of cooking. Conversational commercials.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Phila Rawlings Hach.
Submitted by: WJZM, 411 Madison, Clarksville, Tenn.

The Radio Home Digest

Mabry Wright, Ozzie Wade and Ruth Redington combine talents in bringing a well-rounded home show to Vermont and New Hampshire listeners. Mabry's Kitchen, Kitchenaires,

Homemaker News, the Old Refrain, beauty, fashion notes, all regular features.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WKNE.
Submitted by: WKNE, 17 Dunbar St., Keene, N. H.

Mildred Smith Show

Sundays, 12:30-12:55 p.m. Mildred Smith, successful Knoxville business-woman, emcees and produces program beamed especially to the female audience. Highlights beauty, fashion and homemakers' tips, "how-to-do-it" suggestions, and timely information from the women's world on the local scene. Show is balanced with bright show music.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Mildred Smith.
Submitted by: WNOX, Whittle Springs Rd., Knoxville, Tenn.

Owanah Shelton Show

A woman's program which presents features and interviews with special emphasis on youth and educational problems and their solutions. The hostess, who is a homemaker and mother, is active in many phases of community life.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Tape.
Submitted by: KWFT, 904 Travis, Wichita Falls, Texas.

The Julie Allen Show

Available on a participating basis. Julie does all her own commercials and mixes them with good music and household tips. The program is aimed directly at the housewife.

Availability: E. T., Live Talent.
Running Time: 55 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Julie Allen.
Submitted by: WDLP, Dixie Radio, Inc., Box 519, Panama City, Fla.

Party Line

Morning (9:45) and afternoon (1:15) show. Directed mainly at women, who call in problems: gardening, washing, housekeeping, recipes, child care. Appeal is made to listening audience, "Board of Experts," for answers. Questions and answers on air with beeper phone.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Salinas Valley Broadcasting Co.
Distributed by: Salinas Valley Broadcasting Co.
Submitted by: KSBW, Box 1651, Salinas, Calif.

What's New

This program brings to its listeners everything that's new from clothes fashions to the latest hair styles, etc. Program has large following among style-conscious women. Ellie as program director interviews various

women, from clubs in the surrounding area. Program is done live.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Live Talent.
Produced by: Ellie Pagnotti.
Distributed by: WPTS.
Submitted by: WPTS, Newrose Bldg., Pittston, Pa.

Faith Fortune—Your Confidential Counselor

Successful, proven advice column, dealing with problems of love and life. Letters from men and women, all ages, are answered understandingly by Faith Fortune, not only from her own vast experience, but also after consultation with doctors, clergy, psychologists, etc. Always timely.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: E. T., Live Talent.
Produced by: Basch Radio & Television Productions.
Distributed by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

Listen With Liz

A program of old and new easy-to-listen-to records and introductory patter. It features musical comedy, old favorites, and so forth. There is little talking except for commercials and introductions to tie each record to the other. It is especially good as a relaxing mid-afternoon women's program.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$22.50.
Number Available: Unlimited.
Audition Facilities: Tape, Live Talent.
Produced by: Liz Valentine.
Distributed by: WCHV.
Distributed by: WCHV, Rose Hill Dr., Charlottesville, Va.

It Takes a Woman

Heart-warming stories of the average woman, who did something important for her family, community, nation, etc. Each a complete "soap opera" in five-minute capsule form. Narrated by Frances Scott.

Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Number Available: 208.
Audition Facilities: E. T.
Produced by: Basch Radio & Television Productions.
Distributed by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

Date With Marian

Women's program consisting of beauty and fashion hints, all social events of the area. Travel and vacation information. Flowers in the home. Designed for the lady in the home or the lady in society. Time of program 11-11:30 a.m.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.

Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WCHO.
Submitted by: WCHO, S. Main St., Washington C.H., Ohio.

Town Topics

At 10:05 each morning Martha O'Dell interviews outstanding personalities and prominent citizens. It's Wilmington's "Who's Who" and "What's What" show.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five.
Audition Facilities: Live Talent.
Produced by: Don Mathewson.
Distributed by: WTUX.
Submitted by: WTUX, 14th & Market Sts., Wilmington, Del.

Julie's Party Line

This program by one of the top female personalities in New England solves any household problem for any woman by means of call-ins. Averages 30 calls daily.

Availability: E. T., Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: E. T., Tape.
Produced by: WFEA.
Distributed by: WFEA.
Submitted by: WFEA, Manchester, N. H.

Woman's World

Beauty expert Anita Colby and authoress-actress Ilka Chase alternate with beauty, fashion, home hints and suggestions most wanted by women.

Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Radio City Associates.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

Dear Dorothy Dix

Now a famous newspaper column comes to radio. Letters are answered from listeners and readers, on love problems, marriage and problems of everyday life.

Running Time: 5, 10 minutes.
Cost: On request.
Number Available: 78.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C. 22

Tuneful Topics

Entertaining, informative, relaxing musical delicacies, especially prepared for the woman of the house. Entrees of helpful hints, informal chatter, an inspirational hymn and thought for the day and a liberal sprinkling of "bread and butter" music.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: E. T.
Produced by: SESAC, Inc.
Distributed by: SESAC, Inc.
Submitted by: SESAC, Inc., The Tower, N.Y.C. 19.

RADIO NEWS AND WEATHER

Composite

A nightly composite of local and network program elements—world and local news, weather analysis, traffic reports, sports (Howard Cosell), business and financial summary, news interviews of significance. Andre Baruch integrates these feature elements in a fast-paced summary of the day's events directed toward commuter and motorist.

Availability: E. T., Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: E. T., Tape, Live Talent.

Produced by: WABC.
Submitted by: WABC American Broadcasting-United Paramount Theatres, 39 W. 66th St., New York City 23.

Space Report

A daily, handwritten and researched five-minute program dealing with all the information of the day on this vital subject.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Hal Starr.
Submitted by: KGW, 1139 S.W. 13th, Portland, Ore.

As Naven Sees It

News Director Dean Naven, a veteran newscaster, comments on the day's news and attempts to relate national and international events to the local scene. A bit of editorializing is done on issues.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Live Talent.
Produced by: KMA Program Department.
Submitted by: KMA, Lowell & Elm Sts., Shenandoah, Iowa.

Concord at Noon

A 10-minute summary of city, state, national and world news done by Radio Concord News Director and including taped statements and spot coverage of local and regional happenings.

Availability: Living Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Radio Concord News.
Submitted by: WKXL, Concord, N. H.

Zanesville Monitor

First five minutes of every hour on the half are turned over to NBC local stations during NBC Monitor week-end segments. WHIZ schedules Zanesville Monitor in these segments, five minutes in length. Of about 18 weekly segments, half are devoted to answers from the man on the street to a question of the week. Remainder are devoted to feature news all pre-taped.

Availability: E. T., Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: 18 per week.
Audition Facilities: E. T., Tape.
Produced by: WHIZ.
Distributed by: WHIZ.
Submitted by: WHIZ, Lind Arcade Bldg., Zanesville, Ohio.

World Byline

A weekly news and views digest from London. Stories behind the news including interviews with famous personalities in the limelight. Kent Walton is your commentator in London.

Availability: Tape.
Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: Tape.
Produced by: Associated-Rediffusion London, England.
Distributed by: Charles Michelson Inc.
Submitted by: Charles Michelson, Inc., 45 W. 45th St., N. Y. C. 36.

The Oil and Gas News

Prepared by the KWKH News Bureau with the aid of the Shreveport Times Oil and Gas Reporter and the Rhinehart Oil News Service. A unique program with news of well-drilling activities, leasing activities, state and Federal regulator actions, market reports, personalities and club reports.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Frank Page.
Submitted by: KWKH, Box 1387, Shreveport, La.

Six O'Clock News

Fifteen-minute local and national news summary. Through cooperation of four Orange County daily newspapers and KWIZ four-man news staff. Complete local news appears on this newscast. Feature interview of principals in lead local story adds color.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$25 for 13 weeks.
Number Available: On request.
Audition Facilities: Tape.
Produced by: KWIZ.
Submitted by: KWIZ, 105 E. 5th St., Santa Ana, Calif.

Walking Through Missouri

Newscast covering "Show-Me" state. Opens with national headlines—main body of news is entirely from state—brief closing portion of national and international.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$8.25 (per newscast—yearly basis).
Number Available: Five per week.
Audition Facilities: Tape.
Submitted by: KWOC, Box 405, Poplar Bluff, Mo.

11:30 Local News

New local news feature. Only events occurring in the KWOC coverage area are used. Police and patrol reports, funeral notices, local events.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$50 per week (six programs).
Number Available: 312 per year.
Audition Facilities: Tape.
Produced by: KWOC.
Submitted by: KWOC, Box 405, Poplar Bluff, Mo.

Local Newscasts of Local Events

Station produces local news of happenings in Longview and surrounding territory.

Running Time: Five minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: KFRO.
Submitted by: KFRO, Box 792, Longview, Texas.

6 P.M. News Roundup

Fifteen-minute summary of world, state, local, sports news and weather from United Press International and WFLO local news room. One of three such newscasts carried daily on station, others at 7:45 a.m. and 12 noon.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WFLO.
Distributed by: WFLO.
Submitted by: WFLO, Cumberland Rd., Farmville, Va.

Valley Bulletin Board

Three five-minute shows daily, Monday through Saturday giving news of community events (club, church, school, civic and fraternal organizations). Covers the five towns served by WADS (Ansonia, Derby, Shelton, Seymour and Oxford Ct.) as well as activities in neighboring Bridgeport, New Haven and other cities in our listening area.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Six of 18.
Audition Facilities: Tape.
Produced by: WADS.
Submitted by: WADS, Capitol Bldg., Main St., Ansonia, Conn.

Early Morning Weather

A complete weather service with forecasts for the Great Falls area and the state. State temperature roundup and state synopsis are included as well as other pertinent weather information. An important broadcast because of Montana's quick and severe weather changes and the fact that no TV service is available in morning hours.

Availability: Live Talent.
Running Time: Five minutes.
Cost: \$10.50.
Number Available: Six per week.
Produced by: KFBB News Dept.
Distributed by: KFBB News Dept.
Submitted by: KFBB, Box 1139, Great Falls, Mont.

KFRD Weathernews

Five-minute Weathernews including national, Texas and local weather summaries taken from United Press International, Houston Weather Bureau and local Rosenberg weather station. Broadcast four times daily, at 6:40, 8:25, 10:30 a.m., and 5:50 p.m.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: 1040.
Audition Facilities: Tape.
Produced by: KFRD.
Submitted by: KFRD, Box 832, Rosenberg, Texas.

Mobile-Unit Broadcast

Mobile-Unit covers all fires, wrecks and so forth, plus public service events such as playground interviews, meeting VIP's at airport, etc. Sponsors guaranteed three pick-ups per day for package price.

Availability: Live Talent.
Running Time: Various.
Cost: \$400 per month flat.
Audition Facilities: Tape.
Produced by: KTBB.
Submitted by: KTBB, Blackstone Bldg., Tyler, Texas.

Deadline—The World and Lumberton

This 15-minute newscast broadcast at noon features a minimum of three voices with one staff man doing world news, another state news, and another one in our mobile news units out on the town discovering what's new in Lumberton.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WAGR.
Distributed by: WAGR.
Submitted by: WAGR, 2106 Cedar St., Lumberton, N. C.

News and Sports Final

A five-minute nightly capsule presented at five minutes to midnight featuring the latest news and sports scores.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.
Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

KSFA Local News

Newscast is gathered by KSFA staff member, contributions by clubs, women's organizations, schools, Churches, etc. Newscast is broadcast by remote from merchandising studio of Hotel Fredonia in Nacogdoches, Texas.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Weekly except Wednesday.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: Sarah Jane Moon.
Distributed by: KSFA.
Submitted by: Nacogdoches Broadcasting Co., Inc., KSFA, Box 56, N St. Station, Nacogdoches, Tex.

Ft. Bend Local

Program is composed of local Ft. Bend County news, Houston area news and state news. Programmed from 9:45-10 a.m. Newsman Bill Reading handles newscast.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 312.
Audition Facilities: Tape.
Produced by: KFRD.
Submitted by: KFRD, Box 832, Rosenberg, Texas.

Precinct 93

Bob Flournoy, radio news coordinator, cruises Oklahoma City in Mobile Unit #5. Danny Williams handles fast-paced "in depth" news show from studio. Taped interviews, live cut-ins on spot news, sports inserts, weave into fast 60 minutes.

(Continued on Page 132)

RADIO NEWS AND WEATHER

(Continued from Page 131)

Availability: E. T., Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Bob Flournoy.
Submitted by: WKY, 500 E. Britton Rd., Oklahoma City, Okla.

Three Star Extra

Fifteen-minute news and feature show at 3 p.m. Monday through Friday. Marlene Schrader with news from the women's viewpoint, Bill Brady with late scores and local news highlights, and Jim Crowell with regional and world coverage bring the mid-afternoon listener up to date on all important developments.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Minimum 13 weeks.

Audition Facilities: Tape.
Produced by: Bill Brady, Marlene Schrader.

Distributed by: WPRC.
Submitted by: WPRC, Route 66, Lincoln, Ill.

News of the Hour

A complete summary of national, regional and local news four times each afternoon Monday through Friday. The news is prepared in the KFEQ newsroom and presented by the news staff. Each newscast is a complete re-write with late breaking news getting the spotlight.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: 20 per week.
Audition Facilities: E. T., Tape.
Produced by: KFEQ News Department.

Distributed by: KFEQ Broadcasting Co.
Submitted by: KFEQ, 40th & Faraon Sts., St. Joseph, Mo.

Noon News

Each day Monday through Friday at 12 noon—Jerry Stephens broadcasts 10 minutes of the latest news from around the world, the nation, the state of Arizona and from Nogales. Beginning with the international and national news, Jerry then goes into the weather and sports news.

Availability: E. T., Live Talent.
Running Time: 10 minutes.
Cost: \$7.50.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Jerry Stephens.
Submitted by: KNOG, Box 1681, Nogales, Ariz.

Sunday Noon News Roundup

Weekend roundup of local and northwest news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: Gary Burns, news director.
Submitted by: KBAM, Box 31, Longview, Wash.

Housewives' News and Weather

News headlines and a brief weather summary at 8:55-9 a.m. Monday

through Friday. The news headlines and the weather are beamed to the housewife and edited for that audience.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Bill Bunn.
Submitted by: WGTN, Herring Ave., Wilson, N. C.

News on the Hour

Local news prepared and delivered by WSOO local news staff (six men). Included on the spot, special event and Canadian reporting.

Running Time: 5 and 15 minutes.
Cost: \$24.
Number Available: On request.
Produced by: WSOO.
Submitted by: WSOO, 208 Ashmun St., Sault Ste. Marie, Mich.

Weather News

A five-minute round-up of the national, state, and local weather picture, topped by a direct telephone report of the current weather from the local airport, followed by forecasts for next 48 hours. Broadcast at 12:15 p.m. daily.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: KERV.
Submitted by: KERV, Box 791, Kerrville, Texas.

Ohio Valley Notebook

A five-minute news analysis and commentary prepared especially for listeners in the Ohio Valley. Program is presented daily by Wadsworth Clarke, retired college professor, civil engineer and world traveler.

Availability: E. T.
Running Time: Five minutes.
Cost: \$5.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Lawrence McGill.
Distributed by: WFTM.
Submitted by: WFTM, Tobacco Square, Maysville, Ky.

KIDO Early News

Local and AP reports. 7:30-7:40 a.m., Monday through Friday.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: KIDO, Inc.
Submitted by: KIDO, Inc., Box 390, Boise, Idaho.

Roundup

Thirty-minute news feature—quarter hour local and world news, five minutes weather and 10 minutes sports. Program judged best news program in Illinois (outside Chicago) in Associated Press contest. Production format with five voices.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: Various.
Submitted by: WMIX, Radio Center, Mt. Vernon, Ill.

Kansas Report

A complete round-up of Kansas news. Telephonic reports, AP and UPI, WIBW sources compiled together for 10 minutes of hard hitting news from every corner of Kansas. 11:45 a.m. Monday through Friday.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Tape.
Produced by: WIBW.
Submitted by: WIBW, Box 119, Topeka, Kans.

Report From City Hall

All meetings of City Boards are covered by reporter, Art Perrett. At conclusion of meeting, Art broadcasts from Council Chamber. All meetings are covered. Council, Finance, Safety, etc.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Art Perrett.
Submitted by: WTOR, 93 Perkins St., Torrington, Conn.

Headline News

The program consists of four sentences of the top world news stories and one sentence about local news plus our weather-cast, which includes the barometer reading, wind direction and velocity, temperature and humidity. All headline news features two voices.

Availability: E. T., Live Talent.
Running Time: Two minutes.
Cost: One-half five-minute rate.
Number Available: 11 daily.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: News Staff.
Submitted by: WACL, Box 858, Waycross, Ga.

Poplarville Daily News

Daily 12:45-1 p.m., except Sundays. Local news remote from Poplarville, Mississippi. Top radio man and wife put on show. Local news, birthdays, anniversaries, hospital news, county news, etc.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$100 per week.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: WRJW.
Distributed by: Tung Broadcasting Company-WRJW.
Submitted by: WRJW, Box 358, Pica-yune, Miss.

First Capitol Evening Edition

Fifteen minutes of local news gathered, edited, and presented by WCHI's newsmen who spend a full 40 hours per week doing just this, working on local news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Tape.
Produced by: WCHI.
Submitted by: WCHI, 800 Eastern Ave., Chillicothe, Ohio.

Final News Potpourri

Local news with full-time director. Regional and world from UPI.
Availability: Live Talent.
Running Time: 15 minutes.

Cost: \$15 one time.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WJCD.
Distributed by: WJCD.
Submitted by: WJCD, 1534 Ewing St., Seymour, Ind.

Bill Frank

Bill Frank is editorial writer and feature columnist of the Wilmington Morning News. He does an editorial program with his own comments on issues of the day, locally or state-wide. He takes a definite stand on each and every issue with pungent comments.

Availability: Live Talent.
Running Time: Five minutes.
Cost: \$17.
Number Available: Six per week.
Audition Facilities: E. T., Tape.
Produced by: WILM.
Submitted by: WILM, 920 King St., Wilmington, Del.

Pulse

Editorial comment by WILM News Director Harry Thernal. Speaks on local civic or political issues and takes a definite stand on issues of the day. Hard-hitting commentary, spares no one who Thernal thinks is wrong or should be improved.

Availability: Live Talent.
Running Time: Five minutes.
Cost: \$17.
Number Available: Eight per week.
Audition Facilities: E. T., Tape.
Produced by: WILM.
Submitted by: WILM, 920 King St., Wilmington, Del.

Gabriel Heather

Commentary by ace newsman Gabriel Heather.

Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Bob Harnish.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

ABC Weekend News

Five minutes of late news from the U. S. and abroad, featuring direct reports from ABC News and affiliate correspondents throughout the world, reported throughout the weekend by ABC's award-winning news staff.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Various.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

The World Today

Report and enactment of the day's events with Westbrook Van Voorhis tying together reports from Mutual correspondents in all parts of the nation and abroad, plus the voices of those who actually are making the news.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Robert F. Hurleigh.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C.

RADIO NEWS AND WEATHER

John Daly and the News

Late news and commentary featuring the wit, wisdom, style and famous voice of John Daly, one of America's most honored and respected radio reporters; Monday through Friday 6:30-6:40 p.m.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

News on the Hour

Six local-edited newscasts per day.
Running Time: Five minutes.

Cost: On request.
Submitted by: WKRM, Columbia, Tenn.

News Around the World

A full roundup of world news at 8 a.m., featuring the comments of veteran reporter Bill Shadel, and direct reports from ABC correspondents and affiliates, produced by ABC's award-winning news staff.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

Plain Thoughts of a Plain Citizen

A news commentary of local-national events by Ward B. Flaxington, well-known speaker.

Running Time: 15 minutes.
Cost: On request.
Number Available: Weekly.
Produced by: Sy Dresner.
Submitted by: WWHG-AM-FM, Hornell, N. Y.

Edward P. Morgan and the News

A Monday through Friday, 7-7:15 p.m. commentary on the day's events by ABC's Peabody Award-winning reporter-commentator.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

Business Report

A complete analysis of stock market activity for the day—including group leaders, specialty stocks, closing prices on representative stocks and closing prices of the most active list for the day—capsule report on American Exchange and New York Bond Market—closing Dow Jones Averages and other business news of the day.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Johnny Sobol.
Distributed by: WILK.
Submitted by: Wyoming Valley Broadcasting Company, WILK, 88 N. Franklin St., Wilkes-Barre, Pa.

News Roundup

Morning news roundup, noon news roundup and late afternoon news roundup. Fifteen-minute newscasts are complete with world, national and sports news. The five-minute newscasts are brief and to-the-point and include world, national and sports news.

Running Time: 15 minutes, 5 minutes.
Cost: On request.
Number Available: Various.
Audition Facilities: Tape, Live Talent.
Produced by: Larry Draper.
Distributed by: American Home Broadcasting Company.
Submitted by: American Home Broadcasting Company, WAFC, Staunton Va.

Hourly News

Newscasts through spot participation.

Running Time: All hourly news not sold.
Cost: On request.
Number Available: Various.
Produced by: WCNT.
Submitted by: WCNT, Box 428, Centralia, Ill.

KLUB News Patrol Reports

Five-minute news every hour on the hour, 24 times per day. Station local news staff consists of six trained newsmen with patrol mobile news units. National news by UPI.

Running Time: Five minutes.
Cost (complete): On request.
Number Available: Various.
Audition Facilities: E. T.
Submitted by: KLUB, 165 Social Hall Ave., Salt Lake City, Utah.

Paul Harvey—News

Evening summary of news and commentary by ABC's widely-known, dramatically different news stylist, Paul Harvey. Mr. Harvey's commentary, lectures and books have earned him a widespread and loyal following among American listeners. Airs 6:40-6:45 p.m. Monday through Friday.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

Valley Digest Night Final

A roundup of late news developments in the San Joaquin Valley compiled in the station's news room through the facilities of the U.P.L. and the Fresno Bee's 150 valley correspondents. Latest area weather forecast direct from the weather bureau.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: KMJ News.
Submitted by: KMJ, 1515 Van Ness, Fresno, Calif.

5 Star News

A program bringing to our listeners a complete, comprehensive coverage of the day's news. Starts at 5 p.m. with a four-minute rundown on the national and international news pic-

ture. At 5:05, it's a four-minute coverage of the day's sport news, and at 5:10—four minutes of the national, western and local weather picture.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: \$10.
Number Available: Five per week.
Audition Facilities: Tape, Live Talent.
Produced by: Ralph Anderson.
Submitted by: KNOG, Box 1681, Nogales, Ariz.

John W. Vandercook and the News

News and comment by the famous reporter, world traveler whose name and voice are practically synonymous with radio reporting.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

Business Capsule

Summary of the day's activity on the New York Exchange. Closing Dow Jones Averages. News of business and finance. Selected closing quotations.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: KMJ.
Submitted by: KMJ, 1515 Van Ness, Fresno, Calif.

ABC Commentary

Capsule commentary on the day's news developments, aired throughout the day while important stories are developing, and featuring the commentators of ABC's award-winning staff, including Linton Wells, Bob Fleming, Don Goddard and Quincy Howe.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Five per day.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

The WSIG Weatherman

Two minutes each hour on the hour throughout the day. The Weatherman reports the forecast, Highway 11 road conditions, outside temperature, barometric pressure, relative humidity, wind velocity and direction.

Availability: Live Talent.
Running Time: Two minutes.
Cost: On request.
Number Available: 12 daily.
Audition Facilities: Tape.
Produced by: WSIG.
Distributed by: WSIG.
Submitted by: WSIG, Mt. Jackson, Va.

T.N.T. News

Five-minute newscasts voice the news every half hour, featuring reports from 10 mobile Fiat news cars in the field, Washington news desk reports via telephone, weather from weather tower, control operations and radarscope reports with the locations

of the police radar traps and UPI regional and complete news service.

Running Time: Five minutes.
Cost: Open rate \$15.
Number Available: 28 per day.
Audition Facilities: E. T., Tape, Live Talent.
Produced by: George Winters, Dick Woods.
Submitted by: WZIP, Vernon Manor, Cincinnati, Ohio.

Weekend News Headlines

Sponsor is listed or introduced as bringing the News Headlines and then commercial, with ending about who brought the headlines. Program is sponsored 26 times on Saturday and Sunday from 6 a.m. to 11 p.m.

Availability: Live Talent.
Running Time: Two minutes.
Cost: \$30 per week-end.
Number Available: Twenty-six each weekend.
Audition Facilities: Tape.
Produced by: Bob Sanders, George Mitchell.
Distributed by: WAUD.
Submitted by: Auburn Broadcasting Co., WAUD, Box 391, Auburn, Ala.

ABC Weekday News

Latest news from the U. S. and abroad, featuring direct reports from ABC correspondents and affiliates throughout the U. S. and at 19 overseas locations, broadcast five minutes before the hour by such top newscasters as Don Gardiner, Joel Crager, Bob Leonard, George Hayes, Arthur Van Horn and Charles Woods.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Various.
Audition Facilities: E. T., Tape.
Produced by: ABC News.
Distributed by: ABC Radio.
Submitted by: ABC Radio, 7 W. 66th St., N.Y.C. 23.

London Line

Statements or interviews on tape about major news developments by British personalities in the news, or top Government spokesmen. These tapes are not distributed on a regular basis as they depend upon major news events.

Availability: E. T., Tape.
Running Time: One to two minutes.
Cost: Free.
Number Available: Approx. 12 per year.
Audition Facilities: Tape.
Produced by: British Information Services.
Distributed by: British Information Services.
Submitted by: British Information Services, 45 Rockefeller Plaza, N.Y.C. 22.

Community News

Local community news, compiled and edited in cooperation with the New York Amsterdam News—New York's largest Negro newspaper. Heard 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m., 3:00 p.m.

Availability: Live talent.
Running time: Five minutes.
Cost: \$125, per strip.
Number Available: Five per day.
Audition Facilities: Live talent.
Produced by: Leon Lewis.
Submitted by: WWRI, Woodside 77, N.Y.

RADIO INTERVIEW, PANEL

The U. S. A. Show

Interview series with a broad range of subjects: business, entertainment, literature, sports, agriculture and science. Reviews and previews of new movies, records, plays, books and sports events. Uses news material and press releases on all subjects.

Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E. T., Tape, Live talent.
Produced by: Bill Bertenshaw.
Distributed by: Radio & TV Roundup Productions.
Submitted by: Radio & TV Roundup Productions, 111 Maplewood Ave., Maplewood, N. J.

The 37th Street Hideaway

Weekly radio interview series with guests who have achieved success in the business and industrial world. Originates from New York restaurant and is broadcast over WHBI.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13.
Audition Facilities: Tape.
Produced by: Bill Bertenshaw.
Distributed by: Radio & TV Roundup Productions.
Submitted by: Radio & TV Roundup Productions, 111 Maplewood Ave., Maplewood, N. J.

Bull Run Round-Up

Interviews with county people on timely topics, i.e., zoning, water supply control, county and town government, week-in-review, news commentary.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Open.
Audition Facilities: Tape.
Produced by: C. A. Sinclair III.

Distributed by: Prince William Broadcasting Corporation.

Submitted by: Prince William Broadcasting Corporation, WPRW, Drawer 151, Manassas, Va.

Hi Fi Show

Seven representatives from area high schools report campus news, listen to and give opinions on new recordings, once a week. Voted to continue with summer session.

Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.
Submitted by: KVOL, Box 1070, Lafayette, La.

Randy's Record Show

The slow type of top tunes and introduction of new tunes. Interviewing people that are visiting the Citrus Tower. The remote unit is 200 ft. above the ground overlooking about 2,000 square miles of central Florida.

Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Submitted by: WGOA, Box 1124, Winter Garden, Fla.

Report to the People

A program on evaluation of public issues. Formats range from interviews to on-the-spot documentaries. Participants include well-known authorities in the fields covered. Moderator is Dorothy Dunbar Bromley, well-known newspaper and magazine writer.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Tape.
Produced by: WMCA Public Service Division.
Distributed by: WMCA Public Service Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

The Barry Gray Show

A nightly show from one of America's most beautiful night spots during which Barry Gray interviews prominent personalities in the fields of politics, show business, science and medicine, etc.

Availability: Live talent.
Running Time: Two hours.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.
Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

Steve Allison Show

A nightly discussion program, Mondays through Saturdays, 10:35 p.m. to 1 a.m. Spontaneous interviews with stars from stage, screen, radio, and sports, as well as civic, business, and political leaders. Programs features commentary and controversy.

Availability: Live talent.
Running Time: 2½ hours.
Cost: On request.
Audition Facilities: E. T., Tape, Live talent.
Produced by: WWDC.
Distributed by: WWDC.
Submitted by: WWDC, Inc., 1627 K St., N. W., Washington, D. C.

Eleanor Whitelaw Reports

Interviews with community leaders and officials on topics concerning health, government affairs, and activities of the Public Library and Chamber of Commerce.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Two per week.
Audition Facilities: Tape.
Produced by: WRBL.
Submitted by: WRBL, 1350 13th Ave., Columbus, Ga.

Original Curbstone Reporter

The program the home audience enjoys because of the fun, thought-provoking questions, and off-the-cuff answers received from passers-by in downtown Evansville. Handled by the Original Curbstone Reporter, George Van Horn, this program has had a successful run of 23 years.

Availability: E. T., Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E. T., Tape.
Produced by: South Central Broadcasting Corp.
Distributed by: South Central Broadcasting Corp.
Submitted by: WIKY, Evansville, Ind.

Insight—With Arnold Michaelis

Relaxed and informal conversations with famous personalities in their own homes.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Arnold Michaelis.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

The Frank Ford Show

Program features interviews with the great and near-great in all fields of endeavor, from show business to medicine, from the theatre to nuclear science. It is also an open mike for all Philadelphians to use on any controversial issue, regardless of race, religion or political persuasion.

Running Time: Three hours.
Cost: On request.
Number Available: Seven per week.
Submitted by: WPEN-AM-FM, 2212 Walnut St., Philadelphia 3, Pa.

RADIO COMEDY

It's a Funny World

Weekly comedy show with roundup of the humorous side of the news and top novelty records of the week. Originates from a different city each week.

Availability: E.T.
Running Time: 10 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: E.T., Tape.
Produced by: Art La Cour.
Distributed by: Radio & TV Roundup Productions.
Submitted by: Radio & TV Roundup Productions, 111 Maplewood Ave., Maplewood, N. J.

The Ole Svendson Show

Ole Svendson is a lovable Swedish character who is well known throughout North Georgia. He launched the first Earth Satellite in America — unfortunately it went only 11 miles before the radiator busted. He ran, and lost, the race for Dogcatcher in Lathemtown (his opponent was a Lathem).

Everyday something new. All ages listener appeal.

Availability: Live talent.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape, Live talent.
Produced by: Mike McDougald, Bob Peterson.
Distributed by: McBob Productions.
Submitted by: Cherokee Broadcasting Company, Inc., WCHK, Canton, Ga.

Southwest Shorty

This is a half-hour participating, 8:00-8:30 a.m. Monday through Friday. Southwest Shorty and 20 other characters are done by Orth Bell. Show consists of comedy, music, commercials and occasional contests.

Availability: E.T., Live talent.
Running Time: 30 minutes.
Number Available: Various.
Audition Facilities: Live talent.
Produced by: Orth Bell.
Submitted by: KGNO, Dodge City, Kans.

Hiram Henshaw, Esq.

Hiram, "The Old Vermonter," discusses everything from farming to politics to the Kalamazoo market. An old New Englander talks to a New England audience.

Availability: E.T., Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 312.
Audition Facilities: E.T., Tape.
Produced by: WFEA.
Distributed by: WFEA.
Submitted by: WFEA, Manchester, N. H.

The Couple Next Door

This is a Monday through Friday comedy series, starring Peg Lynch and Alan Bunce (creators of "Ethel and Albert"). It is written by Miss Lynch. It deals with the every-day minor irritations occurring in the lives of a young couple with a small daughter.

Availability: E. T.
Running Time: 15 minutes.

Cost: On request.
Number Available: On request.
Produced by: Walter Hart.
Distributed by: CBS Radio.
Submitted by: Columbia Broadcasting System, Inc., 485 Madison Ave., N.Y.C. 22.

Candid Mike

The greatest of Allen Funt's Candid Mike series. Condensed to the very core of his most hilarious "adventures." Each episode is complete and ranges from 1½ to four minutes in length. Can be used as five-minute commercial segment on air.

Availability: E. T.
Running Time: 1½-4 minutes.
Cost: On request.
Number Available: 350.
Audition Facilities: Tape.
Produced by: Allen Funt.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C.

RADIO FORUMS, DISCUSSION

Medical Roundtable

Half-hour once each week, produced in cooperation with the Cleveland Academy of Medicine, featuring prominent medical authorities who will discuss various phases of medicine in a 26-week series.

Availability: Live talent.
Running Time: 30 minutes.
Cost: To be determined.
Number Available: 26.
Audition Facilities: Tape.
Produced by: WGAR and the Academy of Medicine.
Distributed by: WGAR and the Academy of Medicine.
Submitted by: WGAR, Hotel Statler, Cleveland, Ohio.

Comment & Controversy

Listeners may call Jerry Williams over the phone and their voices are heard over the air talking with Jerry. Jerry discusses all kinds of subjects ranging from politics, sports, drama, etc. No music or records are played. Guest are frequently invited to appear with Williams and listeners at home may talk to guests as well as Williams.

Availability: Live talent.
Running Time: 3 hours.
Cost: On request.
Number Available: 6 per week.

Audition Facilities: Tape.

Produced by: WMEX.
Submitted by: WMEX, 70 Brookline Ave., Boston 15, Mass.

Young Book Reviewers

An award-winning program for many years, "Young Book Reviewers" brings together high school students with authors and publishers for a spirited discussion of books, old and new. Moderator is Margaret C. Scoggin, coordinator of young adult services, the New York Public Library. Rebroadcast in New York City schools.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: Tape.
Produced by: WMCA Public Service Division.
Distributed by: WMCA Public Service Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

It's Your Turn

Beeperphone interviews with ordinary citizens who request participation by postal card. Current events of local, national and international na-

ture. Ideal for sponsor with new product to introduce, since giveaways can be introduced.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: As required.
Audition Facilities: E. T., Tape.
Produced by: WBIG.
Submitted by: WBIG, Box 1807, Greensboro, N. C.

Your Money and You

Don Rogers, financial editor, New York Herald Tribune, writes and narrates. Easy-to-understand programs on personal money management—how to buy and sell a house, how much insurance to carry, how to save on taxes, what Social Security really is, should your wife work, etc. Designed for sponsorship by financial institutions.

Availability: E. T.
Running Time: Five minutes.
Cost: \$3.50 to \$50 each.
Number Available: 130.
Audition Facilities: Tape.
Produced by: Donald I. Rogers.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Phone Forum

Listeners telephone moderator, Al Stone, to discuss current affairs directly from their telephones. Program is informal and many lively discussions ensue.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Three per week.
Audition Facilities: Tape.
Submitted by: WCSC, 485 E. Bay St., Charleston, S. C.

At Home With Theodore Bikel

Theodore Bikel, star of stage, screen, radio, and TV, at home with his guests. Music and discussion. Guests have ranged from Edward Mulhare to a physics professor at the Princeton Institute of Advanced studies just returned from Russia.

Availability: E. T.
Running Time: 60 minutes.
Cost: \$120.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: WBAI-FM.
Distributed by: WBAI-FM.
Submitted by: WBAI-FM, 2 E. 61st St., N.Y.C. 21.

RADIO RELIGIOUS

Joe Emerson's Hymntime

Joe Emerson, star of "Hymns of All Churches," plays two hymns and two spirituals plus human interest stories with organ.

Running Time: 15 minutes.
Cost: On request.
Number Available: 156.
Produced by: Morton Productions.
Distributed by: Morton Productions.
Submitted by: Morton Productions, 64 E. Lake St., Chicago 1, Ill.

Little White Chapel

Eternal guidance and enlightenment through the hymns and songs heard in the "Little White Chapel." A non-denominational religious program suitable for round-the-clock broadcasting, offering choirs, organ meditations and small vocal groups in inspiring selections that furnish a compact, balanced listening format.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: E. T.
Produced by: SESAC, Inc.
Distributed by: SESAC, Inc.
Submitted by: SESAC, Inc., The Tower, N.Y.C. 19.

Hymns of the World

World's most beloved hymns. Stars John Charles Thomas assisted by the King's Men Quartet. Special holiday shows.

Running Time: 5, 15 minutes.
Cost: On request.
Number Available: 156.
Produced by: John Charles Thomas.
Distributed by: Harry S. Goodman Productions.

Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C. 22

Easter Package

Dignified programs for the entire Lenten season. Non-denominational scripts for every Sunday during Lent, with special scripts for Good Friday, Palm and Easter Sundays and a wealth of selections of the finest religious music available.

Availability: E. T.
Running Time: 15, 30 minutes
Cost: \$29.50.
Number Available: 8 (2—30; 6—15).
Audition Facilities: E. T.
Produced by: SESAC, Inc.
Distributed by: SESAC, Inc.
Submitted by: SESAC, Inc., The Tower, N.Y.C. 19.

Brother Bee

Starting at 10 a.m. and continuing until 1 p.m., this is one of the most extensive and important programs of spiritual music aired in the Chicago area.

Running Time: Three hours.
Cost: On request.
Produced by: Rollins Broadcasting, Inc.
Submitted by: WBEE, 75 E. Wacker Dr., Chicago 1, Ill.

Great Days We Honor

Religious and patriotic holiday program featuring General of the Army Omar N. Bradley, Ray Middleton, Henry Hull, Father James Keller, Rabbi Abba Hillel Silver, Dr. Nelson Glueck, with especially composed songs by Gerald Marks. Music: U. S. Army Band and Chorus, The Chris-

tophers (soloists, chorus and organ), Church of the Wildwood Choir, The School of Sacred Music of the Hebrew Union College, Jewish Institute of Religion (soloists and chorus).

Running Time: 15 minutes.
Cost: On request.
Availability: E. T.
Number Available: 41.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C.

Religion in the News

A weekly news show about happenings on the national scene of all different faith. Features the well-known traveler, Rev. Harry Lee.

Running Time: 15 minutes.
Cost: On request.
Number Available: Weekly.
Produced by: WWHG-AM-FM, Radio Center, Hornell, N. Y.

Singing Along the Way

A Monday through Friday half-hour program of beautiful recorded Gospel music interwoven with inspirational thoughts and readings. This program is conducted by Art Barrett, an ordained minister and country DJ. Mr. Barrett was formerly voted the No. 3 country DJ in a poll taken by Billboard magazine in a coast-to-coast survey of the recording stars.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$10.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Art Barrett for WSIG.

Distributed by: WSIG.
Submitted by: WSIG, Mt. Jackson, Va.

Holy Rosary

Consist of recitation of the Most Holy Rosary by local St. Michael Church Catholic pastor and parishioners, with opening and closing introduction and commercials.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$7.50.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WVMI.
Distributed by: WVMI.
Submitted by: WVMI, Box 152, Biloxi, Miss.

Sacred Song Time

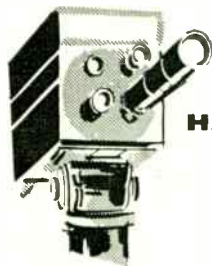
Recorded sacred music request program which has proven very popular as shown by excellent mail pull from over 20 counties in this area. Announcer has easy-going delivery but does not "preach." Is known as "Uncle Jim" on the air.

Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WCHO.
Submitted by: WCHO, S. Main St., Washington C.H., Ohio.

Gospel Gems

Finest Gospel music on record.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per week.
Audition Facilities: Tape.
Produced by: Pete Bradford.
Submitted by: KMAR, Box 312, Winnsboro, La.

Entertainment Productions, Incorporated



HARRY FLEISCHMAN, President **STEVEN CARLIN, Executive Producer**

575 Madison Avenue, New York 22, N. Y., PLaza 9-3700



RADIO-DAILY

presents

*Live TV Shows
of
Tomorrow*

LIVE TV programming in the coming year will see a development of trends which became evident in the past season and the resurgence of comedy in half-hour and hour formats. Spectaculars will be at a new high. The keen competition in prospect bodes well for maintenance of high quality. The following pages detail the shape of live TV in the coming season.

WBAP-TV

is **TOPS** in the...

12TH

TH.
U.S. MARKET

**THE GREAT
FORT WORTH-DALLAS
AREA**



LOOK AT THE MARKET

MARKET DATA*

Population - - - - -	2,735,300
Effective Buying Income - - - - -	\$4,436,534,000
Effective Buying Income Per Family - - - - -	\$ 5,243
Total Retail Sales - - - - -	\$3,448,461,000
Retail Sales Per Family - - - - -	\$ 4,085

*Source: Sales Management Survey of Buying Power, May 10, 1958

LOOK AT WBAP-TV

TOP-RATED STATION*

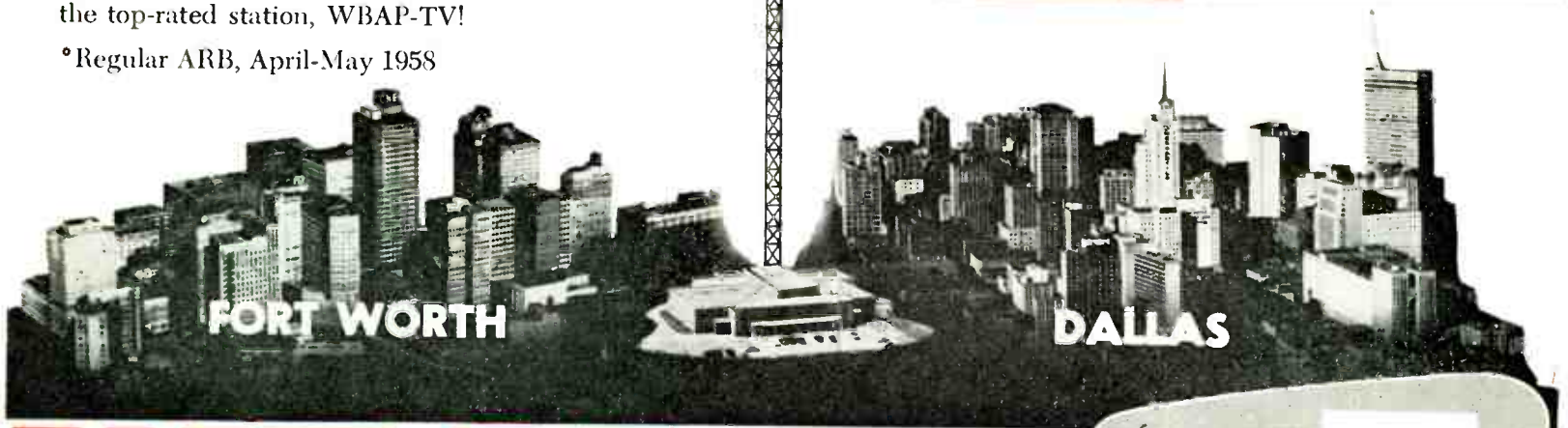
The Pioneer Station in the Great Southwest, leads all Stations in the Fort Worth-Dallas Area from Sign-On to Sign-Off!

To cover the 12th U. S. Market . . . the Fort Worth-Dallas Area . . . and the trade territory of 53 rich Texas and Oklahoma Counties, choose the top-rated station, WBAP-TV!

*Regular ARB, April-May 1958

**WBAP-TV
is TOPS in:**

- Rate Protection
- Better Availabilities
- Faster Merchandising
- Facilities
- Color Telecasting



WBAP-TV



BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

World Radio History

LIVE TV AGRICULTURAL

Farm Journal

Seen 12-12:30 p.m. Saturdays — Dewey Compton is also farm editor for KTRH. He is well known in this area, a graduate of Texas A & M where he received a B.S. Degree in Agriculture. Compton served in the field as USGA Agent in DeWitt County and is a member of every major agriculture group in the area.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52 per year.
Produced by: KTRK-TV.
Submitted by: KTRK-TV, 4513 Cul-
len, Houston, Texas.

Farm & Home Hour

J. W. "Farmer" Chamber, Rich-
mond County farm agent hosts differ-
ent Georgia and Carolina county each
week plus extension specialists from
Athens and Clemson. Complete demon-
stration on every phase of farm life
including rural talent, 4-H Club and
livestock given away annually. News
and weather for coming week included.

Running Time: 60 minutes.
Cost: \$150.
Number Available: 52.
Produced by: J. W. Chambers, John
Radeck.
Submitted by: WJBF, Augusta, Ga.

Consumer Quiz

A home economist serves as moder-
ator and gives tips on or descriptions
of a particular type of food. A panel
of three or four persons then asks ad-
ditional questions receiving only yes
or no answers. Panel then guesses what
the food is, and points are earned for
correct answers and winner receives a
gift.

Running Time: 15 minutes.
Cost: On request.
Produced by: WSTV, Inc.
Submitted by: WSTV, Inc., Exchange
Realty Bldg., Steubenville, Ohio.

RFD 6

Veteran farm and garden reporter
Bill Drips presents farm market news
and gardening tips. Each Saturday
morning an authority visits the show
as Bill's guest, discussing a topical
item of interest to viewers.

Running Time: 15 minutes.
Cost: \$175.
Number Available: 1 per week.
Produced by: KOIN-TV.
Submitted by: KOIN-TV, 140 S.W.
Columbia, Portland 1, Ore.

Farm Hour

Deals with problems of local agri-
culture, highlights youth organizations,
gives active support to beneficial farm
programs, stimulates local farmers to
voice opinions regarding state and
Federal farm programs. Uses film in-
terviews, and Rhythm Ranch Boys pro-
vide Western music.

Running Time: 60 minutes.
Cost: On request.
Number Available: 4 spots.
Produced by: Tom Hipps.
Submitted by: WTVM, 1307 1st Ave.,
Columbus, Ga.

Wisconsin Farm Hour

Program devoted to farming, made
up of news, weather, markets and
features, 12-12:30 p.m. and these im-
portant segments repeated 12:30-1 p.m.

Bill Groves, fourth-generation farmer
and Wisconsin agriculturist columnist,
is host.

Running Time: 60 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: Warren Getzinger.
Submitted by: WISC-TV, 4801
W. Beltline Hwy., Madison, Wisc.

Farm-O-Rama

Ralph McDade, agricultural special-
ist, and other guest experts discuss and
demonstrate farm and crop manage-
ment. Local farmers, Community
Clubs, etc. appear on each program.
Local film is used for demonstration
purposes.

Running Time: 30 minutes.
Cost: On request.
Produced by: WBIR-TV.
Submitted by: WBIR-TV, 1513 Hutch-
ison Ave., Knoxville, Tenn.

Weekend Gardener

Scheduled Saturday afternoons fol-
lowing CBS sporting events. Deals
with urban agricultural problems pri-
marily but also injects some rural
news and information.

Running Time: 30 minutes.
Cost: On request.
Produced by: KLZ-TV in cooperation
with Colorado State University
and Denver County Agricultural
Agent.

Submitted by: KLZ-TV, 131 Speer
Blvd., Denver, Colo.

KHQ Farm Summary

Combination of live interviews and
demonstrations plus movie film re-
ports taken by Tom Templeton, KHQ
farm director, in his coverage of the
Inland Empire market.

Running Time: 15 minutes.
Cost: \$290.
Number Available: 52.
Produced by: KHQ-TV Farm Depart-
ment.

Submitted by: KHQ-TV, Radio Central
Bldg., Spokane, Wash.

Farm

Originating from WAVE-TV's 350-
acre farm near Worthington, Ky.,
"Farm" includes many categories of
interest and value to farmers — soils,
machinery, buildings, fertilizers, inse-
cticides, chemicals, livestock, crops,
feed and other subjects. Jack Cowner,
WAVE-TV's farm editor, hosts 12-1
p.m. Saturdays.

Running Time: 60 minutes.
Cost: On request.
Number Available: 1 per week.
Submitted by: WAVE-TV, 334 E.
Broadway, Louisville, Ky.

Today on the Farm

Jack Cowner, WAVE-TV farm
editor, provides farm families in Ken-
tucky and Indiana with a complete
rundown on weather conditions, mar-
ket news with prices on Louisville, In-
dianapolis and Cincinnati markets, and
farm news and features. Films and
special guests are featured, Monday-
Friday, 6:45-7 a.m.

Running Time: 15 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: Jack Cowner.
Submitted by: WAVE-TV, 334 E.
Broadway, Louisville, Ky.

On the Farm

Program in which Farm Service Di-
rector Harvey Dinkins — by the pre-
sentation of news, personages in agri-
culture, demonstrations and otherwise
— keeps the public abreast of develop-
ments in the field of agriculture—
local, national and international.
Weather report is daily feature.

Running Time: 15 minutes.
Cost: On request.
Number Available: 5 per week.
Submitted by: Triangle Broadcasting
Corp., WSJS Television, 419-421
N. Spruce St., Winston-Salem,
N. C.

Chattahoochee RFD

Information, how-to-do, news of
agriculture and rural community af-
fairs. Different community saluted
each week. Film made in each com-
munity. Experts cover educational ma-
terial, farmers, FFA, 4-H, handle
"how-to." Program has won Georgia
Farm Bureau Award three consecutive
years.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Dr. John Deloney.
Submitted by: WRBL-TV, Columbus,
Ga.

Gardening With Gordon

Well-known gardening authority,
Gordon Baker Lloyd, and his wife pre-
sent a weekly TV series. Program origi-
nates out-of-doors in a special garden
at the KEY-T studios. Show stresses
the practical application of gardening
plus information and demonstrations
on the care of your gardens.

Running Time: 30 minutes.
Cost: \$50 per 60-second announce-
ment.
Number Available: 1 per week.
Produced by: Gordon Baker Lloyd.
Submitted by: KEY-T, 730 Miramonte
Dr., Santa Barbara, Calif.

RFD #3

Frank Atwood, veteran radio and
newspaper farm editor, presents one of
the liveliest programs on TV for farm
people and their neighbors. Covers
both southern New England and na-
tional farm news with film and com-
mentary, augmented by a special farm
weather feature. Much local motion
picture footage is shot for the pro-
gram. Widespread urban and suburban
appeal, Saturdays, 12-12:30 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Various.
Submitted by: WTIC-TV, Travelers
Broadcasting Service Corporation,
26 Grove St., Hartford 15, Conn.

Montana RFD #5

Stan Meyer, farm service director,
graduate Iowa State College in Agri-
culture and Journalism, conducts in-
terviews, demonstrations, dispenses in-
formation; uses live and filmed reports,
all aimed at assisting the farmer and
rancher in increasing the usefulness
and productivity of his operation.

Running Time: Various.
Cost: \$97.50 per quarter-hour; \$113.75
for 25 minutes.
Number Available: Multiples of 26.
Produced by: KFBB-TV.

Submitted by: KFBB-TV, Wilkins
Broadcast, Inc., Box 1139, Great
Falls, Mont.

The Farm Show

Farm Director Jim Ray gives the
current trends and news in local,
regional and national agriculture pic-
ture, 8:45-8:55 a.m., Monday through
Friday. Frequently features special
film and/or interviews with area and
state agriculture representatives. Plus
market reports on 12:05-12:20 p.m.
segment.

Running Time: 10 and 15 minutes.
Cost: \$87 and \$100 per show.
Number Available: 5 per week (each).
Produced by: WTHI-TV.
Submitted by: Wabash Valley Broad-
casting Corporation, WTHI-TV,
918 Ohio St., Terre Haute, Ind.

Your County Agent

County agents from throughout
north Louisiana in educational-type
programs for the farm audience. Airing
Friday, noon-12:15 p.m.

Running Time: 15 minutes.
Cost: \$150.
Number Available: 1.
Produced by: KNOE-TV.
Submitted by: KNOE-TV, Oliver Rd.,
Monroe, La.

Farm and Market Digest

A program of farm information, the
latest market news and quotations,
special guests, and timely features pre-
sented by the top agricultural authori-
ties in the state.

Running Time: 25 minutes.
Cost: \$125 per day.
Number Available: 6.
Produced by: Ed Weiss.
Submitted by: WOI-TV, Ames, Iowa.

The Farmer & His Family

Program produced in cooperation
with the Dept. of Agriculture and
other governmental and local organi-
zations devoted to the farmer and his
needs. Market quotations are given,
weather conditions are reported
throughout the state and representa-
tives from various agricultural inter-
ests make regular appearances. Con-
ducted by Robert Flannagan.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5.
Produced by: WTVR.
Submitted by: WTVR, 3301 W. Broad
St., Richmond, Va.

Bill Bischoff

A half-hour feature each Sunday of
interest to the vast audience in south
Florida interested and engaged in
land farming and animal husbandry.
Our studio and adjoining grounds
make possible the widest and most
realistic demonstration of equipment
and the display of produce and ani-
mals.

Running Time: 30 minutes.
Cost: \$414 on 52-week basis.
Number Available: Weekly Sundays.
Produced by: WCKT.
Submitted by: WCKT, Box 38M, Mi-
ami, Fla.

Town & Country

Fifteen-minute show aimed at both
farm communities and suburban fami-
lies. Seen 12-12:15 p.m. Monday
through Friday. Host. Ivan Jones.

(Continued on Page 141)



**GOODSON
TODMAN**

PRODUCTIONS



CREATIVE PROGRAMMING

41 East 57 Street • New York 22, N. Y. • Plaza 1-0600
449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357

LIVE TV AGRICULTURAL

(Continued from Page 139)

Running Time: 15 minutes.
Cost: Class C.
Number Available: Participating.
Produced by: Skeets McGrew.
Submitted by: KGW-TV, 1139 S. W. 13th Ave., Portland, Ore.

Arizona Agriculture
Produced by the University of Ari-

zona Agriculture college, this program features latest research information, demonstrations and news important to the farming population of Arizona.

Running Time: 30 minutes.
Cost: On request.
Produced by: Dick Spanos & University of Arizona.
Submitted by: K-GUN-TV, 2175 N. 6th Ave., Tucson, Ariz.

Farm and Ranch Bulletin Board

Features farm news and information, film clips, live interviews with farmers and agricultural experts, news of farm meetings, etc.

Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Woody Worley.
Submitted by: KDIX-TV, Dickinson, N. D.

Garden Digest

A garden show in which our farm director, Bill Moshier, gives information and advice on farming and gardening, plus occasional interviews with interesting people in this field.

Running Time: 30 minutes.
Cost: \$120 per minute participation.
Number Available: Weekly.
Produced by: Bill Moshier.
Submitted by: KOMO-TV, 100 Fourth Ave., N., Seattle 9, Wash.

LIVE TV AUDIENCE PARTICIPATION

Bingo at Home

This audience-participating color-cast combines the excitement of Bingo and the best in musical variety, featuring singer-emcee Mike Douglas and songstress Barbara Becker, and Joseph Gallicchio and his NBC orchestra. Players at home win valuable merchandise prizes in a simple and easy-to-play manner.

Running Time: 60 minutes.
Cost: On request.
Produced by: WNBQ.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

TV Talent Show

Each week four local entertainers compete against each other in one of Canadian TV's first amateur hours. Each week's winner competes in the finals for cash awards.

Running Time: 30 minutes.
Cost: On request.
Submitted by: CKSO-TV and CKSO-TV 1, Sudbury and Elliot Lake, Ont.

Owl Bingo

Successful Bingo format. Interesting and valuable prizes. Participations available once per week, three times per week, or five times per week. Seen 1-1:30 p.m. Monday through Friday. Minimum 13-week orders. Each advertiser sponsors one complete game.

Running Time: 30 minutes.
Cost: On request.
Produced by: John Utley.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

Bingo at Home

By using phone numbers to construct their own Bingo cards, everyone can play "Bingo at Home" and win valuable prizes. Draws up to 7,000 pieces of mail per day.

Running Time: 60 minutes.
Cost: On request.
Produced by: WMUR-TV.
Submitted by: The Radio Voice of New Hampshire — WMUR-TV, 1819 Elm St., Manchester, N. H.

Bingo at Home

Bingo played at home, on cards made by viewer using his own telephone number. Bingo numbers are called up to the time BINGO is possible. Cards sent in by viewer are drawn from hopper, and prizes awarded.

Running Time: 120 minutes.
Cost: On participations.
Produced by: Station and Bingo Time, Inc.
Submitted by: KSYD-TV, Box 2130, Wichita Falls, Texas.

King's Kamera

Literally a drive-in TV show. Guests are stopped in their cars on Highway 99 and invited to step out and visit with Bill and Cheri Corcoran, well-known TV personalities. They are asked their opinions on current, vital questions of the day and offered the chance at a jackpot of valuable prizes. Out-of-state visitors will be offered special prizes and the jackpot. Phone calls will be made to those viewing the show at home. Monday-Friday, 1:30-2 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: KING Television.
Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Holiday Quiz

Features Charlie Hanson. Audience of 40 to 70 women daily are served light lunch. Contestants on quiz choose questions of varying difficulty in order to complete 900 "inches" before opponent. Daily winners compete weekly for prizes including weekend trips, overseas travel, major appliances. Telecast on Badger Television Network.

Running Time: 30 minutes.
Cost: On request.
Number Available: 3 participations per day.
Produced by: WISN-TV.
Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

Bingo at Home

Bingo game designed for home viewers. Players fill in Bingo card based on phone number. Potential winner mails card to program for prizes.

Running Time: 60 minutes.
Cost: On request.
Produced by: WABD.
Submitted by: Metropolitan Broadcasting Corporation, 205 E. 67th St., N. Y. C. 21.

Saturday Session

A top-rated dancing party spotlighting 30 to 40 couples selected from New Orleans area high schools. Headmaster is Jim Dunbar, aided by Bob

Nelson and teenage panel. Topical discussions, guest celebs' interviews are spotted between dance sets and record news.

Running Time: 60 minutes.
Cost: On request.
Number Available: Participating basis, regular cycles.
Produced by: WDSU staff producer.
Submitted by: WDSU-TV, 520 Royal St., New Orleans 16, La.

KD Country Fair

Hour-long weekly audience participation program set against country fair background, featuring quizzes, contests and country fair music by the Smith Brothers (Tennessee and Smitly), Slim Bryant and His Wildcats with Nancy Fungal, Sterling Yates (Snark). Currently scheduled 3-4 p.m. Saturdays with late Saturday afternoon slot set for October.

Running Time: 60 minutes.
Cost: On request.
Produced by: KDKA-TV.
Submitted by: KDKA-TV, 1 Gateway Center, Pittsburgh, Pa.

Teenage Dance Party

The accent is on dancing. One hundred participants in each show meet recording personalities, see live entertainment, teen fashion show, juke box jury, participate in teenage forum and dance to recorded music. Members of Teenage Dance Party Club participate in community welfare work.

Running Time: 60 minutes.
Cost: On request.
Number Available: Two per week.
Produced by: Mario Cappadoccio, Jean De Villiers.
Submitted by: CFCL-TV, Box 620 Mont Sacre-Coeur, Timmins, Ontario.

St. Louis Hop

A dance program designed for area teenage audience, plays host to 500 youngsters representing various high schools; dance to most popular recorded music of the week. MC Russ Carter, former vocalist with Ted Weems, invites well-known personalities, recording stars, etc., to make guest appearances. Program runs Saturdays 12 noon-1 p.m.

Running Time: 60 minutes.
Cost: On request.
Number Available: ¼ hour participations.

Produced by: Russ David, KSD-TV.
Submitted by: KSD-TV, 1111 Olive St., St. Louis, Mo.

Criss-Cross

Brand new. Unique game for both studio and home viewer participation. Features: no knowledge required to play; anyone, anywhere, can win jackpot; viewers must tune in next show to complete game. Excellent merchandising possibilities.

Running Time: 30 minutes.
Cost: On request.
Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

Carnival

Audience participation program using as the competitive device all of the various games associated with carnivals, state fairs, church bazaars, etc., with contestants competing with each other on the midway for money and gag prizes. Five per week, day time.

Running Time: 30 minutes.
Cost: On request.
Produced by: Wilbur Stark, Jerry Layton.
Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C.

Charlotte Peter Show

A popular variety audience participation program. Women's club groups of 40, four days a week; men's clubs on Friday, provide participants. Show is fast-paced fun—comedy and songs by Miss Peters assisted by announcer and not-so-straight man, George Abel, and organist, Stan Kann. Monday through Friday, noon-1 p.m.

Running Time: 60 minutes.
Cost: On request.
Number Available: Participations.
Produced by: KSD-TV.
Submitted by: KSD-TV, 1111 Olive St., St. Louis 1, Mo.

Ladies Fair

Audience participation with games, contests, drawings, surprises and interviews with women and children, conducted by Tom Moore and Bud Herrmann.

Running Time: 30 minutes.
Cost: \$210 per participation.
Number Available: Five per week.
Submitted by: KNXT, 1313 N. Vine St., Los Angeles, 28.

(Continued on Page 144)

**How
do you
measure
a
network ?**





BY COST?

ABC-TV's cost per thousand is consistently the lowest of the three networks.

BY ADVERTISING?

ABC-TV's billing gains are consistently larger than those of the other two networks.

BY PROGRAMMING?

ABC-TV's vital programming is aimed at the young, large-family audience. Personalities like Bing Crosby, Maverick, Pat Boone and Donna Reed keep it right on target.

BY AUDIENCE?

ABC-TV's audience is the most valuable for advertisers because it's made up mostly of GET AGE families—the most acquisitive families in America!

ABC TELEVISION

LIVE TV CHILDREN'S

Black Arrow

Children's show—part Western and cartoon films mixed with art classes and contests and archery lessons and contests—Monday through Friday.
Running Time: 60 minutes.
Cost: On request.
Produced by: Richard E. Younger.
Submitted by: KDRO-TV, 2100 W. Broadway, Sedalia, Mo.

The Big Ten Club

Cartoon and live children's show conducted by "Uncle Bob." Emcee interviews children, chats about subjects of interest to children, conducts contests and has a weekly birthday party for a child guest. "Uncle Bob" is host and does ad lib commercials if requested. Monday through Friday.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Submitted by: KZTV, Showroom Bldg., Corpus Christi, Texas.

Goldie's Gang— "Barnacle Bill"

Action takes place aboard "ship." Audience participation by children. Cartoons and serials introduced through "Super-Snooper." "What's In the Doghouse" game played.
Running Time: 30 minutes.
Cost: \$25 per participation.
Number Available: 3.
Produced by: Bill Windsor.
Submitted by: KHSL-TV, Box 1041, Chico, Calif.

Krazy Kraut (Goldie's Gang)

Children's program with studio participation. Two games played: (1) What's In the Doghouse? (2) Pin the Mustache on Karl, the Krazy Kraut. Also cartoons and serials.
Running Time: 30 minutes.
Cost: \$25 per participation.
Number Available: 3.
Produced by: Doug Sundby.
Submitted by: KHSL-TV, Box 1041, Chico, Calif.

Cap'n Sam

SS Lollipop sets scene for daily children's participation show guided by strong central personality of Cap'n Sam. Special features include Hero of the Week, a Game of the Week, Animals of the Week, Birthday Celebrant of the Week—and Story of the Week told by the nautical Pied Piper.
Running Time: 45 minutes.
Cost: On request.
Number Available: Participating basis.
Produced by: WDSU-TV staff producer.
Submitted by: WDSU-TV, 520 Royal St., New Orleans 16, La.

Carousel of Comedy

Cartoons and comedy shorts (of special interest to children). Emcee "Uncle" Bob Hynes, friendly carousel "ticket-taker" in festive carnival atmosphere with working (miniature) carousel. Program is carried by Hildreth Television Network, including WAGM-TV, Presque Isle. Monday, Tuesday, Wednesday, Friday, 5-5:30 p.m.
Running Time: 30 minutes.

Cost: On request.
Number Available: 4 per week.
Produced by: Ed Healy, WABI-TV.
Submitted by: WABI-TV, 57 State St., Bangor, Maine.

Romper Room

Kindergarten of the air — with Romper Room Teacher "Miss Jean." Seen Monday through Friday, 9-10 a.m.
Running Time: 60 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: Bert Claster Productions.
Submitted by: WABI-TV, 57 State St., Bangor, Maine.

Cartoon Corners

Dick the Storekeeper coordinates a program of cartoons, puppets, special guests, stressing safety, saving and courtesy. Animated children's stories and top production plus free toys for viewers add to plus values. Dick Unterborn pitches straight and simple to the children, from his corner toy store.
Running Time: 30 minutes.
Cost: On request.
Produced by: Dick Unterborn, Don Moore.
Submitted by: KTBS-TV, 312 E. Kings Hwy., Shreveport, La.

Adventure Time

Jan and Tom host this show designed to entertain the younger set. Features birthday parties, projects and guests in the studio. They originate contests for the youngsters in cooperation with the local school authorities.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: Janet Freeman, Tom Hipps.
Submitted by: WTVM, 1307 1st Ave., Columbus, Ga.

Popeye Playhouse

Aided by two to three Popeye cartoons, Skipper Bob takes his studio audience aboard the make-believe ship set up in the studio for a half hour of cartoons, interviews, games and a visit each day by a special animal guest from the local zoo or SPCA. Children book passage aboard Popeye Playhouse each day via mail.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: WLOF-Television.
Submitted by: Mid Florida Television Corp., WLOF-TV, 639 W. Central, Box 5795, Orlando, Fla.

Major Ted and the Space Rangers

Major Ted and Mary Jane, inhabitants of an earth satellite, entertain 20 children per day with games, prizes, cartoons and space-science information, interspersed weekly with guests who demonstrate science-fun projects and Mickey, the robot. Prizes go to studio and in-home viewers. Children register as rangers, 7,400 to date. Monday through Friday, 5:15 p.m.
Running Time: 45 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: WKBN.
Submitted by: WKBN Broadcasting Corp. (WKBN-TV), 3930 Sunset Blvd., Youngstown, Ohio.



Take a Minute and Sell the Denver Market

Use daytime minute spots on these high-rated KBTV participating programs!

- "Western Living" with Arlyne Lampshire Monday Thru Friday — 11:30 to 1:00 pm
- "Homemakers' Matinee" with Ed Scott Monday Thru Friday — 1:00 to 2:30 pm
- "Clubhouse Gang" with Candy & Dandy Monday Thru Friday — 4:00 to 4:30 pm
- "Sheriff Scotty" Monday Thru Friday — 4:30 to 5:00 pm

For minute spots in Class "A" and "AA" time — KBTV offers these nighttime spot carriers.

- | | |
|--------------------|------------------------|
| O'Henry Playhouse | I Search for Adventure |
| Official Detective | White Hunter |
| Streets of Danger | My Favorite Story |
| Michaels of Africa | Grey Ghost |

Take a minute and look at KBTV's record of merchandising and promotion support.

- First place winner two years in a row, of Television Age-Billboard Award for promotion of a locally produced program — in markets with 3 or more TV stations.
- All-out schedule of audience-building promotion for KBTV participating programs — daytime and nighttime.
- Serving advertisers with the highly successful MAP Plan—Denver's only grocery in-store merchandising plan. (MAP stands for Merchandising - Advertising - Promotion. Ask any PGW Colonel).

Take a minute right now and call Bob Brown, National Sales Manager, KBTV or Peters-Griffin-Woodward, Inc. for high-rated one minute availabilities, daytime or nighttime, in Denver.

KBTV ^{abc} Channel **9**
DENVER'S FAMILY STATION
 John C. Mullins, President Joe Herald, Station Mgr.
 Represented Nationally by Peters, Griffin, Woodward, Inc.

LIVE TV CHILDREN'S PROGRAMS

Funz-a-Poppin

Emceed by Patches, the clown, Funz-A-Poppin is a program for kids from one to 100. Patches is aided by "Rosco," staff artist whose lessons and quick sketches add extra appeal. Jack Huddle, Western singer and performer, assists on the show which utilizes Popeye, Warner Bros. Merry Melodies and the Paramount Cartoon Packages. **Running Time:** 75 minutes. **Cost:** \$35 per participation. **Number Available:** Monday through Friday continuing. **Produced by:** KOSA-TV. **Submitted by:** KOSA-TV, 1211 N. Whitaker, Odessa, Texas.

Cartoon Capers

Birthday Dog, a hand puppet, reads the birthday lists and talks to boys and girls in between Looney Tunes and Terrytoons. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** WBIR-TV. **Submitted by:** WBIR-TV, 1513 Hutchison Ave., Knoxville, Tenn.

It's Wallace?

Program presents Wallace Snead (character), Ladmo (character), Uncle Goldust Charlie (character) in a series of misadventures that are woven in between Warner Bros. Cartoons, adventure series, and selected half-hour programs. **Running Time:** 90 minutes. **Cost:** On request. **Number Available:** On request.

Produced by: KPHO-TV and Bill Thompson. **Submitted by:** KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

Playmates

Essentially a one-woman show; Betsy Hayes presents things for the pre-school set to do right at home along with the program. Special mailing list gives instructions so that viewers may follow along after show is over as well. Puppets, piano and other special events created for change of pace. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** On request. **Produced by:** KPHO-TV. **Submitted by:** KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

The Fred 'n Fae Show

Fred 'n Fae Taylor host a full-hour children's program. Studio guests include 10 or 12 birthday children as show participants. Film portion includes cartoons and Laurel & Hardy shorts. Many production segments give studio and home viewer participation. **Running Time:** 60 minutes. **Cost:** On request. **Number Available:** On request. **Produced by:** KLZ-TV. **Submitted by:** KLZ-TV, 131 Speer Blvd., Denver, Colo.

T-Bar-V Ranch

Stars singing cowboy, Randy Atcher, and rustic clown, "Cactus" Tom

Brooks, with live, participating birthday audience. Songs, games, animated cartoons and refreshments have kept show fresh for eight years. Heavy studio audience. Monday through Friday, 4 p.m. **Running Time:** 45 minutes. **Cost:** On request (participations). **Number Available:** On request. **Produced by:** WHAS-TV. **Submitted by:** WHAS-TV, 525 W. Broadway, Louisville 2, Ky.

Cactus' Cartoons

Features "Cactus" Tom Brooks with toy gadgets and gadgets and animated cartoons, which the viewing audience sees on Cac's "magic picture window." Audience sends in drawings of its favorite Looney Tunes characters. Monday through Friday, 4:45 p.m. **Running Time:** 30 minutes. **Cost:** On request (participations). **Number Available:** On request. **Produced by:** WHAS-TV. **Submitted by:** WHAS-TV, 525 W. Broadway, Louisville 2, Ky.

Kartoon Korner

Mr. A., a genial clown, emcees "Kartoon Korner," playing host to kids and guests who range from drum majorettes to traffic cops. There are a kiddie club and sure-fire Looney Tune and Phantasy Cartoons. Courtesy and safety plugs get the parents' confidence for this one. **Running Time:** 30 minutes. **Cost:** \$309. **Number Available:** Unlimited. **Produced by:** P. Tymon.

Submitted by: Television De Quebec (Canada) Limitee, 200 St-Jean Bosco St., Ste-Foy, Que.

Kido Klown

Professional clown with puppets, film cartoons—Monday-Friday, 5:30-6 p.m. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** Daily participations. **Produced by:** KIDO, Inc. **Submitted by:** KIDO-TV, 709 Idaho St., Box 390, Boise, Idaho.

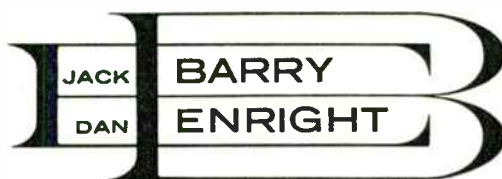
Once Upon a Story

Weekly children's program. Hilda, an artist, illustrates stories and songs as they are narrated and played. Also features animals and audience participation. Six years on WMBR-TV. **Running Time:** 30 minutes. **Cost:** On request. **Submitted by:** WMBR-TV, 605 S. Main St., Jacksonville, Fla.

Funny Flickers

Hosted by Ed Kallay, this program presents the Laurel and Hardy comedy series and cartoons, as well as the perennially popular "Our Gang" comedies. Program is set in the "Magic Forest," where Sylvester, the stuffed duck, lives in a tree house, and helps "Uncle Ed" conduct the program each day. Monday through Friday, 4:30-5 p.m. **Running Time:** 30 minutes. **Cost:** On request.

(Continued on Page 146)



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**

LIVE TV CHILDREN'S PROGRAMS

(Continued from Page 145)

Number Available: 5 per week.
Submitted by: WAVE-TV, 334 E. Broadway, Louisville, Ky.

Noontime Flickers

Noontime flickers' young audience watches cartoons while having lunch. Before lunch, the children join with host, Livingston Gilbert, in pre-lunch prayers. He instructs them in good manners and behavior as well. He operates the comic projector and the fantasy cartoon world unfolds before children. Monday through Friday, noon to 12 p.m.

Running Time: 10 minutes.

Cost: On request.

Number Available: 5 per week.

Submitted by: WAVE-TV, 334 E. Broadway, Louisville, Ky.

Johnny Downs Express

Well-known personality Johnny Downs presents cartoons, runs model trains, dances and entertains. Mail contests offer prizes to children.

Running Time: 30 minutes.

Cost: \$350.

Number Available: 5 half-hours weekly.

Produced by: KFSD-TV.

Submitted by: KFSD-TV, Hwy. 94 at 47th St., Box 628, San Diego, Calif.

Popeye Cartoons

Host, Johnny Downs (of movie fame) presents Popeye cartoons. Children's groups invited to studio. Contests of various types are featured.

Running Time: 30 minutes.

Cost: \$350.

Number Available: 5 half-hours weekly.

Produced by: KFSD-TV.

Submitted by: KFSD-TV, Hwy. 94 at 47th St., Box 628, San Diego, Calif.

Jingles

From the mythical kingdom of Boofland. Jingles, a Court Jester, and oversize puppets in an hour of fun, music, games, viewer participation in contests. Pantomime music and daily visits by interesting guests.

Running Time: 60 minutes.

Cost: On request.

Number Available: 5 per week.

Produced by: Various.

Submitted by: WPTA, Butler Rd., Fort Wayne, Ind.

Junior Jamboree

A boy and girl, MC's, escort a group of young boys and girls through a full hour of frolic and games amid a party atmosphere on Saturday.

Running Time: 60 minutes.

Cost: Co-sponsorship — \$100.

Number Available: 1 per week.

Produced by: Frank Greene.

Submitted by: WLVA-TV, 2320 Langhorne Rd., Lynchburg, Va.

Popeye Theatre

Popular, genial Jerry Graham is the host of this fun-filled half hour for the kids. Jerry brings a group of kids to the studio for games, fun and refresh-

ments. Plus the showing of a couple Popeye cartoons. Monday through Friday, 5-5:30 p.m.

Running Time: 30 minutes.

Cost: Full sponsorship—\$460.

Number Available: 5 per week.

Produced by: WNBFF-TV.

Submitted by: WNBFF-TV, One Henry St., Binghamton, N. Y.

Tot-tacular

Original musical comedies, completely cast with talented children. Have run over CBS and ABC TV Networks, sponsored. Brilliantly costumed. Loved by adults as well as children. (Formerly titled "Junior Varieties.") Kines available.

Running Time: 30 minutes.

Cost: On request.

Produced by: Basch Radio & Television Productions.

Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N. Y. C. 17.

Romper Room

Miss Marian amiably presides over the pre-school set in her Romper Room each day. Instruction and play join hands for a "fun and games" session notable for its restrained but effective commercials and the somehow genuine-seeming spirit of play which seems to prevail.

Running Time: 60 minutes.

Cost: \$30 participation.

Produced by: Bert Claster.

Submitted by: KCTV, Box 1941, San Angelo, Texas.

Bar-12 Ranger

Ranger Ed Wilson emcees half hour of cartoons and an hour Western. Viewers join Bar-12 Rangers Club for outside station events such as movies, rodeo and pony contest. Airs Monday through Friday, 4-5:30 p.m.

Running Time: 90 minutes.

Cost: On request.

Number Available: Open for participation.

Produced by: Bill Harned, Gerry Henson.

Submitted by: KODE-TV, 1928 W. 13th, Joplin, Mo.

Satellite 4

Program is commanded by Dan D. Dynamo (3-D) and assisted by Foreman Scotty at Circle 4 Ranch, Robot Bazark and a variety of outer space villains. Live space adventures are interwoven with top Screen Gems cartoons and daily "Pick-a-Planet" phone calls which award prizes to lucky home viewers.

Running Time: 45 minutes.

Cost: \$75 per one-minute participation.

Produced by: WKY-TV.

Submitted by: WKY-TV, 500 E. Britton Rd., Oklahoma City, Okla.

Sundown Ranch

Jimmy Copeland entertains his "Saddle Pals" every night at six. Songs, games, prizes and refreshments. Serialized film feature. Youngsters from schools, churches, Scouts,

Walt Framer Productions

1150 Avenue of the Americas

New York City

- Creating
- Packaging
- Producing

Top rated audience participation
and quiz shows for radio and tv.

LIVE TV CHILDREN'S PROGRAMS

clubs make up waiting list for appearance on show. Western atmosphere created by scenic effects and Copeland, who hails from Texas.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: Jimmy Copeland.

Submitted by: WRBL-TV, Columbus, Ga.

Big Adventure Theater

Set in a small town moving picture house. Roles of "Hap Richards," ticket taker, and "Uncle Henry," projectionist, are both portrayed by character actor Floyd Richards. Serial films, which are featured, are real thriller-dillers with the type of action which appeals to the whole family. Crusader Rabbit is also featured daily. Monday-Friday, 4-4:30 p.m.

Running Time: 30 minutes.

Cost: On request.

Number Available: Various.

Submitted by: WTIC-TV, Travelers Broadcasting Service Corporation, 26 Grove St., Hartford 15, Conn.

The Ranger Andy Show

Ranger Andy (Orville A. Andrews), veteran radio and TV network actor, entertains his small-fry fans daily, 4:30-5 p.m., with original songs to his own banjo accompaniment, acting as host for a program of film cartoons and comedies. Live audience admitted to studio set, which simulates a forest ranger's cabin, with Andy properly uniformed.

Running Time: 30 minutes.

Cost: On request.

Number Available: Various.

Submitted by: WTIC-TV, Travelers

Broadcasting Service Corporation, 26 Grove St., Hartford 15, Conn.

Kiddies' Korner

Herb McAllister, staff artist, conducts weekly drawing show, with juvenile guests selected on basis of pictures and artwork submitted by viewers during previous week. Herb and Clarence Morgan, vent dummy, interview kiddos, raise hob, and provide entertainment for the studio and home audience.

Running Time: 30 minutes.

Cost: \$111.15.

Number Available: Multiples of 13.

Produced by: KFBB-TV.

Submitted by: Wilkins Broadcast, Inc., KFBB-TV, Box 1139, Great Falls, Mont.

Kiddies Clubhouse

A program for the young and the young at heart. Based on a children's clubhouse with clubhouse setting. Pow Wow cartoons; a daily serial is played in addition to live projects for the kiddies to do at home.

Running Time: 30 minutes.

Cost: On request.

Number Available: Six per week.

Produced by: George Sperry.

Submitted by: WBPZ-TV, 132½ Main St., Lock Haven, Pa.

Hi Diddle Diddle

Hi Diddle Diddle originates in an enchanted forest with castle, fairy princess and band of elves. Audience visits the comic "talking stump," hand puppets, Ritter the Dog, Herkimer the Worm. There is Talent Time, games, cartoons, birthday wheel, stories.

Running Time: 45 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: Mary Ann King, Phila Wilson.

Submitted by: KMID-TV, Box 2758, Midland, Texas.

Buckaroo Rodeo

Buck Barry, popular cowboy who rides, sings and shoots, conducts a TV rodeo on the air. Every Saturday morning, 85 kids take part in calf roping, shooting contests and acting out Western plays written by Buck Barry.

Running Time: 45 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WOOD-TV.

Submitted by: WOOD-TV, 120 College Ave., S.E., Grand Rapids, Mich.

Kiddies on Kamera

Fifty youngsters attend by ticket as an audience for this half-hour live children's variety program. Children sing, dance and entertain for the studio and home audience. Special features include safety tip, games and songs.

Running Time: 30 minutes.

Cost: On request.

Submitted by: CKSO-TV and CKSO-TV-1, Sudbury-Elliot Lake, Ont.

Kindergarten College

"Femceed" by personable Martha Walstrum. Each week four youngsters and Miss Walstrum play games, perform in contests and other interesting activities for children. Color cartoons are shown. Also featured are

musical instruments, pets and wild life studies.

Running Time: 60 minutes.

Cost: On request.

Number Available: On request.

Produced by: Sandra McCrory.

Submitted by: WLW-I (Crosley Broadcasting Corporation), 714 Merchants Bank Bldg., Indianapolis 4, Ind.

Pony Express Trails

Each day Pony Express rider, Daun Ford, invites the kids, and grownups too, to join him in the Pony Express Shack for more thrilling tales of the early frontier. Outstanding live features augment the daily full-length Westerns.

Running Time: 80 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: KFEQ-TV Production Department.

Submitted by: KFEQ Broadcasting Company, KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

Lunch With Uncle Dudley

Each noon, thousands of youngsters in the Midland Empire viewing area see "Lunch With Uncle Dudley." Jay McVey, the lovable old sign painter, hosts this show featuring the kids' favorite Looney Tunes cartoon characters.

Running Time: 40 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: KFEQ-TV Production Department.

Submitted by: KFEQ Broadcasting Co., KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

RALPH EDWARDS

This Is Your Life—NBC-TV

producer of

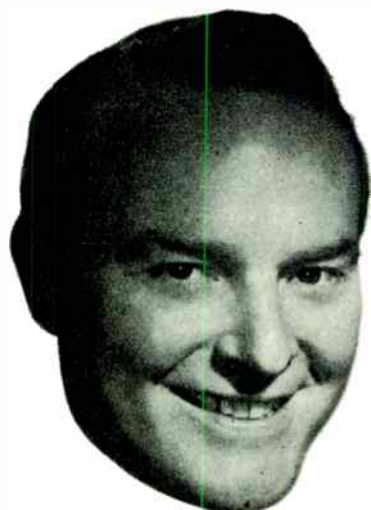
Truth or Consequences—NBC-TV

It Could Be You —NBC-TV

AVAILABLE

Thanks To You and

The Human Thing To Do



LIVE TV CHILDREN'S PROGRAMS

(Continued from Page 147)

Romper Room

A kindergarten of the air with Miss Carolyn. Monday through Friday, 9-10 a.m., six area children participate in the studio schoolroom in games, stories, crafts, and songs. Each child is on the program for a two-week period, with half the group overlapping one week (three new children start each Monday).

Running Time: 60 minutes.
Cost: \$45.
Number Available: 6.
Produced by: WTRF-TV in cooperation with Bert Claster.
Submitted by: WTRF-TV, 1329 Market St., Wheeling, W. Va.

Thriller Dillers

A sympathetic tramp "clown" character named Ditto is MC of the program. He introduces a different episode each day of serialized adventure stories. Ditto is silent — never says a word. An off-stage voice directs him in commercials and commentary. He usually has something special for the kids—a dance or a pantomime.

Running Time: 30 minutes.
Cost: Participating.
Number Available: Daily.
Produced by: Jim DeBold
Submitted by: WHIZ-TV, Downerd Rd., Zanesville, Ohio.

Popeye & Me

Popular Western Star, Herb Hensen, hosts this show which features Popeye cartoons. Hensen plays piano, teaches the younger set songs, introduces his side kick, Popeye Jr., a one-eyed trained chimp, and does his own commercials. Participations only. Monday-Friday, 8-9 a.m.

Running Time: 60 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: KERO-TV.
Submitted by: KERO-TV, 1420 Truxton Ave., Bakersfield, Calif.

Popeye 'n Puppets

Hand puppets Dwan Donkey, Harvey Hound and Freddie Fox MC program featuring Popeye and Warner Bros. cartoons. The puppets also handle commercials. Monday through Friday, 9-9:30 a.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Participations.
Submitted by: WNEM-TV, 5700 Becker Rd., Saginaw, Mich.

The Seachest

Popeye cartoons are featured on this program hosted by Captain Muddy Waters, who has as daily guests Cub Scouts, Girl Scouts, and youngsters from other area organizations. Monday through Friday, 5:30-6 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Submitted by: WNEM-TV, 5700 Becker Rd., Saginaw, Mich.

Romper Room

Syndicated live show every morning, featuring Joan Balise as the romper room teacher, and six children from the area. Excellent audience viewership. Children play games, read books, cartoons, animals.

Running Time: 60 minutes.
Cost: On request.
Number Available: Monday-Friday.
Produced by: Bert Claster Productions.
Submitted by: WWLP Television, Box 2210, Springfield, Mass.

Planet 15

Cap'n Jack quips with live children's audience daily. Refreshments are served. Movie and cartoons are shown. Entire birthday parties. Scout troops and Brownie troops reserve individual date. Admissions by ticket only. Monday through Friday, 4-5:45 p.m. Participating announcements available.

Running Time: 1 hour. 45 minutes.
Cost: \$25 per participating. Minimum 13.

Number Available: 10 per day, five days per week.
Produced by: Jack Worley.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

WIB the Clown

Live children's program from studio daily, 5-5:30 p.m., featuring Gordon Jump as WIB the Clown. Cartoons, daily serial, interviews, etc. Available for personal appearances and live remotes.

Running Time: 30 minutes.
Cost: On request.
Number Available: 260.
Produced by: WIBW-TV.
Submitted by: WIBW-TV, Box 119, Topeka, Kans.

Channel 3 Clubhouse

Beanie Brown plays host to 35 youngsters each day. He draws "wobble line" drawings, gives birthday greetings, interviews the youngsters. Highlight of each program is the "Little Rascals" film or the cartoon presented daily.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: WKZO-TV.
Submitted by: Fetzer Broadcasting Company, WKZO-TV, Broadcast House, 590 W. Maple St., Kalamazoo, Mich.

Fun Time

Ed and Bunkie (in costume) interview children guests, read stories, perform with puppets and pantomime with interesting guests such as policemen, firemen, etc. Aired Wednesdays, 5-5:30 p.m.

Running Time: 30 minutes.
Cost: \$70.
Number Available: Half of show weekly.
Produced by: WCBI-Television.
Submitted by: WCBI-TV, Hwy. 12 North, Columbus, Miss.

Marshal Bill Show

A studio participation show for children, conducted by "Marshal Bill." Western set plus Marshal in full Western regalia. Studio interviews with children, special guests. One segment per week devoted to local guest who trains animals. Children receive Marshal Bill deputy card. Western movies and cartoons, a Birthday Book containing birthdays of deputies.

Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited (Monday through Friday).
Produced by: Eldon Raye.

Submitted by: KFYY-TV (Meyer Broadcasting Company), 200 N. 4th St., Bismarck, N. D.

Magic Window

A children's program featuring Betty Lou McVey and her puppet friends, Dusty and Gregory, designed to interest pre-school children. The format contains a how-to-make section, cartoons, and other activities for the small fry.

Running Time: 60 minutes.
Cost: \$200 per day.
Number Available: 5.
Produced by: Betty Lou McVey.
Submitted by: WOI-TV, Ames, Iowa.

Bob Brandy Time

Monday through Friday, 6-7 p.m. Studio audience of from 35 to 50 children each day, who play games, sing songs, sample sponsor's product and watch three Popeye cartoons. Sold in 15-minute blocks and 60-second announcements.

Cost: 15 min. time & talent \$125, 60 sec. time & talent \$61, one-time rate.
Produced by: Jerry Burdick, WTVC.
Submitted by: WTVC, Hotel Patten, Chattanooga, Tenn.

Commander 5

As up-to-the-minute as the latest satellite, this noontime colorcast combines entertainment and space-age information for youngsters. The masked Commander and his comic sidekick Stubby hold forth in a fantastic spaceship and use the magic of Chroma-Key to amaze and delight their fans in the studio audience and at home.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: WNBQ.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Dandy Doodle

A live production Monday-Friday featuring Dandy Doodle and his puppet friends, Pugs, Frisky and a host of others.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: WTVR.
Submitted by: WTVR, 3301 W. Broad St., Richmond, Va.

Ranch House Tales

Cheyenne Dal introduces each day's segment of a Western adventure. Has daily studio guest and interviews his little buckaroo friends and gives them advice on manners, health, citizenship, and other considerations for growing youngsters. Aired Monday-Friday.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: WTVR.
Submitted by: WTVR, 3301 W. Broad St., Richmond, Va.

Stan Boreson Show

The after-school set joins Stan Boreson and his basset hounds in King's Clubhouse for a session of music, cliffhangers, cartoons and chatter. A featured part of the show is daily episode of well-known serials. At other times Stan, complete with Norwegian accent, delights his audience with "songs his Uncle Torvald taught him." Monday through Friday, 4-5 p.m.

Running Time: 60 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: KING Television.
Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Wunda Wunda

This 1958 Peabody Award-winning children's show features Ruth Prins in a format specifically designed to instruct and delight the small fry. Program includes imaginative story telling, songs especially written for the show, action games and fascinating puppets. Aired Monday through Friday, 8:30-9 a.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: Gloria Chandler.
Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Kartoon Korner

Casper the Camel delights the children with his film cartoons and merry antics during this morning period when Mother is preparing lunch. Staff Announcer Chuck Nuzum assists in presenting cleverly-handled commercials.

Running Time: 30 minutes.
Cost: \$200 per show (one time rate).
Number Available: 5 per week.
Produced by: WTVN-TV.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Romper Room

Miss Lois and her group of Romper Room students act as baby sitters for the pre-school children from 9-10 a.m. Monday through Friday. This series of children's programs produced in numerous markets throughout the country is particularly high-rated in Columbus.

Running Time: 60 minutes.
Cost: \$330 per show (one time rate).
Number Available: 5 per week.
Produced by: Bert Claster Associates.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Casper Capers

Casper the Camel is the popular children's personality in this show seen from 4-5 p.m., Monday through Friday. Working with Staff Announcer Chuck Nuzum, this hand puppet character does a delightful job of integrating commercials and film cartoons, along with special guest appearances of outstanding personalities in the children's world.

Running Time: 60 minutes.
Cost: \$330 per show (one time rate).
Number Available: 5 per week.
Produced by: WTVN-TV.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Uncle Hugo & Popeye

Children's program with live story line built around popular comic character, Uncle Hugo. Live adventures of Uncle Hugo are integrated with Popeye cartoons.

Running Time: 60 minutes.
Cost: On request.
Number Available: 1-minute participations.
Produced by: WISN-TV.
Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wis.

LIVE TV CHILDREN'S PROGRAMS

Krazy Kat Theater

"Skipper" Conlon, KTRK-TV's versatile young ventriloquist, conducts this program each Saturday morning when he ties together Krazy Kat and Scrappy cartoons with two puppets (hand) which are replicas of these two characters. Skipper sets up the plot line of the cartoons with dialogue between the two puppets. Also uses the "magic" camera to intrigue the kids at home.

Running Time: 60 minutes.

Cost: On request.

Number Available: 52.

Produced by: KTRK-TV.

Submitted by: KTRK-TV, 4513 Cul-
len, Houston, Texas.

Our Gang Club

"Club President" Bob Edwards shows "Our Gang" and "Scalawag" films and gives away a bicycle on each program. Bike winners phone numbers selected by chance, but winners must be able to name "secret word" when called by phone on air. Monday through Friday, 12:15-12:45 p.m.

Running Time: 30 minutes.

Cost: \$45 per participation.

Number Available: 5 per week.

Submitted by: KARD-TV, 833 N.
Main, Wichita, Kans.

Big Roundup

Features Red Reynolds, easily the station's best-known personality, Monday through Friday, 4-5 p.m. Besides the standard cowboy movies, the program has Cub packs, Brownie units and visiting guests of interest to children. Other features are animals and Reynolds' cartooning.

Running Time: 60 minutes.

Cost: \$315 (Includes satellite, KPIC, Roseburg, Oregon) or participations.

Number Available: On request.

Produced by: KVAL-TV.

Submitted by: KVAL-TV, Box 548,
Eugene, Ore.

Magic Toy Shop

Designed to appeal specifically to pre-school children with planned overall interest for parents and adults as well. Merrily is the proprietress of the Magic Toy Shop, assisted by Eddie FlumNum and by Twinkle, who speaks only in music, and by the fabulous Mr. Trolley who is their contact with the outside world. Monday through Friday.

Running Time: 30 minutes.

Cost: On request.

Number Available: 5 per week.

Produced by: WHEN-TV.

Submitted by: WHEN-TV, 101 Court
St., Syracuse 8, N. Y.

Ranger Hal Cartoon Party

A cartoon-theatre party for birthday boys and girls invited by Ranger Hal each Saturday afternoon. They attend an on-camera party and enjoy cartoons shown on their theatre screen along with boys and girls at home. There are treats and fun for everyone. The boys and girls receive invitations by mail from Ranger Hal.

Running Time: 60 minutes.

Cost: On request.

Number Available: On request.

Produced by: WTOP-TV.

Submitted by: Washington Post Broad-
cast Division—WTOP-TV, Broad-
cast House, Washington, D. C.

Ranger Hal

When Hal Shaw became "Ranger Hal" he found at the bottom of his studio tower a wonderful puppet called "Oswald Rabbit" who came complete with a series of cartoons featuring himself and Bugs Bunny as well. The combination has built up great ratings and produced amazing results. Monday through Saturday.

Running Time: 120 minutes.

Cost: On request.

Number Available: On request.

Produced by: WTOP-TV.

Submitted by: Washington Post Broad-
cast Division—WTOP-TV, Broad-
cast House, Washington, D. C.

The Birthday Party

Now in its fourth successful consecutive year. Forty Georgia and Carolina children participate each week. John Radeck, established children's MC, spoofs the kids into hilarious interviews, games, cartoon lessons. Show includes pony rides, refreshments, caters to birthday groups. Age group, 3-12.

Running Time: 30 minutes.

Cost: \$100.

Number Available: 52 weeks.

Produced by: John Radeck, Walter
Campbell.

Submitted by: WJBF, Augusta, Ga.

Popeye Theatre

Cartoons, MC's by Cap'n Pliney, Homer Horse and Barney A. Cat puppet characters. studio audience.

Running Time: 45 minutes.

Cost: \$67.50 per minute live or film
(participating).

Submitted by: WSBT-TV, 300 W. Jef-
ferson Blvd., South Bend 1, Ind.

Captain Satellite Cartoons

Captain Satellite, portrayed by Bob March, blasts off each Monday through Saturday, taking youngsters into the outer space realm of cartoonland. Cartoon fare currently includes Columbia Fantasies, Terrytoons, Scrappy and Felix the Cat. Out-of-this-world characters, games and prizes add to the fun.

Running Time: 30 minutes weekdays;
2 hours Saturday.

Cost: On request.

Produced by: Gene Mulligan, Bob
March.

Submitted by: KTVU, 1 Jack Lon-
don Sq., Oakland, Calif.

Bugs Bunny Presents

Cartoon show hosted by Herb Shel-
don Presenting the finest cartoons pro-
duced by Hollywood.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: WABD.

Submitted by: Metropolitan Broadcast-
ing Corporation, 205 E. 67th St.,
N. Y. C. 21.

Wonderama

Sunday morning two-hour enter-
tainment spectacular for children.

Running Time: 2 hours.

Cost: On request.

Number Available: On request.

Produced by: WABD.

Submitted by: Metropolitan Broad-
casting Corporation, 205 E. 67th
St., N. Y. C. 21.

Looney Tunes

Cartoon festival hosted by popular performer Sandy Becker. Sandy fea-
tures the best of the famous Looney
Tunes cartoons.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: WABD.

Submitted by: Metropolitan Broadcast-
ing Corporation, 205 E. 67th St.,
N. Y. C. 21.

Mr. Moon

Following the format of "Hi Diddle
Diddle" characters, this is an ingen-
iously produced program appealing to
pre-school and early-school age chil-
dren. Puppets are featured in daily
"story" feature. Monday through Fri-
day.

Running Time: 15 minutes.

Cost: \$200.

Number Available: 5 per week.

Produced by: KOIN-TV.

Submitted by: KOIN-TV, 140 S.W.
Columbia, Portland 1, O.

Birthday Party

Children from three to seven years
are invited to be guests on this pro-
gram on their birthdays. Birthday
cake, games and how-to-do-it activi-
ties featured. Conducted by "Aunt
Rene" Handley, trained and experi-
enced pre-school teacher.

Running Time: 30 minutes.

Cost: Participation—on request.

Number Available: 4 one-minute spots.

Produced by: KTTS-TV.

Submitted by: KTTS-TV, Box 1716
SSS, Springfield, Mo.

Kitirik's Party

Seen every weekday 3-4 p.m. with a
cast of Nod, the mischievous clown,
Skipper Conlon and his special hand
puppets, and Golliwog, a beautiful
girl singer. Along with cartoon featur-
ettes such as Popeye, Powow, etc.

Running Time: 60 minutes.

Cost: On request.

Number Available: 5 per week.

Produced by: KTRK-TV.

Submitted by: KTRK-TV, 4513 Cul-
len, Houston, Texas.

Bertie the Bunyip

A situation comedy puppet show
backed by animated cartoon movies
which was designed for children but
is enjoyed by the entire family. Ven-
triloquist Lee Dexter manipulates
Bertie and his delightful friends in
fantasy sketches.

Running Time: 60 minutes.

Cost: \$190 per minute. live talent.

Number Available: On request.

Submitted by: WRCV-TV, 1619
Walnut St., Philadelphia 3, Pa.

The Jack Evans Show

Magic, children's stories, guests,
hobbies, and music for children.
Seen Tuesday and Thursday.

Running Time: 30 minutes.

Cost: \$30 participating (only).

Number Available: Two per week.

Produced by: Jack Evans.

Submitted by: KOOK-TV, Box 2557,
Billings, Mont.

Romper Room

Romper Room is a completely fur-
nished kindergarten on TV. Each day
six children and the teacher invite
the viewers at home to join in the
games, songs, stories and activities
especially designed for the pre-
schooler. The teacher shows things
to make and things to learn and
shows pre-schoolers right from wrong.

Running Time: 60 minutes.

Cost: On request.

Number Available: Six spots per
show.

Produced by: Bert Claster Produc-
tions in association with WCKT.
Submitted by: WCKT, Box 38M, Mi-
ami, Fla.

Howdy Doody

A long-running children's program,
now in its 11th year, and starring
"Howdy Doody," a freckled puppet,
and Bob Smith as "Buffalo Bob" with
other humorous characters.

Running Time: 30 minutes.

Cost: On request.

Produced by: NBC.

Submitted by: NBC, 30 Rockefeller
Plaza, N.Y.C. 20.

Captain Puget

A children's show, in color, in
which a mythical character, Captain
Puget, spins yarns of his adventures
as a seafaring captain. These are in-
terspersed with cartoons, adventure
serials, and explorations of the child's
world.

Running Time: 60 minutes.

Cost: \$80 per minute participation.

Number Available: Daily.

Produced by: Fred Lloyd.

Submitted by: KOMO-TV, 100
Fourth Ave., N., Seattle 9,
Wash.

Heck Harper's Pioneer Club

Monday through Friday, 4-5 p.m.,
Western style children's show. Fea-
tures Heck Harper and also includes
Popeye, Lil' Rascals and segmented
Rogers-Autry film series. Live partici-
pating audience two days a week.

Running Time: 60 minutes.

Cost: On request.

Number Available: Participating.

Produced by: Paul Marcotte.

Submitted by: KGW-TV, 1139 S. W.
13th Ave., Portland, Ore.

Romper Room

Originate locally the nationally-
syndicated show with Miss Jan, a
school teacher, and five children as
her class, teaching pre-school chil-
dren games, and other aptitudes.

Running Time: 60 minutes.

Cost: On request.

Produced by: WIIC.

Submitted by: WIIC, 341 Rising Main
St., Pittsburgh 14, Pa.

Wranglers Cartoon Club

Emceed by Texas Bruce (Harry
Gibbs) who invites 20 to 30 Cub or
Brownie Scouts into the studio to en-
joy the popular cartoons and special
children's features with him. Excel-
lent for sampling.

Running Time: Various.

Cost: On request.

Number Available: Participations.

Produced by: KSD-TV.

Submitted by: KSD-TV, 1111 Olive
St., St. Louis, Mo.

LIVE TV CHILDREN'S PROGRAMS

(Continued from Page 149)

Captain Jim Popeye Time

Captain Jim, a seafaring man, holds his session on the ship Nancy B. Using Popeye cartoons and other short subjects, interviews guests interesting to children, also interviews children.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: WIIC.
Submitted by: WIIC, 341 Rising Main St., Pittsburgh 14, Pa.

The Hawk

Telecast live and in color from an elaborate "Hawk's Cave." Each half-hour program includes one Bugs Bunny Cartoon, interviews with "action" personalities such as pilots, police, firemen, etc. Other features include Sick Bay, Prayer Time. The Hawk is masked and uniformed and all viewers are members of The Clan of the Hawk. Program time is 4:30-5 p.m. Monday through Friday.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: KMTV.
Submitted by: KMTV, 2615 Farnam St., Omaha, Nebr.

Grandpa Burr

Children's show with loveable Grandpa Burr showing carefully-selected cartoons.
Running Time: 30 minutes.
Cost: \$72 per participation.
Number Available: On request.
Submitted by: Peninsula Broadcasting Corporation, 1930 Pembroke Ave., Hampton, Va.

The Skipper Ray Show

Emceed by Ray McCay and seen Monday through Friday 9:30-10:30 a.m. Each day several children celebrate their birthday and have fun playing games, dancing, playing with the puppets, looking at the cartoons and receiving gifts, cake and ice cream.
Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WLW-A.
Submitted by: Crosley Broadcasting of Atlanta, Inc., 1611 W. Peachtree St., Atlanta, Ga.

Romper Room

Romper Room is in essence a televised kindergarten seen Monday through Friday 9-9:30 a.m. It features games, educational stories and films and many interesting and helpful comments from Miss Mary Ann Clarkson, the Romper Room teacher. Each day five children join Miss Mary in the TV kindergarten class.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WLW-A.
Submitted by: Crosley Broadcasting of Atlanta, Inc., 1611 W. Peachtree St., Atlanta, Ga.

Popeye and Little Rascals Theatre

Allen Grant as "Stubby" and dressed in "Little Rascals" garb showcases Popeye cartoons and "Little Rascals" films and highlights special events for youngsters in the area, sends birthday

greetings to his youthful viewers—adult followers, too—gives how-to-do-it hints, etc. His "Little Rascals" Club now reportedly boasts approximately 13,000 members who are entitled to enter the various contests he conducts and participate in other activities, such as swimming parties, etc.
Running Time: 45 minutes.
Cost: On request.
Number Available: On request.
Produced by: KFDDA-TV.
Submitted by: KFDDA-TV, Box 1400, Amarillo, Texas.

Jim Rohn With Popeye and His Friends

Cartoon show for children, featuring live introduction with Jim Rohn on nautical set. Rohn interviews children, features animals on the show and emphasizes timely health and safety tips for the children.
Running Time: 30 minutes.
Cost: On request.
Submitted by: KXJB-TV, 4000 W. Main, Fargo, N. D.

Romper Room

Monday through Friday, 8-9 a.m. Pre-school children's show with "Miss Patty" as teacher. Six pre-school children appear with her on show each day.
Running Time: 60 minutes.
Cost: On request.
Number Available: Participating.
Produced by: Skeets McGrew.
Submitted by: KGW-TV, 1139 S. W. 13th, Portland, Ore.

The Ranger Club

Ranger interviews and entertains youthful guests, ages two to 14, daily, Monday through Friday. Completes show with Western movie.
Running Time: 60 minutes.
Cost: \$97.50.
Number Available: Five per week.
Produced by: Pat Miller.
Submitted by: KHAD-TV, 820 Convent, Laredo, Texas.

Captain Fortune's Surprise Package

A Saturday morning (7:30 a.m.-12 noon) children's program, hosted by popular Bay Area personality, Pete Abenheim. Includes other personalities reading stories, game instruction. Program also includes use of filmed cartoons, live puppetry, interviews with guests of interest and variety entertainment.
Running Time: 4½ hours.
Cost: On request.
Number Available: Participations.
Produced by: KPIX.
Submitted by: KPIX, 2655 Van Ness Ave., San Francisco, Calif.

The Dusty Boyd Show

Records hops, block party, puppets, and cartoons with Dusty Boyd as host. Fun for all kids and adults, too.
Running Time: 30 minutes.
Cost: On request.
Number Available: Across-the-board.
Submitted by: WPTZ-TV, Plattsburgh, N. Y.

Happy Dan and the Little Rascals

Happy Dan is genial fatherly-type person who presents talented young-

sters in demonstrations of their skills, has guests from various local children's groups, Boy and Girl Scouts, Jr. Fire Marshalls from area, Youth Museum personnel, etal. Includes clips of Little Rascals daily.
Running Time: 30 minutes.
Cost: On request.
Produced by: Dwight J. Bruce.
Submitted by: WTOG-TV, 516 Abercorn St., Savannah, Ga.

Bugs Bunny, Daffy Duck and Their Pals

A colorful local personality, The Plainsman, attired in Western garb, tells stories to the kids and showcases Bugs Bunny and Daffy Duck cartoons. The Plainsman has a large and loyal following among the youngsters of the area and reportedly has approximately 15,000 members in his "Channel Ten Wranglers Club."
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: KFDDA-TV.
Submitted by: KFDDA-TV, Box 1400, Amarillo, Texas.

Marshal Kay Gunn

Marshal Kay Gunn, Western marshal character, hosts program on which 10 to 15 children are guests each day on the ranch. They are entertained with sponsor's products. Warner Bros. and Popeye cartoons are featured.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Burt Oien.
Submitted by: K-GUN-TV, 2175 N. 6th Ave., Tucson, Ariz.

Romper Room

"Romper Room" with Miss Carol is a program for pre-school children and is station's baby sitter. The program on Monday-Friday at 9 a.m. features Miss Carol along with five children. Many "Romper Room" games are played.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WSAZ-TV, 201 Ninth St., Huntington, W. Va.

Josey's Storyland

Fantasyland situations with Josey Carey and Mr. Wrinkle living with the puppet animals of Storyland. Program features Animal-Land shorts and cartoons. Seen 8:45-9:30 a.m., Monday through Friday.
Running Time: 30 minutes.
Cost: On request.
Produced by: Vic Skaags.
Submitted by: KDKA-TV, 1 Gateway Center, Pittsburgh, Pa.

Popeye

Telecast Monday through Friday, 6-6:30 p.m. The program has Captain Ben, a pet monkey, and assorted other characters. Set is an elaborate ship's deck. Captain Ben features letters from viewers, contests, stories and two Popeye cartoons per half-hour.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: KMTV.
Submitted by: KMTV, 2615 Farnam St., Omaha, Nebr.

Dr. N. Vantor's Fun Factory

Dr. N. Vantor creates inventions to delight and amuse children. He builds robots, takes children on trips to the moon and other far-reaching places—all from his Fun Factory. He shows cartoons on his Picture-Scope.
Running Time: 60 minutes.
Cost: \$211 per ¼ hour.
Number Available: Unlimited.
Produced by: Channel 4.
Submitted by: WDAF-TV, National Missouri TV, Inc., 3030 Summit, Kansas City, Mo.

Fun Club

This is a children's program with live host Uncle Gary. Program uses Popeye and Warner Bros. cartoons. Other features on program are Lucky the Lion, Elmer, Clarence the Camera. Children are encouraged to send in pictures that they have colored or drawn.
Running Time: 60 minutes.
Cost: On request.
Number Available: 15.
Produced by: Gary Ferlisi, KSBW-TV.
Submitted by: KSBW-TV, Box 1651, Salinas, Calif.

The Rex Trailer Show

Handsome, versatile cowboy Rex Trailer and his talented side-kick, Pablo, entertain in a full hour of cartoons, songs, stories and do-it-yourself projects, 9-10 a.m. week days. Other popular members of the cast include "Gold Rush" the trick horse, "Hubert the Swan" and a "talking" cactus plant.
Running Time: 60 minutes.
Cost: On request.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

The Big Brother Show

A Sylvania TV Award winner, program is a consistent winner of big audiences. Bob Emery, genial "Big Brother," has been a favorite radio-TV entertainer for 35 years. His carefully-chosen cartoons, exciting contests, games, birthday greetings and surprise visits from guests are popular features. Aired 12:15-1:00 p.m., Monday-Saturday.
Running Time: 45 minutes.
Cost: On request.
Number Available: Participations, on request.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Draw Me a Story

Youthful art students read children's stories (Golden Books, Wonder Books, etc.) as approved by the library council. They enhance the reading by drawing of characters and action of the story.
Running Time: 15 minutes.
Cost: \$100 one time.
Number Available: Five per week.
Submitted by: WSAU-TV, Box 29, Wausau, Wisc.

Saddle Stories

"Marshal Mike" gives live open and close to each day's film on set depicting front view of Marshal's office. Live commercials (or slide and film, as preferred) are available. About 20 guests of Cub Scout and

LIVE TV CHILDREN'S PROGRAMS

Brownie ages appear each day, 4:30 p.m., Monday through Friday.
Running Time: 60 minutes.
Cost: \$60 for minute participation—1x; \$100 for ¼ hour—1x.
Number Available: Five per week; four ¼ hours per day.
Produced by: WTHI-TV.
Submitted by: Wabasth Valley Broadcasting Corporation, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

Daffy Doodle

Series combines original first-run animated cartoons with live action. Daffy Doodle, the star, is a live model bird with a pen-like beak who turns doodles into animations with a surprise ending. Supporting in the cast are Daffy's pal Jack (Jack Gray) and his girl Pat (Pat Parker).
Running Time: 5 minutes.
Cost: On request.
Number Available: 13.
Produced by: Ted Eshbaugh Studios, Inc.
Distributed by: Televisual-International.
Submitted by: Televisual-International, 109 W. 64th St., N.Y.C. 23.

Romper Room

Each weekday afternoon "Miss Barbara" conducts the video kindergarten Romper Room, aided by the Magic Mirror, Do Bee and Don't Bee. Moppets love marching to the Rhythm

Band, playing the singing game, or listening to their favorite fairy tale. Monday through Friday, 3-4 p.m.
Running Time: 60 minutes.
Cost: On request.
Produced by: Bert Claster Productions.
Submitted by: WITI-TV, Box 641, Milwaukee, Wisc.

Sheriff Bill

The Sheriff, who's been a commercial announcer some eight years, entertains his audience with clever, convincing commercials. Format: cartoons; Ramar of the Jungle; Laurel and Hardy; Roy Rogers, etc., on different days of week. Aired Monday through Friday, 4-5 p.m.
Running Time: 60 minutes.
Cost: One or two: \$30 each; three or more: \$25 each (participations).
Number Available: On request.
Submitted by: KOLN-TV, 40th & W Sts., Lincoln, Nebr.

Captain X

Captain X and America's popular cartoon character, "Popeye." Captain X has a rugged sort of charm that attracts young and old alike. He is an expert fencer and a master at spinning yarns about the sea and American history. Monday through Friday, 5:30 p.m.
Running Time: 30 minutes.

Cost: \$35 each (minute participation).
Submitted by: KOLN-TV, 40th & W Sts., Lincoln, Nebr.

Popeye Playhouse

Daily, Monday through Friday, 6:30 p.m. visit with Yeoman Bud Schenck. Set is on the dock and inside the boathouse at a busy wharf. In addition to the Popeye and Loony Tunes cartoons, Schenck talks about water safety, swimming, area yacht clubs, boat shows, etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5.
Produced by: WTRF-TV.
Submitted by: WTRF-TV, 1329 Market St., Wheeling, W. Va.

The Big Rascals

The Leon Errol films and Bertie the Bunyip are combined in this delightful program. Adults are attracted to their favorite comedians while children love Bertie and his friends.
Running Time: 60 minutes.
Cost: \$225 per minute.
Number Available: Live Talent.
Submitted by: WRCV-TV, 1619 Walnut St., Philadelphia 3, Pa.

The Lady Keeps Her Date

Comedy-mystery-misadventure series featuring an impetuous lady lecturer, who is constantly blundering

into and out of trouble, and her cautious hard-headed chauffer-assistant, who struggles in vain to restrain her escapades. Heroine becomes innocently involved in the course of a cross-country lecture tour but always extricates herself by sheer impulse and instinct in time to "keep her date."

Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Oliver W. Nicoll Prod.
Submitted by: Television and Radio Features of America, N.Y.C. 36.

Forever Imogene

Imogene lives in suburbia, leads average life, experiences comic set-backs at almost anything she undertakes. Her unique form of escape from the petty frustrations of everyday living provides a hilarious segment which embraces song, dance, pantomime, and so forth.

Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Produced by: R.F.A. Production Unit No. 17.
Submitted by: Television and Radio Features of America, N.Y.C. 36.

LIVE TV FORUMS, DISCUSSIONS

Your Public Business

Panel of local newsmen faces a local business or government leader with questions of general interest. Guests include governor, senators, representatives, state legislative leaders, mayor, civic leaders, etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: WIBW-TV News Dept.
Submitted by: WIBW-TV, Box 119, Topeka, Kans.

Special Assignment

A report to bring you up to date on current local problems, or national problems on a local level. Designed to give the people of the community an unbiased report of things going on. Features our News Editor, Ed Kennedy.
Running Time: 5 minutes.
Cost: \$100 one time.
Number Available: Five per week.
Produced by: Ed Kennedy.
Submitted by: WWLP Television, Box 2210, Springfield, Mass.

Focus

Moderator Howard Caldwell and four permanent panel members representing religion, industry, business-professional, and local government discuss topics which could help the WTHI-TV viewing area become a better place in which to live, alternate Thursdays, 6:30 p.m. A guest, expert in the area under discussion, lends his particular knowledge.
Running Time: 30 minutes.
Cost: \$300 for 26.
Number Available: Bi-weekly.
Produced by: WTHI-TV Public Affairs Department.

Submitted by: Wabash Valley Broadcasting Corporation, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

Town Talk

A discussion program that features various members of city and county government, such as Board of Education, city commissioners, Health Board, Hospital Board, etc. Moderator is Ed Paxton, Jr.
Running Time: 30 minutes.
Cost: \$265.
Number Available: Continuous.
Produced by: Fitz Hooton.
Submitted by: WPSD-TV, Box 1037, Paducah, Ky.

Women Want to Know

Four members of the CKSO Women's Department act as a panel and question the week's guest on pertinent and controversial aspects of his position. The mayor, member of parliament, etc. are guests who must answer questions unrehearsed.
Running Time: 30 minutes.
Cost: On request.
Submitted by: CKSO-TV and CKSO-TV-1, Sudbury - Elliot Lake, Ont.

Save A Life

Ways and means to cut down deaths and accidents on the highways, in homes, farm and industry. Offer discussions by safety experts plus safety contest for listeners.
Running Time: 15, 30 minutes.
Cost: Sold by us to local accounts.
Number Available: Unlimited.
Produced by: Gallucci Brothers & Associates.
Submitted by: GBA, 3129 Hewitt Ave., Louisville, Ky.

Police File

Produced in cooperation with Seattle Police Department, featuring Bill Fox hosting half-hour documentary series based on information obtained by the Seattle Police Department, and other local law-enforcement agencies.
Running Time: 30 minutes.
Cost: On request.
Produced by: Bill Fox, Bob Guy.
Submitted by: KTNT-TV, South 11th & Grant, Tacoma, Wash.

People's School

Half-hour weekly panel discussion on local issues pertaining to schools, economic, sociological and political issues. Produced with the cooperation of St. F. X. University. Sundays 6:30-7 p.m. Authorities on topic to be discussed are imported when necessary.
Running Time: 30 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: Paul Hershon.
Submitted by: Cape Breton Broadcasters, Limited, CJC-B-TV, Mira Rd., Sydney, Nova Scotia, Can.

Comment

NBC News correspondents and other outstanding newsmen examine and discuss major issues in the news.
Running Time: 30 minutes.
Cost: On request.
Produced by: NBC.
Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

Box 4

Format based on the "letter box" idea, this program enables viewers to air their opinions. Letters are read

verbatim. Station expresses no official opinion.

Running Time: 10 minutes.
Cost: \$405.
Number Available: Five per week.
Produced by: WWJ-TV, The Detroit News.
Submitted by: WWJ-TV, 622 W. Lafayette Ave., Detroit 31, Mich.

Viewpoint

A local controversial issue is selected for exploration. The protagonist and antagonist air their separate views on the subject under discussion. Adroit question-manipulation by the program's moderator frequently achieves significant results in keeping the parties from wig-wagging over irrelevancies and bringing the discussion to an informative conclusion.
Running Time: 30 minutes.
Cost: \$840 one time.
Number Available: Two per month.
Produced by: Gil Faggan.
Submitted by: Westinghouse Broadcasting Co., KYW-TV, 815 Superior Ave., Cleveland 14, Ohio.

Focus On World Affairs

Produced with the cooperation of the Foreign Policy Association, this program presents a leading diplomat from a foreign country each week who is questioned on timely subjects by a panel of reporters from area newspapers.
Running Time: 30 minutes.
Cost: On request.
Produced by: WIIC.
Submitted by: WIIC, 341 Rising Main St., Pittsburgh 14, Pa.

NOW AVAILABLE . . .

Sports TV's three great college football shows

- ALL AMERICAN GAME OF THE WEEK
- BIG TEN FOOTBALL HILITES
- PACIFIC COAST CONFERENCE FOOTBALL HILITES

All three packages — 13 weekly ½ hours — featuring the finest collegiate football in the country. Exclusive for your market.



For details —
Write, Wire, Phone:



Al LeVine
20 No. Wacker Drive
Chicago, Illinois
Central 6-8955

G. H. Johnston
515 Madison Avenue
New York City, New York
Plaza 3-1086

Sports TV, Inc.
1161 No. Highland Avenue
Hollywood, California
HOllwood 4-7476

LIVE TV SPORTS

Sports Spotlight

Five minutes of sports hilites and background material for all sports, interviews and film and slide stories shot by Don McKeehen, the sportscaster. He covers sports cars, hydroplanes, dog shows along with the usual baseball, basketball, etc.
Running Time: 5 minutes.
Cost: \$100 per show.
Number Available: Five days per wk.
Produced by: Don McKeehen.
Submitted by: KREM-TV, 4103 S. Regal, Spokane, Wash.

Ten Pin Champs

Live bowling show direct from a Seattle bowling lanes center featuring a tournament playoff between a Seattle bowler and a prominent bowler from another part of the state. Runs Thursday evenings alternating weeks with Seattle baseball games.
Running Time: Sixty minutes.
Cost: On request.
Number Available: 13.
Produced by: Robert Boardway.
Submitted by: KTNT-TV, 11th & Grant, Tacoma, Wash.

Seattle Rainier Baseball

On-the-spot coverage of the Seattle Rainier home baseball games by the KTNT-TV sports staff featuring Sports Director Bob Robertson.
Running Time: Various.
Cost: On request.
Number Available: Per schedule.
Produced by: Robert Boardway.
Submitted by: KTNT-TV, 11th & Grant, Tacoma, Wash.

Sportsman's Guide

Hunting, fishing, camping—the outdoor life—is John Rouillard's beat on this program. With 28 years of sportsmanship behind him, John is much relied on by local sportsmen in an outdoor-conscious market. Films, guests, demonstrations and affable salesmanship complete the picture.
Running Time: 5 minutes.
Cost: \$206.
Number Available: 52.
Produced by: P. Tymon.
Submitted by: Television De Quebec (Canada) Limitee, 200 St-Jean Bosco St., Ste-Foy, Quebec City, Quebec.

New England Sports Club

Frank Parker, grand old man of New England out-of-doors, is host on this program, which is designed to keep the outdoor sportsman well informed on where the fish are biting; where the deer are running; and where the snow is powdered. Live and filmed demonstrations.
Running Time: 15 minutes.
Cost: \$150.
Number Available: One.
Produced by: WMUR-TV.
Submitted by: The Radio Voice of New Hampshire—WMUR-TV, 1819 Elm St., Manchester, N. H.

Kentucky Afield

Produced in cooperation with the Kentucky Department of Fish and Wildlife Resources, gives hunters and anglers information on new developments for better hunting and fishing. Features experts in fields from fly-tying to shotgun shooting, in-the-field

films, wildlife biologists and Kentucky sportsmen themselves. Seen Saturdays.
Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Submitted by: WAVE-TV, 334 E. Broadway, Louisville, Ky.

Sports—Max Ulrich

Sports coverage of local, regional, national and international events. Frequent guests of sporting fame appear. Utilizes newsfilm, wire service, local coverages and photophax pictures. Gives rundown of scores of athletic events of the day.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WSJS Television.
Submitted by: Triangle Broadcasting Corp., WSJS Television, 419-421 N. Spruce St., Winston-Salem, N. C.

Locker Room

KPTV sports director interviews popular local and national sports figures and discusses the sports events of the week in a locker room setting.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: KPTV.
Submitted by: KPTV, Oregon Television, Inc., 735 S.W. 20th Pl., Portland, Ore.

The Clarence Schutte Show

Clarence Schutte, local sports figure and athletic director at the Santa Barbara High School, presents a show on local current sports activities. Aired before the NBC Game of the Week on Saturday. Schutte interviews local and national outstanding athletes.
Running Time: 15 minutes.
Cost: \$129.50.
Number Available: One per week.
Produced by: Wm. Mitchell.
Submitted by: KEY-T, 730 Miramonte Dr., Santa Barbara, Calif.

Sportscene

Bill Huddy, KEY-T sports editor, brings you 15 minutes of hard-hitting sports commentary featuring comments on today in sports. Program follows the Friday night fights.
Running Time: 15 minutes.
Cost: \$142.50.
Number Available: One per week.
Produced by: Bill Huddy.
Submitted by: KEY-T, 730 Miramonte Dr., Santa Barbara, Calif.

Close Up on Sports

A lively roundup of all pertinent sports information of the day, scores, averages, predictions—buttressed by spot films and confab with major sports personalities. Host is Bob Steele. Possessing a rich background in sports, including a professional boxing career, Steele is frequently quoted as an authority by newspaper

“COUNTRY AMERICA”

Produced by

SURREY PRODUCTIONS

KABC-TV Los Angeles is the top rated country and western show in America.

“COUNTRY AMERICA” opens an entirely new field in MERCHANDISING.

Traveling Road Shows
Phonograph Records and Album Premiums
Guest Appearances
Talent Shows
Stars Pictures
Country Music Fan Clubs

“COUNTRY AMERICA” is an unusual show!

. . . that makes the DIFFERENCE!

For Network
For Sponsors
For Viewers
For Ratings

Is there any other show like “COUNTRY AMERICA”?

. NO!



SURREY PRODUCTIONS

4151 Prospect Avenue
Hollywood 27, California
Nat Nigberg, Executive Producer

sports writers. Monday-Saturday, 7:20-7:30 p.m.

Running Time: 10 minutes.

Cost: On request.

Number Available: Various.

Submitted by: WTIC-TV, Travelers Broadcasting Corp., 26 Grove St., Hartford 15, Conn.

Sportraits

Monday through Saturday, 10:45 p.m., featuring two sports specialists. This program employs local and national sports film, live and video-taped sports interviews, up-to-the-minute results of both day and night contests. Filmed and video-taped race-of-the-day in spring and fall during Churchill Downs meets.

Running Time: 10 minutes.

Cost: Participations, on request.

Produced by: WHAS-TV.

Submitted by: WHAS-TV, 525 W. Broadway, Louisville 2, Ky.

Late Sports

Complete roundup of the day's sports, photos, and locally-made film of area and state sports events are used. Charlie Harville, sportscaster and station sports director is host. Den-type set used. Guests from all areas of sports are interviewed and give live demonstrations.

Running Time: 10, 15 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: Willie Saylor.

Submitted by: WFMV-TV, Drawer A, Greensboro, N. C.

Fish 'n' Game

Dick Munroe, district educator for the Montana Fish and Game Department, conducts weekly show, with guests from all walks of life, all sportsmen. Reports on hunting and fishing conditions, conservation. Exhibits of live specimens of wild game and wildlife found in Montana. To date: mountain lions, antelope, bobcats.

Running Time: 15 minutes.

Cost: \$93.60.

Number Available: Multiples of 26.

Produced by: KFBB-TV.

Submitted by: KFBB-TV, Wilkins Broadcast, Inc., Box 1139, Great Falls, Mont.

Name the Game

A panel of four local sports celebrities guesses the name and sport of the mystery guests each week. The guests sit behind the panel out of view and answer only yes or no. Meanwhile, the home audience is informed by a secret booth announcer of the identity of the guests.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Submitted by: CKSO-TV and CKSO-TV-1, Sudbury-Elliot Lake, Ont.

Deadline Sports

Art Collier, WLW-I sports director, keeps the program interesting with all manner of visuals: local and national film, local and national pictures, etc. Because of the local interest evinced, emphasis is placed on reporting various local contests.

Running Time: 10 minutes.

Cost: On request.

Number Available: On request.

Produced by: Fred Rocklin.

Submitted by: WLW-I (Crosley Broadcasting Corp.), 714 Merchants Bank Bldg., Indianapolis 4, Ind.

Wrestling With Bob

Each week from the station's studios Host Bob Whyte describes the mat action, as some of the nation's outstanding grapplers meet in 60 to 90 minutes of thrilling action. A weekly must for wrestling fans.

Running Time: 60 to 90 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: KFEQ-TV.

Submitted by: KFEQ Broadcasting Co., KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

Dick Keys' Sportswirl

Dick Keys is MC in this 15-minute program. He keeps the audience posted on all late events. Features a sports guest every night, usually someone who has gained fame locally for having bowled a perfect game, etc. On occasions when famous sports personalities visit Zanesville, they appear on the program.

Running Time: 15 minutes.

Cost: Participating.

Number Available: Daily.

Produced by: WHIZ-TV.

Submitted by: WHIZ-TV, Downer Rd., Zanesville, Ohio.

Sportscast With Rollie Jacobs

Local, regional, and national personalities featured each night, along with the unusual style of Rollie Jacobs, make this a popular program. Uses films from UPI, plus local sporting events.

Running Time: 15 minutes.

Cost: \$160 one time.

Number Available: Five per week.

Produced by: WWLP News & Special Events Dept.

Submitted by: WWLP Television, Box 2210, Springfield, Mass.

Sports Corner

Local show features Bill Mapes, WOWL-TV sports director. Live interviews and film clips of local sporting interest. Reportedly endorsed by Alabama Department of Conservation and Sports Illustrated magazine, who supply some materials for the program. Immediately following Gillette Fights on Friday nights.

Running Time: 15 minutes.

Cost: \$50 per week, one-half sponsorship.

Number Available: 52 weeks.

Produced by: Bill Mapes.

Submitted by: WOWL-TV, Box 600, Florence, Ala.

Dev Nelson, Sports

Daily sports show featuring station's sports director, Dev Nelson. Program includes regular interviews with basketball, football and track coaches at Kansas University, Kansas State College and Washburn University.

Running Time: 15 minutes.

Cost: On request.

Number Available: 520.

Produced by: WIBW-TV.

Submitted by: WIBW-TV, Box 119, Topeka, Kans.

The Outdoorsman

Gordon Eliot is the WIBW-TV Outdoorsman. He roams Kansas for fishing and hunting news—takes pictures of big sporting events—makes talks to fishing and hunting clubs. Interviews outdoor sports authorities. Shows pictures of prize catches, etc.

Running Time: 15 minutes.

Cost: On request.

Number Available: 156.

Produced by: WIBW-TV.

Submitted by: WIBW-TV, Box 119, Topeka, Kans.

Hunting and Fishing Club

A program designed for everyone interested in hunting and fishing. Conducted by Bill Miller of the North Dakota State Game and Fish Dept., every phase of hunting and fishing is explained and demonstrated. Features all forms of wild life with live animals. Explains their habits, history, origin, etc. Weekly contest for best recipes on wild game and fowl, largest fish caught, best nature photographs. Film footage on wild life.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: Bill Miller.

Submitted by: KFYP-TV (Meyer Broadcasting Company), 200 1/2 N. 4th St., Bismarck, N. D.

Time Out With Tennent

Sports interviews with area sports personalities, teams, coaches, etc. Informal. Wednesdays, 7-7:30 p.m.

Running Time: 30 minutes.

Cost: \$80.

Number Available: Participating.

Produced by: WCBI-Television.

Submitted by: WCBI-Television, Hwy. 12 North, Columbus, Miss.

Live Studio Wrestling

Saturday 5-6 p.m. Live studio wrestling before a studio audience of 200. Either two or three events each week. Sold in half-hour blocks and 60-second announcements.

Running Time: 60 minutes.

Cost: Half-hour time and talent \$210; 60 second time and talent \$76, one time.

Produced by: Nick Gulus, Roy Welch.

Submitted by: WTVC, Hotel Patten, Chattanooga, Tenn.

Spotlight on Sport

Sportscaster Lowell Murray keeps viewers posted on the latest happenings on the international, national and local sport scenes, Monday through Saturday, 6:50-6:55 p.m. Film, slides and telops used to provide picture coverage. A top local vehicle for accounts interested in male viewers.

Running Time: 5 minutes.

Cost: On request.

Number Available: Tuesdays and Thursdays.

Produced by: Charles Doucette.

Submitted by: Cape Breton Broadcasters, Limited (CJCB-TV), Mira Rd., Sydney, Nova Scotia.

Mat Time

Wrestling, one of America's fastest-growing sports, and its world champions live on WRCV-TV. A studio audience joins the at-home viewers in watching internationally-renowned "grunt and groaners". Prominent local

sports announcers give "knuckle by knuckle" commentary on the ring action.

Running Time: 60 minutes.

Cost: \$225 per minute.

Number Available: Live talent.

Submitted by: WRCV-TV, 1619 Walnut St., Philadelphia 3, Pa.

Boxing From St. Nick's

Boxing from St. Nick's. Professional boxing matches featuring the finest fighters in New York each Monday night.

Running Time: 90 minutes.

Cost: On request.

Produced by: WABD.

Submitted by: Metropolitan Broadcasting Corporation, 205 E. 67th St., N.Y.C. 21.

Saturday Night Wrestling

A full professional wrestling bill from our studio to a live audience numbering 250. Interviews with guests and wrestlers are held between falls.

Running Time: 90 minutes.

Cost: \$300.

Number Available: 52.

Produced by: Robert R. Thomas, Jr.

Submitted by: WOAY-TV, Oak Hill, W. Va.

Morris Frank Sports Show

Morris Frank is a feature columnist with a daily column in the Houston Chronicle. He also handles the PA play-by-play for the Houston Buffs home games. His program follows the ABC Wednesday night fights, a valuable adjacency.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52.

Produced by: KTRK-TV.

Submitted by: KTRK-TV, 5413 Cul-len, Houston, Texas.

Ed Peiss Sports Desk

Complete report of all sports news from world, national and regional scenes, utilizing newfilm, wire reports and interviews. Seen Monday through Saturday.

Running Time: 10 minutes.

Cost: \$70 per program; \$50 participating.

Number Available: Six per week.

Produced by: Ed Peiss.

Submitted by: KOOK-TV, Box 2557, Billings, Mont.

Sports Corner

Sports Director Tony Flynn emcees fast-moving sports features following Wednesday night boxing. Features studio demonstrations and coverage of local and national sports figures and sporting events. Specializes in off-beat sports coverage.

Running Time: 15 minutes.

Cost: On request.

Number Available: One per week.

Produced by: WISN-TV.

Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

The Outdoors Club

Co-hosts Clyde Higgins and Marshall Jack interview hunters and fishermen, conduct shooting, archery and fishing contests, and reports on timely hunting and fishing conditions. Conservation is stressed, and complete reports on all sportsmen clubs activities are given on each program.

Running Time: 15 minutes.

(Continued on Page 154)

(Continued from Page 153)

Cost: On request.
Produced by: WSTV, Inc.
Submitted by: WSTV, Inc., Exchange Realty Bldg., Steubenville, Ohio.

Sportscope

A complete roundup of sports activities in the northern Sacramento Valley plus a roundup of national sports activities.

Running Time: 15 minutes.
Cost: \$25 per ID; \$42.50 per 20 seconds; \$55 per minute.

Number Available: Three ID's, three 20-second, two minutes.

Produced by: Bill Windsor.
Submitted by: KHSL-TV, Box 1041, Chico, Calif.

Al Wester, Saturday Sports

Al Wester, sports director of WDSU-TV, in a round-up of complete sports events of the week, plus guest interviews with top sports personalities. Wester also provides latest sporting news, billboards coming attractions.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: Al Wester.
Submitted by: WDSU-TV, 520 Royal St., New Orleans 16, La.

Sports Highlights

Complete sports coverage, local and national, live and film, Wednesdays, approx. 10:45-11 p.m., following ABC-TV's "Wednesday Night Fights." HTN Sportscaster George Hale is host. Program carried by Hildreth Television Network, including WAGM-TV, Presque Isle, Maine.

Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Produced by: George Hale and WABI-TV Sports.
Submitted by: WABI-TV, 57 State St., Bangor, Maine.

Live Championship Wrestling

George Becker, Gorgeous George, The Great Bolo, Argentina Rocco and other top-name championship wrestlers perform before our live cameras and an in-studio audience in a most unusual show. Bib Bill Ward does the commentary.

Running Time: 60 minutes.
Cost: \$255.88 gross per quarter-hour or \$680 for complete show.

Number Available: One.
Produced by: Jim Crockett Enterprises.
Submitted by: WBTV, One Jefferson Place, Charlotte, N. C.

Sportlight

Smokey Burgess compiles and presents the sports—national, regional and local. Smokey's presentation, often favorably compared with web announcers, has a high listener appeal. Exclusive announcer for the local baseball team for years.

Running Time: 5 minutes.
Cost: On request.
Number Available: Four.
Produced by: Charles Gassett.
Submitted by: WTVM, 1307 1st Ave., Columbus, Ga.

Sports of All Sorts

Exactly as name implies—brief stories of the latest news in sports.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: WTAP.
Submitted by: WTAP, Parkersburg, W. Va.

Speaking of Sports

Local-type show built around great moments in sports, utilizing film footage, etc.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: WTAP.
Submitted by: WTAP, Parkersburg, W. Va.

Sports Highlights

A five-minute wrap-up of the sports news of the day utilizing all types of available pictorial coverage, also including short interviews with top local and national sports personalities. Seen Monday through Saturday.

Running Time: 5 minutes.
Cost: On request.
Number Available: Seven per week.
Produced by: WLOF Television Sports Department.
Submitted by: Mid Florida Television Corp., WLOF-TV, 639 W. Central, Box 5795, Orlando, Fla.

Five Fifty-Five Sports

Complete sports roundup at 5:55 p.m., Monday through Saturday, prepared from files of WISC-TV sports desk, WISC sports ticker, UPI Wire Service and Facsimile Service.

Running Time: 5 minutes.
Cost: \$77.50 per program.
Number Available: Six per week.
Produced by: Bud Miller.
Submitted by: WISC-TV, 4801 W. Beltline Hwy., Madison, Wisc.

The Sports Tonight 11:15 P.M.

Don Gardner, one of the WKBN area's longest-running, most experienced sports man, brings late-evening viewers up to date on the day's complete sports news. Show features complete local pictorial coverage (movie and still) with interviews with local and national sports figures, 11:15 p.m., Monday through Friday.

Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WKBN.
Submitted by: WKBN Broadcasting Corp. (WKBN-TV), 3930 Sunset Blvd., Youngstown, Ohio.

Sports Final

Complete daily sports roundup at 10:15 p.m., prepared from files of WISC-TV sports desk, WISC sports ticker, UPI Wire Service and Facsimile Service.

Running Time: 5 minutes.
Cost: \$108.75 per program.
Number Available: Seven per week.
Produced by: Burd Myre.
Submitted by: WISC-TV, 4801 W. Beltline Hwy., Madison, Wisc.

News Sports

Complete coverage of local and regional sports done by our own

sports staff. National services: Canadian Press. Sportscasters: Jean Martin, Gilles Dufour and France Fortin. Aired Monday through Saturday.

Running Time: 5 minutes.
Cost: On request.
Number Available: Six per week.
Produced by: CKRS-TV.
Submitted by: Radio Saguenay Ltd., CKRS-TV, Sir Wilfrid Laurier St., Jonquiere, Quebec.

Sports With Lee Fisher

Lee Fisher gives comprehensive reports on all University of Missouri sports activities, as well as each of the regional college and high school sporting events which occur regularly in connection with the University of Missouri. This sportscast is a summary featuring complete local sports coverage, as well as UPI sports news and film clips. On the air 10:20-10:30 p.m. Tuesday through Friday.

Running Time: 10 minutes.
Cost: On request.
Number Available: Three per week—Tuesday, Wednesday, Friday.
Produced by: KOMU-TV.
Submitted by: KOMU-TV, Columbia, Mo.

Wrestling With Lee

Live studio wrestling presented before a live audience in the KOMU-TV studios. Outstanding wrestling talent is featured every Monday 10:15-11:15 p.m. on a complete wrestling card. Features team tag matches, lady wrestlers and personalities from all over the United States.

Running Time: 60 minutes.
Cost: \$200 flat rate.
Number Available: One per week.
Produced by: KOMU-TV in cooperation with the Gust Karras Enterprises.
Submitted by: KOMU-TV, Columbia, Mo.

Extra Inning

Local sports show featuring well-known MC Bob Martin, live, film and still pics. Concentration on results and stories in the world of sports with emphasis on local scene.

Running Time: 15 minutes.
Cost: On request.
Produced by: KLZ-TV.
Submitted by: KLZ-TV, 131 Speer Blvd., Denver, Colo.

Sports Panorama

A two-section late-evening sports program featuring, first, headlines of today's sporting events, scores, etc.; then by means of special guests covering through demonstration—golf with golf pro—fishing and hunting, with professional guides and baseball, football, etc., with visiting sports dignitaries.

Running Time: 15 minutes.
Cost: One time—\$100.
Number Available: Five per week.
Submitted by: WSAU-TV, Box 29, Wausau, Wisc.

Spotlight on Sports

A five-minute summary of important sports happenings, local and national. Monday through Friday, 6:10-6:15 p.m.

Running Time: 5 minutes.
Cost: \$58 per show.
Number Available: On request.
Produced by: Murphy Martin.

Submitted by: KTRE-TV, Box 701, Lufkin, Texas.

Sports Headline

Sports personality Owen Bush covers the sports scene with local film and national clips. Bush has been on the local scene 10 years and has a top reputation for covering sports.

Running Time: 5 minutes.
Cost: \$170 per program.
Number Available: Three per week.
Produced by: Channel 4.
Submitted by: WDAF-TV, National Missouri TV, Inc., 3030 Summit St., Kansas City, Mo.

Sports Corner

General sports news with local, national and international coverage. Local sports figures as guests, and sports pictures of local and national events.

Running Time: 5 minutes.
Cost: On request.
Produced by: James W. Hays.
Submitted by: K-GUN-TV, 2175 N. 6th Ave., Tucson, Ariz.

Sports Review

All local and national sporting events of interest to people in the station's tri-state area are reviewed. Scores, biographies and features on sports figures, as well as comments on games, are highlighted and prominent sports personalities are frequent guests on the shows conducted by sports editor, Doug Raines, who has had a total of 20 play-by-play seasons in basketball, football, boxing, golf, swimming and track.

Running Time: 15 minutes.
Cost: On request.
Produced by: KFDD-TV.
Submitted by: KFDD-TV, Box 1400, Amarillo, Texas.

Let's Go Outdoors

Everything is discussed on this program. Fly tying, canoeing, hunting, trolling, casting, forest protection, camp meals, camping, etc. The program is handled by experts in outdoor sports. Show is enlivened by specially-produced film clips.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Mario Cappadoccio.
Submitted by: CFCL-TV, Box 620, Mont Sacre-Coeur, Timmins, Ontario.

TV Sports Review

Full coverage of sports news on national and local scene including interviews with outstanding sports personalities. Conducted by sports director, Bill Cleary. Available for either participation or full sponsorship. Monday through Friday.

Running Time: 5 minutes.
Cost: \$50.50.
Number Available: Five per week.
Produced by: Bill Cleary.
Submitted by: KREX-TV, Hillcrest Manor, Grand Junction, Colo.

John Parker's Sports Reports

John Parker is the "clean-up man" in this strong late-evening line-up of news, weather and sports. Parker gives viewers sports news and the story behind the news while it's hot—with outstanding events covered by station's sports cameras, on-the-spot

— TV SPORTS — — LIVE TV INTERVIEW, PANEL —

pictures and guest appearances by player-stars.

Running Time: 10 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WWJ-TV, The Detroit News.

Submitted by: WWJ-TV, 622 W. Lafayette Ave., Detroit 31, Mich.

Sports corebook

A brief report on highlights of sports—score, stories, etc.—told in words and pictures. With interviews of local interest. Featuring Al Cahill, Monday through Friday, 7 p.m.

Running Time: 10 minutes.

Cost: \$128.00 (26 time rate).

Number Available: Across-the-board.

Submitted by: WPTZ-TV, Plattsburgh, N. Y.

Sports Eye

Show with Jim Thacker, who is one of the top sportsmen in station's coverage area. Live and film interviews with big names in the sports world, both remote and from Huntington and Charleston studios.

Running Time: 10 minutes.

Cost: On request.

Number Available: Monday, Wednesday, Friday.

Submitted by: WSAZ-TV, 201 Ninth St., Huntington, W. Va.

Sports Final

Features easy-mannered Paul James with up-to-the-minute commentary on happenings in the sports world, national and local. Program contains items of interest to all sports enthusiasts and bulletins of the latest sports news and scores at the opening of the program. Interviews with prominent sports guests, film clips of sports stories and hunting and fishing hints are highlighted on this informative program.

Running Time: 25 minutes.

Cost: On request.

Number Available: Various.

Produced by: Dan Rainger, Paul James.

Submitted by: Intermt. Broadcasting & TV Corp., KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Sports With Mal Alberts

Monday through Friday at 6:40 p.m. and Friday night at approximately 10:45 p.m. Up-to-the-minute sports news, scores, interviews.

Running Time: 5, 15 minutes.

Cost: On request.

Produced by: WIIC.

Submitted by: WIIC, 341 Rising Main St., Pittsburgh 14, Pa.

Small Talk

Monday through Friday, 6 p.m., this program features interviews with famous and interesting personalities, occasional live and video-taped remotes. Conducted by and stars Phyllis Knight, winner of McCall's 1957 Golden Mike Award. Guests range from Billy Graham and Mr. America to beef show winners, Vaughn Monroe and John Mason Brown.

Running Time: 15 minutes.
Cost: Participations, on request.
Produced by: WHAS-TV.
Submitted by: WHAS-TV, 525 W. Broadway, Louisville 2, Ky.

Hobby Happy

Just what the title implies. A great gimmick to sell the sponsor's products.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

The Open Door

A job-counseling program with a panel of experts.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

All About Women

Women in all walks of life are interviewed by a panel of men and women.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

The Tom Duggan Show

One-man show featuring Tom Duggan's opinions on a galaxy of subjects, plus viewer's phoned-in questions, guest interviews with celebrities, "characters" and banter with monthly "Telephone Girl." Monday through Friday, 10-11 p.m., 11:15-midnight; Saturdays, 10:30-11 p.m., 11:15-midnight.

Running Time: One hour 45 minutes.
Cost: \$1,000 per half-hour.
Number Available: Various.
Produced by: Tom Duggan.
Submitted by: KCOP, 1000 N. Cahuenga Blvd., Hollywood 38, Calif.

Let's Talk It Over

John Utley interviews visiting celebrities and/or interesting local individuals or groups. Interesting and informative program. Available on a participating basis. Monday through Friday, 6:15 p.m.

Running Time: 15 minutes.
Cost: \$59.50.
Number Available: 265 per year.
Produced by: John Utley.
Submitted by: WOWL-TV Box 600, Florence, Ala.

Motivation Research Reports

Why do people buy? Why do they react as they do to advertising, news,

propaganda, etc.? Emanuel Demby, president of Motivation Research Associates, and a panel of psychologists and businessmen report weekly on what motivates us. Audience participation gimmick.

Running Time: 15, 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Demby Productions, Inc.

Submitted by: Demby Productions, Inc., 1 W. 58th St., N.Y.C. 19.

People & Things

Popular MC, Lloyd MacInnis, is at home Tuesdays and Thursdays, 6-6:30 p.m. Interviews with local and V.I.P.'s on community and local interest topics; also local entertainers, as well as visitors. Viewers have seen a lady step-dancing on her 100th birthday; interviews with the Prime Minister of Canada, and performances by the R.C.A.F. Central Command Band.

Running Time: Participation.

Cost: On request.

Number Available: Continuous.

Produced by: Ken Betts.

Submitted by: Cape Breton Broadcasters, Limited (CJCB-TV), Mira Rd., Sydney, Nova Scotia.

What's the Story

Popular TV press conference-type program in the Seattle area, is virtually identical in format with the network show "Meet the Press." No holds are barred by the three newsmen who question the interviewee, who may be, for example, a local civic leader, a politician, or a national figure. Newsmen include a KING-TV reporter; writer for Seattle Post-Intelligencer, and Seattle bureau chief for Time-Life. Seen Monday 10-10:30 p.m.

Running Time: 30 minutes.

Cost: On request.

Number Available: One per week.

Produced by: KING Television.

Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

At Your Service

An unrehearsed, impromptu-type interview, local civic groups appear on program, which features events and activities of local area. Program is available for sponsorship and no profit-making organizations are allowed on show. Monday through Friday.

Running Time: 10 minutes.

Cost: \$63 per show.

Number Available: Two per week.

Produced by: Richman Lewin.

Submitted by: KTRE-TV, Box 701, Lufkin, Texas.

License Appeal Board

Before actual members of the Michigan License Appeal Board, actors re-enact the pleas of drivers who seek restoration of driving licenses which have been revoked.

Running Time: 30 minutes.

Cost: On request.

Number Available: One per week.

Produced by: WWJ-TV, The Detroit News.

Submitted by: WWJ-TV, 622 W. Lafayette Ave., Detroit 31, Mich.

In Town Today

This program is in its fourth year and enjoys high popularity as an outstanding public service-type program. Conducted by Bill Cleary, the show covers a wide latitude of subject material featuring interviews with prominent people passing through the city, and well-known local personalities.

Running Time: 15 minutes.

Cost: \$73.

Number Available: Four per week.

Produced by: Bill Cleary.

Submitted by: KREX-TV, Hillcrest Manor, Grand Junction, Colo.

Guest Book

Guest appears discussing different world and local topics. The program is enlivened by on-the-spot film coverage and covers everything from politics to traveling.

Running Time: 30 minutes.

Cost: \$258.

Number Available: 26 shows.

Produced by: Mario Cappadoccio.

Submitted by: CFCL-TV, Box 620, Timmins, Ontario.

Youth Wants to Know

A panel of teenagers interview prominent world leaders, statesmen and other people-in-the-news in an unrehearsed question and answer session.

Running Time: 30 minutes.

Cost: On request.

Produced by: NBC.

Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

Around the Town

Show presents lively, sparkling interviews conducted by one of Milwaukee's top announcers, Stu Armstrong. Guests include visiting and local celebrities, while the format emphasizes local contests and civic promotions. An informal show from the first shot, it is interesting and entertaining. The last five minutes are devoted to local news presented by another top-notch Milwaukee announcer—Ward Chase.

Running Time: 15 minutes.

Submitted by: WITI-TV, Box 641, Milwaukee, Wisc.

The Oscar Levant Show

Music, interviews and comment by the petulant, unrestrained Oscar Levant, with the assistance of wife, June Levant. Oscar plays the piano, interviews top show business personalities and offers his personal opinions on any subjects that come to mind.

Running Time: 90 minutes.

Cost: \$1,350 per ½-hour, \$300 per minute participation, plus talent fee.

Number Available: Unlimited.

Produced by: Al Burton.

Submitted by: KHJ-TV, 1313 N. Vine St., Hollywood 28.

Morning Notebook

Early morning interview, reporting, discussion, weather, local conditions, and idea program conducted by Mildred Younger and Grant Holcomb.

Running Time: 30 minutes.

Cost: \$210 per participation.

Number Available: Five per week.

Produced by: KNXT.

Submitted by: KNXT, 1313 N. Vine St., Los Angeles, 28.

LIVE TV COUNTRY AND WESTERN

Stagecoach Theatre

Buckskin Billy plus first run in Philadelphia, full-length, features Western films plus a Western serial chapter provide entertainment for the entire family. "Billy" spins old-time cowpoke yarns, introduces films and occasionally even becomes a member of the cast via camera magic.

Running Time: 90 minutes.
Cost: \$225 per minute.
Number Available: Live talent.
Submitted by: WRCV-TV, 1619 Walnut St., Philadelphia 3, Pa.

Fiddlin' Bud and the Buddies

Country music from foursome motivated by the "Ole Orange Blossom Special," a train which runs weekly with a full load of viewers. Variety, comedy, hymns blended for the Country music lover.

Running Time: 30 minutes.
Cost: \$175.
Number Available: 52.
Produced by: Bud Kurtz.
Submitted by: WOAY-TV, Oak Hill, W. Va.

Sacrifice Cliff

Western Sheriff with songs and stories of the West, aired Wednesdays.
Running Time: 15 minutes.
Cost: \$30, participating (only).
Number Available: 1 per week.
Produced by: Lloyd Larson.
Submitted by: KOOK-TV, Box 2557, Billings, Mont.

Merle Lindsey Show

One of the Southwest's leading Western entertainers, Merle Lindsey, uses his own band plus name bands for this weekly show of Country and Western music.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: KOCO-TV.
Submitted by: KOCO-TV, 920 Britton Ave., Oklahoma City, Okla.

Channel 5 Serenaders

Unusual settings, special effects and a large repertoire help account for the popularity of this show. The four members of the Serenaders honor song requests each day. A studio audience participates in the production.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: KOCO-TV.
Submitted by: KOCO-TV, 920 Britton Ave., Oklahoma City, Okla.

Pat & Jay and the Westernaires

Country Western and music show with Pat & Jay and the Westernaires. Local Western music group provides an hour of Country and Western music, varied with occasional guest appearances by local beauty queens, etc. The only format is one of studied informality. Aired Saturday afternoons.

Running Time: 60 minutes.

Cost: On request.
Number Available: One per week.
Submitted by: KZTV, Showroom Bldg., Corpus Christi, Texas.

Morris Taylor Show

Country and Western Pops music played live from studio. No audience participation. Guest artists on show each week. Western background. Group includes four musicians and singer (female) plus guests.

Running Time: 30 minutes.
Cost: \$73 for half sponsorship; \$22.50 per minute participation.
Number Available: Three minute participations.
Produced by: Moriss Taylor.
Submitted by: KHSI-TV, Box 1041, Chico, Calif.

Rhythm Ranch Boys

Show features local Western bands, plus guest appearances by other talent, professional and amateur. Includes a religious song on the show. Five shows per week.

Running Time: 20 minutes.
Cost: On request.
Number Available: Ten spots available.
Produced by: Rhythm Ranch Boys.
Submitted by: WTVM, 1307 1st Ave., Columbus, Ga.

Saturday Night Country Style

"The largest live music show in the two Carolinas." This show features a homey character who has become a well-known TV personality during the four years the show has been on this station. Variety acts are featured.
Running Time: 60 minutes.
Cost: On request.
Number Available: 52.
Produced by: WTVD.
Submitted by: WTVD, 1750 Newton Rd., Durham, N. C.

Square Dance

Live square dancing Saturdays in a spacious studio, with top-flight Hillbilly musicians for accompaniment. When weather permits, program is done in outside studio.
Running Time: 60 minutes.
Cost: \$300.
Number Available: One per week.
Produced by: Howard Sutton.
Submitted by: WLVA-TV, 2320 Langhorne Rd., Lynchburg, Va.

Bob and Dean McNett Show

A live Western variety program with Bob and Dean McNett and trio. Fast-moving Western program featuring music, comedy and friendly chit chat. Show is done in our outside studio overlooking the central Pennsylvania Mountains. Price quoted includes talent fee and all production charges.
Running Time: 30 minutes.
Cost: \$57 including live camera charges; artwork and slides extra.
Number Available: One per week.
Produced by: Bob and Dean McNett.
Submitted by: WBPZ-TV, 132½ Main St., Lock Haven, Pa.

At Sundown

A Country, Western and Pop music show, set in rustic hunting lodge. Music by mail request only. Public service interviews, visiting celebrities, such as Miss America, Buddy Hackett, etc.
Running Time: 30 minutes.
Cost: On request.
Produced by: Dick Fennel.
Submitted by: WRDW-TV, Augusta, Ga.

The Old Red Show

Old Red, north Alabama's outstanding Country and Western personality, star of radio, TV with his Tennessee River Boys, put on one-hour variety show every Saturday night, 11-12 p.m. Also make numerous public appearances over wide area. Available participating basis.
Running Time: 60 minutes.
Cost: \$25 per participating announcement. Minimum 13.
Number Available: 10 per week, 52 weeks.
Produced by: Old Red McLaughlin.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

Home Folks Show

Hour-long variety show featuring regional Country music talent and guests. Studio audience, barnyard scene, airs 7-8 p.m. Fridays.
Running Time: 60 minutes.
Cost: \$180.
Number Available: Participating.
Produced by: WCBI-TV.
Submitted by: WCBI-TV, Hwy. 12 North, Columbus, Miss.

Cape Breton Barndance

On Tuesdays, 8:30-9 p.m., the doors open on this show hosted by Max Quinton, with Joe Murphy's square-dance orchestra, vocals by a popular brother-and-sister duo—"Sid & Cecilia." Feature of show is square dance competition between two local teams each week. Winners declared in 13-week cycles. Local musicians or vocalists guests each week. Co-sponsorship only with Quaker Oats of Canada Limited.
Running Time: 30 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: J. C. McVicar.
Submitted by: Cape Breton Broadcasters, Limited (CJCB-TV), Mira Rd., Sydney, Nova Scotia.

Carolina Calling

Arthur "Guitar Boogie" Smith, his Crackerjacks, the Crossroads Quartette, Tommy Faile, Carol Honeycutt, Ned Carson, and Ray & Lois Adkins in a full-hour Folk and Pop music show. Jim Patterson emceed and gives news, weather and farm market report. March, 1958, Trendex 11.9.
Running Time: 60 minutes.
Cost: \$165 gross per quarter hour.
Number Available: Seven.
Produced by: Dan Givan.
Submitted by: WBTV, One Jefferson Place, Charlotte, N. C.

Polka Party

Old-time dance music, emceed by Umpah Jim Rohn. Dancers from the area appear on the program, dancing

old-time dances. This is a popular program, with dancers booked weeks in advance.

Running Time: 30 minutes.
Cost: On request.
Submitted by: KXJB-TV, 4000 W. Main, Fargo, N. D.

Doug Raines Show

Star of the show introduces guests who have made themselves known in Western music via stage, TV appearances and recordings. A seven-piece band backs up Doug and his lovely singing spouse in an entertaining Western program.

Running Time: 30 minutes.
Cost: \$188.
Number Available: 26.
Produced by: Marcel Boileau, Jean De Villiers.
Submitted by: CFCL-TV, Box 620, Mont Sacre-Coeur, Timmins Ontario.

Country Caravan

Host Ray Odom produces this half-hour of Country and Western music, featuring music by the Arizona Playboys and songs by Jimmy Johnson.
Running Time: 30 minutes.
Cost: On request.
Produced by: Dick Spanos.
Submitted by: K-GUN-TV, 2175 N. 6th Ave., Tucson, Ariz.

Kay Tree Jamboree

Hank Huggins and his gang feature Country music. A Tennessee native, Huggins does commercials in a folksy ad-lib manner. Televised every Thursday night, also simulcast on radio, 7:30-8 p.m.
Running Time: 30 minutes.
Cost: \$63 per spot.
Number Available: One spot per show.
Produced by: Hank Huggins.
Submitted by: KTRE-TV, Box 701, Lufkin, Texas.

Country Cousins

Features live studio Western and novelty orchestra, along with comedy, musical features, etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Bob Weiler.
Submitted by: KDIX-TV, Dickinson, N. D.

Country America

The musical program that is truly American. It gives the people of America their own music and their favorite singers, reflecting American life at the grass roots. "Country America" music from all the categories of country music which are creating new sounds. Country music, standards, folklore, Rockabilly, Hillbilly, Western, Rhythm & Blues, spiritual. Joe Allison, MC; Lefty Frizzell, Freddie Hart, Ginny Jackson, Debby Kay, Betsy Gay and Bobby Bruce, music director.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Nat Nigberg.
Submitted by: KABC-TV, Prospect & Talmadge Sts., Hollywood 27.

LIVE TV MUSICAL

Sock Hop

Teenagers line up their shoes at the door and dance in fancy socks they have knitted or decorated for Host Jay Perri's Sock Hop. Prizes are awarded for the cleverest socks. Viewers at home compete for nine records by sending in their lists for the top nine tunes.

Running Time: 60 minutes.

Cost: On request.

Number Available: One per week.

Produced by: WTOP-TV.

Submitted by: Washington Post Broadcast Division, WTOP-TV, Broadcast House, Washington, D. C.

Sing A Song

Musical featuring Mac Miller at piano, organ and vocals. All commercials are introduced with musical jingle. All music—little talk—great variety of lighting, and staging used for variety.

Running Time: 60 minutes.

Cost: \$100.

Number Available: One per week.

Produced by: WCBI-Television.

Submitted by: WCBI-Television, Hwy. 12 N., Columbus, Miss.

Peter Potter's Juke Box Jury

Well-known DJ, Peter Potter, has tainment business sit in as a four-member guest jury panel each program to judge whether new recordings will be hits or misses. Two dance productions highlight each program. Audience shots amuse.

Running Time: 60 minutes.

Cost: On request.

Number Available: Continuous.

Produced by: Anne Folsom in conjunction with KRCA.

Submitted by: KRCA, Sunset & Vine, Los Angeles 28, Calif.

The Al Rucker Show

A musical variety show produced and performed by teenagers in the record pantomime technique for general family viewing. Top records and leading artists are features. Emcee is Al Rucker.

Running Time: 30 minutes.

Cost: On request.

Produced by: WJAR-TV & Rucker, Pyle, Bonow Productions.

Submitted by: WJAR-TV, The Outlet Company, 176 Weybosset St., Providence, R. I.

Words & Music

Program uses four-piece orchestra with male and female vocalists. Program features production numbers utilizing rear screen, studio sets and film.

Running Time: 30 minutes.

Cost: On request.

Produced by: Henry Amerson.

Submitted by: WCOV-TV, Box 2505, Montgomery, Ala.

Cousin Herb's Trading Post

Herb Hensen, popular Western recording artist, fronts a fine band playing the kind of music that transplanted Midwesterners really go for! The show is in its fifth successful year. Participants only.

Running Time: 45 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: KERO-TV.

Submitted by: KERO-TV, 1420 Truxton Ave., Bakersfield, Calif.

Dance Party

Thirty couples of teenagers from area high school dance to current Pop tunes. Included within show is dance contest whereby four couples compete for prizes. Also a tag dance is featured whereby one couple starts and anybody can cut in at anytime.

Running Time: 60 minutes.

Cost: \$225.

Number Available: Continuous.

Produced by: Fitz Hooton.

Submitted by: WPSD-TV, Box 1037, Paducah, Ky.

Broadway at Midday

Noon show Monday through Thursday features singing MC, feminine vocalist and electric organ, piano and guitar instrumental trio. Two of instrumentalists also sing, and all double to change instrumentation on various arrangements. Set in a home den atmosphere, informality is by design. Songstress is a beauty contest winner, MC is Jim Walton.

Running Time: 15 minutes.

Cost: On request.

Produced by: WHAS-TV.

Submitted by: WHAS-TV, 525 W. Broadway, Louisville 2, Ky.

High Time

Teenagers dance to the latest in popular recordings. Hilites of the show are the contest dance, snowball dance, and the appearance of the top recording stars of the day who are visiting in the Portland area.

Running Time: 60 minutes.

Cost: On request.

Number Available: Open.

Produced by: KPTV.

Submitted by: KPTV, Oregon Television Inc., 735 S. W. 20th Place, Portland, Ore.

What's All This Jazz

Instrumental and vocal music in contemporary and classical jazz styles. Features different talent each week. Local musicians with name guests.

Running Time: 60 minutes.

Cost: On request.

Number Available: One per week.

Produced by: Arthur R. Hook, Larry H. Sands.

Submitted by: WPTA, Butler Rd., Fort Wayne, Ind.

Hum & Strum

Two outstanding gentlemen of song who played the old Palace Theatre in years gone by. Today, their musical stylings and old-time harmonies delight New England viewers, young and old.

Running Time: 15 minutes.

Cost: \$200.

Produced by: WMUR-TV.

Submitted by: The Radio Voice of New Hampshire, WMUR-TV, 1819 Elm St., Manchester, N. H.

The Art Gow Show

Scheduled 10 a.m. Monday through Friday. Studio show featuring well-known Denver music personality, Art

Gow. "On air" beeper phone conversations and requests. Music all live with Art on piano and organ.

Running Time: 15 minutes.

Cost: On request.

Produced by: KLZ-TV.

Submitted by: KLZ-TV, 131 Speer Blvd., Denver, Colo.

Square Dance Jamboree

Leading callers direct colorful, in-studio square dances and demonstrations. Program weekly consists of 60 to 80 guest square dancers of professional calibre and callers from three-state area.

Running Time: 30 minutes.

Cost: On request.

Number Available: Participations in segments.

Produced by: WISN-TV.

Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

Pretzel Party

Small orchestra plays bright popular music as background for comedy of interviews by Tommy Richards, with audience seated at small tables having light lunch on camera. Setting and theme reflects Old World flavor. Pretzel Party is aired daily on Badger Television Network.

Running Time: 30 minutes.

Cost: On request.

Number Available: One-minute participations.

Produced by: WISN-TV.

Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

Gene's Place

A weekly half-hour jazz show, featuring one of the greatest northern Ontario jazz exponents. The setting is reminiscent of jazz clubs in France. Guest musicians, singers appear every week. Designed to promote a better understanding of jazz.

Running Time: 30 minutes.

Cost: \$193.

Number Available: 26.

Produced by: Marcel Boileau, Jean De Villiers.

Submitted by: CFCL-TV, Box 620, Mont Sacre-Coeur, Timmins, Ontario.

Dance Party

Dance Party with MC Owen Forrester seen each Saturday from 3-4 p.m. on WLW-A. Approximately 60 teenagers join Dance Party ballroom each Saturday and listen and dance to the top recordings of the day. Dance contests, refreshments and a salute to one person having a birthday are featured.

Running Time: 60 minutes.

Cost: On request.

Number Available: One per week.

Produced by: WLW-A.

Submitted by: Crosley Broadcasting of Atlanta, Inc., 1611 Peachtree St., Atlanta, Ga.

Man and His Music

Emcee Tony Chapp has top celebrities, local musicians, dancers and pantomimists bring his favorite music to Kansas Citians. Stereophonic broadcasts over AM-TV also available. Has received excellent local press.

Running Time: 30 minutes.

Cost: \$786 per program.

Number Available: Unlimited.

Produced by: Channel 4.

Submitted by: WDAF-TV, National Missouri TV, Inc., 3030 Summit, Kansas City, Mo.

Do You Remember?

This popular program is a quiz with a new twist. No money or prizes. Three challengers appear every week to stump our champion musical director. Each segment is a best-of-three affair. Each participant is a musician or entertainer. After doing their specialty (song, dance or instrumental) they play the musical game. The object—to identify within a minute the old tunes.

Running Time: 30 minutes.

Cost: \$148.

Number Available: 26.

Produced by: Mario Cappadoccio, Jean De Villiers.

Submitted by: CFCL-TV, Box 620, Mont Sacre-Coeur, Timmins, Ontario.

KDIX TV Presents

Program features live high school orchestras, bands and choruses from the area.

Running Time: 30 minutes.

Cost: On request.

Number Available: One per week.

Produced by: Lauren Haacke.

Submitted by: KDIX-TV, Dickinson, N. D.

La Hora Mexicana

A Spanish music show, largely for Latin American audience, with local talent playing and singing Latin American music. Show is conducted entirely in Spanish, with announcements and/or commercials given in Spanish. Telecast Saturday afternoons.

Running Time: 30 minutes.

Cost: On request.

Number Available: One per week.

Submitted by: KZTV, Showroom Bldg., Corpus Christi, Texas.

Art Ford's Jazz Party

Every Thursday evening for 90 minutes Art Ford emcees "Jazz Party," featuring the top jazz artists in the country. In a bare studio with no fancy light and no pre-rehearsal, it's jazz as jazz should be.

Running Time: 90 minutes.

Cost (complete): \$400 per minute \$1,600 per half hour.

Number Available: On request.

Produced by: Art Ford.

Submitted by: WNTA-TV, 1020 Broad St., Newark 1, N. J.

Murder by Gaslight

Dramatized mystery series based on actual crimes of gaslight era. For adult amateur criminologist but packed with interest for the whole family. Plots offer wide range of locales and motives, with excitement and intrigue amid turn-of-the-century, pre-tommy-gun atmosphere. The fictitious Dr. Paxton Stevens, storyteller, is experienced criminologist with grim sense of humor.

Running Time: 30 minutes.

Cost: On request.

Number Available: One per week.

Produced by: Oliver W. Nicoll Prod.

Submitted by: Television and Radio Features of America, N.Y.C. 36.

LIVE TV VARIETY

Offbeat

Musical variety show featuring MC's Tom Eynon and Jim Herrington with Paul McDonough at the piano and professional singers and musicians as guests daily, 9:30-10 a.m.
Running Time: 30 minutes.
Cost: On request.

Number Available: Five per week.
Submitted by: WNEM-TV, 5700 Becker Rd., Saginaw, Mich.

Florida Room

Variety show, Monday through Friday, leaning toward the female audience and featuring local personalities and talent. Helpful hints for the housewife in all fields. Entertaining and educational with a different format each day.

Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WLOF Television.
Submitted by: Mid Florida Television Corp., WLOF-TV, Box 5795, Orlando, Fla.

Carroll Caravan

Thirty years a broadcaster, world traveler and lecturer, Ralph Carroll is well known in southern New York and northern Pennsylvania. He brings to his audiences each day intriguing guests, film clips and stories. Monday through Friday, 6:15-6:30 p.m.

Running Time: 15 minutes.
Cost: \$415 full sponsorship.
Number Available: One per day.
Produced by: WNBF-TV.
Submitted by: WNBF-TV, One Henry St., Binghamton, N. Y.

The Morning Show

Monday through Friday, 7-8 a.m., program is an ad-lib wake-up vehicle with Bob Glenn as MC. Some of the weekly features include news, weather, sports, a vocal quartet, fashion models and interviews.

Running Time: 60 minutes.
Cost: On request.
Produced by: WSTV, Inc.
Submitted by: WSTV, Inc., Exchange Realty Bldg., Steubenville, Ohio.

Guest Book

Program is hosted by popular local couple Mary and Marv Krenk. Features visiting dignitaries, local talent and special shows on holidays; in general it is directed to events of civic interest. Monday and Wednesday, 3:30-4 p.m.

Running Time: 30 minutes.
Cost: \$198.20.
Number Available: Indefinite.
Produced by: KVAL-TV.
Submitted by: KVAL-TV, Box 548, Eugene, Ore.

Weekend

Show plays all Saturday following major league telecast until 5 p.m. It features regular participation by University of Oregon, the police department, Eugene and Springfield school systems, and several other civic agencies and organizations, as well as visiting dignitaries. Hosts are Bruce Ruminski and Harry Kirk.

Running Time: See synopsis.
Cost: On request.
Number Available: Indefinite.
Produced by: KVAL-TV.
Submitted by: KVAL-TV, Box 548, Eugene, Ore.

Breakfast Bar

Early-morning (7-8 a.m.) wake-up show designed to give all elements of the family what they need to start the day: i.e., local and world news, weather, sports, cartoons for the kids, market reports, community social calendar, guest interviews, music, etc. Basic elements re-appear in each quarter-hour.

Running Time: 60 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WHEN-TV.
Submitted by: WHEN-TV, 101 Court St., Syracuse 8, N. Y.

One for the Show

A half-hour variety program aimed at broad general daytime appeal. Includes feature news, mystery Jackpot contest, fashions, entertainment, vocabulary quiz, gourmet cooking, interview Question Corner determined by topical and community events. MC'd by Kay Larson with Frank Oliver, Randy Place, Tony Riposo, Gordon Alderman and Lew O'Donnell.

Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WHEN-TV.
Submitted by: WHEN-TV, 101 Court St., Syracuse 8, N. Y.

Toy Shop Jamboree

A one-hour family program designed for children of all ages. Includes musical production numbers, cartoons, record albums, story-telling and audience participation. Cast includes Mr. Alderman as MC, the Play Lady, Lew O'Donnell plus Merrily, Eddie FlumNum, Twinkle and Mr. Trolley.

Running Time: 60 minutes.
Cost: On request.
Number Available: One per week.
Produced by: WHEN-TV.
Submitted by: WHEN-TV, 101 Court St., Syracuse 8, N. Y.

Red Dunning Show

Well-known as a great outdoorsman, Red Dunning utilizes his knowledge of the outdoors by combining wildlife features with scouting activities. Special wildlife films, interesting guests, and a close association with Northwest scouting activities have built the Red Dunning show into a favorite.

Running Time: 15 minutes.
Cost: \$200.
Number Available: Five per week.
Produced by: KOIN-TV.
Submitted by: KOIN-TV, 140 S.W. Columbia, Portland, Ore.

Hi Neighbor

Live music by Red Dunning and the orchestra, combined with the gracious talents of hostess-emcee, Doris Kyber, give the show a distinction all its own. Top guests from all fields, visitors to the city, are spotlighted. Special how-to-do-its for the women and light-styled music highlight the program.

Running Time: 25 minutes.
Cost: \$450.
Number Available: Five per week.
Produced by: KOIN-TV.
Submitted by: KOIN-TV, 140 S.W. Columbia, Portland 1, Ore.

Afternoon

Johnny Bosman and Penny Benoit in a magazine format—incorporating features of particular interest to ladies at home and young, pre-school children. Basically live, some film is employed, much of which is shot in Maine. Whole program is geared to local, Maine angle.

Running Time: 90 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Jeanice Bryant, WABI-TV.
Submitted by: WABI-TV, 57 State St., Bangor, Me.

4 Tonite

Local Tonight Show, featuring Paul Britt emceeing a musical variety show with his added magic and witticism. Paul Muench and his quintette add musical flavor. Guests of radio and TV are frequent visitors.

Cost: On request.
Number Available: Six spots.
Submitted by: KOB-TV, 1430 Coal Ave., SW, Albuquerque, N. M.

The Arthur Smith Show

Arthur "Guitar Boogie" Smith, his Crackerjacks, the Crossroads Quartette, Tommy Faile, Carol Honeycutt, Ned Carson, Ray and Lois Adkins and guest stars. Clyde McLean is the MC. Personal appearances.

Running Time: 60 minutes.
Cost: \$585 per ¼ hour.
Number Available: Various.
Produced by: Dan Givan.
Submitted by: WBTB, One Jefferson Place, Charlotte, N. C.

The Starr Yelland Show

Scheduled 3-4 p.m. Monday through Friday. The MC, Starr Yelland, is one of Denver's most popular TV personalities. Program features news recap for women, daily strip of syndicated half-hour films of drama, comedy, etc. Interviews of personalities visiting Denver and live productions of stories told for children.

Running Time: 60 minutes.
Cost: On request.
Produced by: KLZ-TV.
Submitted by: KLZ-TV, 131 Speer Blvd., Denver, Colo.

Spotlight

A live musical show featuring the acts from one of Quebec's top night spots, "Le Bal Tabarin." The casual cabaret atmosphere is maintained by Andy Andrews. Among the many top-flight acts who have performed on this show are the Lane Brothers, Billy Fellows and Los Chicanos.

Running Time: 15 minutes.
Cost: \$189.
Number Available: 26.
Produced by: Alex Desmeules.
Submitted by: Television De Quebec (Canada) Limitee, 200 St-Jean Bosco St., Ste-Foy, Quebec.

Periscope

Del Lundbom, staff musicians, guest talent, interviews. Monday-Friday, 3:30-4 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Daily participations.

Produced by: KIDO-TV.
Submitted by: KIDO-TV, Box 390, Boise, Idaho.

Open House

Daily variety show with professional musical quartet, male and female MC's. Show consists of four songs, each in production setting, and regional and local interviews with stress on interesting video to accompany interviews.

Running Time: 35 minutes.
Cost: On request.
Submitted by: WMBR-TV, 605 South Main St., Jacksonville, Fla.

Versatile Varieties

Fast-moving variety show, with guests, unusual variety acts and name M.C. Two-year success record over NBC Network. Kinescopes available.

Running Time: 30 minutes.
Cost: On request.
Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

This Afternoon

An hour-long variety show with host Tom Paxton, organist Ken Wright, and Jane Whitney with daily exercises, featuring a diversity of homemaking topics, guest interviews and entertainment features. In addition, remote crew provides live and film coverage of interesting events and places in and around Oklahoma City.

Running Time: 60 minutes.
Cost: \$75 per one-minute part.
Produced by: WKY-TV.
Submitted by: WKY-TV, 500 E. Britton Rd., Oklahoma City, Okla.

The Carol and Alex Show

Carol Duvall and Alex Dillingham present a variety of subjects for the entertainment of the viewer. From daily exercises to live music. Interviews with famous guests to Grand Rapids are included.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WOOD-TV.
Submitted by: WOOD-TV, 120 College Ave., SE, Grand Rapids, Mich.

TV Showcase

Local and visiting entertainers, personalities appear nightly on "TV Showcase." Highlights include interviews with service clubs, etc.

Running Time: 30 minutes.
Cost: On request.
Submitted by: CKSO-TV, CKSO-TV-1, Sudbury & Elliot Lake, Ontario.

Downtown

An early afternoon program (1:30 p.m.), of informal conversation and fun, featuring Jennings Martin. Occasional interviews of interesting nature, record pantomimes, contests, and area news provide variety for this casual show.

Running Time: 30 minutes.
Cost: On request.
Number Available: Six.
Produced by: WTRF-TV.
Submitted by: WTRF-TV, 1329 Market St., Wheeling, W. Va.

Bob Banfield's Open House

Bob Banfield is MC. Ralph Riley plays Hammond organ and Garnet Luster is the female vocalist and member of the panel. Daily Bob invites different women's groups to the studio. They are served refreshments and enjoy songs by Banfield, Garnet and Ralph Riley. Women are interviewed, play games, etc. They also are available for sampling of merchandise.
Running Time: 60 minutes.
Number Available: Daily.
Produced by: WHIZ-TV.
Submitted by: WHIZ-TV, Downerd Rd., Zanesville, Ohio.

Lary Lewman Show

Lary Lewman hosts the show Tuesday, Wednesday and Fridays at 5:30 p.m. with a "teenage dance party" theme. The show features local talent. Live commercials (or slide and film, as preferred) are available. Each show's audience comprises about 40 teenagers.
Running Time: 30 minutes.
Cost: \$150 one time.
Number Available: Three per week.
Produced by: WTHI-TV.
Submitted by: Wabash Valley Broadcasting Corporation, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

Owl Teen Time

Variety program conducted by local teenagers, including fashions, dancing, teen talk, etc. Saturdays 4-4:30 p.m. Participations available.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five per show.
Produced by: Annette Coonce.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

Mac Miller Show

Musical variety with guests in all fields of local interest. Informal (Mac plays organ, piano, sings and interviews guests). Wide variety of guests. Prizes daily for viewers.
Running Time: 60 minutes.
Cost: \$100.
Number Available: Participating.
Produced by: WCBI-Television.
Submitted by: WCBI-Television, Hwy. 12 N., Columbus, Miss.

Pick of the Crop

Local talent show, 6-6:30 Fridays, gives auditioned local talent with aspirations to "show biz" a chance to perform and compete for cash awards. Acts are well-rehearsed and presented. Viewers participate by sending in their votes; more than 1,000 votes received weekly.
Running Time: 30 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: Ken Betts.
Submitted by: Cape Breton Broadcasters, Limited, CJCB-TV, Mira Rd., Sydney, Nova Scotia.

Caravan

A 4½-hour Saturday afternoon show combining live studio entertainment, thoroughbred stake races from Cleveland tracks, intermittent news, weather and sports coverage, and special features such as "Where To

Go Over the Weekend." A diversified format designed to appeal to all member of the family.
Running Time: 4½ hours.
Cost: \$175 per minute participating.
Produced by: Don Rumbaugh.
Submitted by: Westinghouse Broadcasting Co., KYW-TV, 815 Superior Ave., Cleveland 14, Ohio.

Parade

Live studio presentation featuring local artists, personalities, and distinguished or interesting visitors to the area. Show is emceed by announcer who keeps half-hour daily informal and fast-moving. Usually three guests per show. Often has local musical group.
Running Time: 30 minutes.
Cost: \$52.
Number Available: Five per week.
Produced by: Tom Koch.
Submitted by: CFRC-TV, Kamloops, British Columbia.

Mansion Mirror

Animated visit to a world of adventure, comedy, cartoons, Westerns and live visits with music groups, folk singers, etc.—through the facility of a magic mirror.
Running Time: 60 minutes.
Cost: One time—\$200.
Number Available: Five per week.
Submitted by: WSAU-TV, Box 29, Wausau, Wisc.

Buck Leverton Show

A musical trio and MC Buck Leverton with music, laughs, weather, news, markets and special guests such as County Agents, lawyers, veterinarians, doctors, etc. A well-rounded program of entertainment and interesting information for general viewing.
Running Time: 60 minutes.
Cost: One time—\$150.
Number Available: Five per week.
Submitted by: WSAU-TV, Box 29, Wausau, Wisc.

Surprise Package

Weekly remotes from every point of interest in Kansas City. We've been 30 floors up, in sub-basements and on trains. Have micro-wave and sharp crew—will travel. Subjects range from Starlight Theatre to golf tournaments.
Running Time: 60 minutes.
Cost: \$740.
Number Available: Unlimited.
Produced by: Channel 4.
Submitted by: WDAF-TV, National Missouri TV, Inc., 3030 Summit, Kansas City, Mo.

It's a Great World

Weekday series featuring world travelers narrating their films of different areas and peoples. George Pierrot, Detroit's World Adventure Series director, is host.
Running Time: 30 minutes.
Cost: Participations available.
Number Available: Five per week.
Produced by: WWJ-TV, The Detroit News.
Submitted by: WWJ-TV, 622 W. Lafayette Ave., Detroit 31, Mich.

Hilltop Party

Teenage dancing party, Wednesday at 5 p.m. Program includes music, interviews and quiz features with par-

ticipation by high school and college students. Cost includes MC.
Running Time: 30 minutes.
Cost: \$134.

Number Available: ½ of show.
Produced by: Joe Cope.
Submitted by: KREX-TV, Hillcrest manor, Grand Junction, Colo.

Hospitality House

For the ladies and for the men who stay at home. News and notes, clips and quotes, tips for the homemaker, stay at home and travel, lots of fun. With Bird Berdan and Alice Potter.
Running Time: 30 minutes.
Cost: \$114 26-time rate.
Submitted by: WPTZ-TV, Plattsburgh, N. Y.

Telescope

Seen Monday through Friday 9-10 a.m. One-hour housewives coffee klatch-type show hosted by Bruce Vanderhoof and Nancy Wells. Includes news, interviews, exercises and chit-chat.
Running Time: 60 minutes.
Cost: Class C.
Number Available: Participating.
Produced by: Ken Yandle.
Submitted by: KGW-TV, 1139 S. W. 13th Ave., Portland, Ore.

Panorama

Entire studio is used in informal reportorial manner, with host, Chuck Webb, as central figure. News, weather, sports, and interviews or entertainment acts are daily features. Length of daily segments vary, depending upon their importance.
Running Time: 30 minutes.
Cost: On request.
Produced by: Chuck Webb.
Submitted by: K-GUN-TV, 2175 N. 6th Ave., Tucson, Ariz.

The Morning Show

A one-hour program consisting of music, news, time and temperature, emceed by Wayne West whose 35 years in radio and TV make him one of the Midwest's top entertainers. Format: Cartoons, baseball scores, news headlines, bulletin board, wedding anniversary salutes, "Man of Week" salute; musical entertainment and a hymn for day.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per day.
Produced by: Wayne West, Madeline Burkenpas.
Submitted by: KOLN-TV, 40th & W Sts., Lincoln, Nebr.

Starmaker Theatre

James Jewell of "Lone Ranger," "Green Hornet," "Jack Armstrong" and "Silver Eagle" fame, presents a passing show of today with TV's featured performers of tomorrow. A long-range program designed to provide unlimited talent for TV. Chicago's outstanding young performers are favorably presented in a variety program of network calibre.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Jewell Radio and Television Productions.
Submitted by: Jewell Radio and Television Productions, 540 N. Michigan Ave., Chicago 11, Ill.

The Ted Randal Show

A teenage Pop music and dance show with studio audience participation. Program features guest recording artists and dance contests for studio and home viewer participation. Telecast one and one-half hours Monday through Friday, two hours on Saturday. Hosted by Ted Randal, one of the Bay Area's top rated DJ's.
Running Time: Various.
Cost: On request.
Number Available: Various.
Produced by: KPIX.
Submitted by: KPIX, 2655 Van Ness Ave., San Francisco, Calif.

The Charlie Dugdale Show

This Monday through Friday morning variety and service show 8-9 a.m. includes the latest hit records, news highlights, weather reports, cartoons for youngsters and is hosted by San Francisco TV personality Charlie Dugdale.
Running Time: 60 minutes.
Cost: On request.
Number Available: 10 participations.
Produced by: KPIX.
Submitted by: KPIX, 2655 Van Ness Ave., San Francisco, Calif.

Big Adventure

Emceed by Hank Stohl with extensive live wrap-around of cartoons, shorts and feature film. Host employs puppets, specially-prepared episodic film (shot both in this country and abroad with the host), with guest participation features, contests, and strong tie-in with local youth groups.
Cost: Participating only.
Produced by: Jack Simon.
Submitted by: KDKA-TV, 1 Gateway Center, Pittsburgh, Pa.

The Jack Paar Show

A late-evening program, starring Jack Paar, featuring interviews between Paar and guests from the field of show business, who also perform; comedy and music.
Running Time: 90 minutes.
Cost: On request.
Produced by: NBC.
Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

The Oscar Levant Show

Music, interviews and comments by the petulant, unrestrained Oscar Levant, with the assistance of wife, June Levant. Oscar plays the piano, interviews top show business personalities and offers his personal opinions on any subjects that come to mind.
Running Time: 90 minutes.
Cost: \$1,350 per ½-hour, \$300 per minute participation, plus talent fee.
Number Available: Unlimited.
Produced by: Al Burton.
Submitted by: KHJ-TV, 1313 N. Vine St., Hollywood 28.

Celebrity Bowling

Four celebrities are invited to participate, usually two women and two men. First doubles are played, then singles, and so on. An hour of relaxed fun. Bowling for top score is secondary.
Running Time: 60 minutes.
Cost: \$300 flat.
Number Available: On request.
Produced by: Bert Lee, Jr.
Submitted by: WNTA-TV, 1020 Broad St., Newark 1, N. J.

LIVE TV WOMEN'S PROGRAMS

Menus in Miniature

Program features short, easy-to-prepare meals and desserts that can be whipped up in a hurry. Conducted by Virginia Mallory, the show brings the housewife—through demonstration—tasty, healthful, money-saving ideas on how to save precious time and cut down on those hours spent in the kitchen.

Running Time: 30 minutes.

Cost: On request.

Number Available: Three per week.

Produced by: WTVR.

Submitted by: WTVR, 3301 W. Broad St., Richmond, Va.

Telescope

Program provides news, features, films, interviews with local newsmakers, music, household hints, physical exercises, fashion shows and "telegains." Casey Gregerson, attractive young hostess, is aided by TV personalities Mike Rhodes and Jack Link, News Director Charles Herring and Fashion Editor Elizabeth Leonard. Commercials—live or film—are smoothly integrated into the overall format.

Running Time: 60 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: King Television.

Submitted by: King Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Queen's Movie

Bea Donovan, home economist, acts as hostess for the station's extensive film library of MGM, Selznick and Screen Gems. In addition, she plans and prepares meals at the start and close of the films, and integrates her commercials into her on-camera cooking demonstrations.

Running Time: 90 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: King Broadcasting Company.

Submitted by: King Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Fashion Show

Each Thursday evening, 7-7:15. Commentator Ann Terry presents a preview of fine fashions, using five trained local models wearing 10 to 15 outfits, in multiple scenes and sets; show theme carried throughout. Has been a popular vehicle for local ladies' wear accounts and cosmetics.

Running Time: 15 minutes.

Cost: On request.

Number Available: Continuous.

Produced by: J. C. McVicar.

Submitted by: Cape Breton Broadcasters, Limited, CJC-TV, Mira Rd., Sydney, Nova Scotia.

Feminine Fancies

Louise Carver introduces guests from all over the area, with their hobbies, special interests, etc. Average of three guests per program. Handicrafts, public service people, singers, dancers, fashions, etc. (no cooking).

Running Time: 20 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WKZO-TV.

Submitted by: Fetzer Broadcasting Company, WKZO-TV, 590 W. Maple St., Kalamazoo, Mich.

At Home With Kitty

A daily women's program with music, beauty hints, lots of fashions, exotic foods, and interesting people. Mistress of ceremonies is Kitty Broman.

Running Time: 60 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: Marie Gerecht.

Submitted by: WWLP Television, Box 2210, Springfield, Mass.

Heart of the Home

A Monday through Friday, 1 p.m. program of cooking, sewing, and laundering. The show features Jeanne Button. A wide variety of specific household fields are covered with actual demonstrations and preparation on the air. At least one food menu is prepared each day.

Running Time: 30 minutes.

Cost: On request.

Number Available: One.

Produced by: WTRF-TV.

Submitted by: WTRF-TV, 1329 Market St., Wheeling, W. Va.

You and Your Home

A daily one-hour program hosted by Mary Ann Stinson and directed toward the career girl at home, this show includes all the features of interest to today's modern housewife—cooking, fashions, interior decorating and tips for making the woman's job easier, better and more enjoyable.

Running Time: 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: Mary Ann Stinson.

Submitted by: KFEQ Broadcasting Co., KFEQ-TV, 40th & Faraon Streets, St. Joseph, Mo.

Telewives Time

Kay Woodill cooks, Trudy Manchester "commentates" this half-hour daily women's program. New recipes are featured during the cooking parts of the program. Trudy interviews local and visiting guests on matters interesting to women. Visiting entertainers are featured.

Running Time: 30 minutes.

Cost: On request.

Submitted by: CKSO-TV, CKSO-TV-1, Sudbury Elliot Lake, Ontario.

The Modern Woman Show

Edith Matheson is featured on this Monday through Friday series dealing with cooking, sewing, home-decorating. Guest interviews with experts in various homemaking fields, landscaping, gardening. Interviews and cooking demonstrations bolstered by visual aids.

Running Time: 30 minutes.

Cost: \$88.92.

Number Available: 26.

Produced by: KFBB-TV.

Submitted by: KFBB-TV, Wilkins Broadcast, Inc., Box 1139, Great Falls, Mont.

At Home With Rozell

Mainly for homemakers. Home decoration, play ideas for children, unusual but simple cooking, "things to do." Features health demonstrations, community affairs. Service to military personnel won McCall's Golden Mike Award.

Cost: On request.

Number Available: Unlimited.

Produced by: WRBL-TV, Rozell Fabiani.

Submitted by: WRBL-TV, Columbus, Ga.

Geri's Home Journal

A homemakers' program featuring Miss Geri Lindsey in which household hints and interviews geared to the ladies are featured.

Running Time: 15 minutes.

Cost: On request.

Number Available: Open.

Produced by: KPTV.

Submitted by: KPTV, Oregon Television, Inc., 735 S. W. 20th Place, Portland, Ore.

Faith Fortune—Your Confidential Counselor

Visual version of a successful "Advice Column." Full of human interest, with the real identity of Faith Fortune cleverly concealed—to heighten audience interest—and to make all women, men and teenagers visualize her as the age that best understands their individual problems.

Running Time: 15 minutes.

Cost: On request.

Produced by: Basch Radio & Television Productions.

Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

Waldo Norris Show

Mrs. Waldo Norris, civic leader and etiquette authority in Jacksonville, with highly informal, yet brisk and interesting women's show of local and regional interest. Some interviews, film of concerts, play openings, etc. Prepares luncheon or party each Friday.

Running Time: 10 minutes.

Cost: On request.

Submitted by: WMBR-TV, 605 Main St., Jacksonville, Fla.

The Peggy Mann Show

This is a variety-type show featuring fashion, personality interviews, a fairy story for the kids, and menus. Each day is so designated: Mon.—Interview; Tues.—Fashion; Wed.—Fairy Story; Thurs.—Menu; Fri.—Interview or Homemaking Hints.

Running Time: 15 minutes.

Cost: \$110 one time.

Number Available: Five per week.

Produced by: WTVD.

Submitted by: WTVD, 1750 Newton Rd., Durham, N. C.

Ladies Day

A daily five minutes of practical information for the local housekeeper. Shopping, sewing, babies and make-up, all have their place, along with the occasional touch of glamor. Basically, the program is made up as a Confidential Newsletter of inside information on where and what to buy.

Running Time: 5 minutes.

Cost: \$133.50.

Number Available: 52.

Produced by: CKMI-TV.

Submitted by: Television De Quebec (Canada) Limitee, 200 St-Jean Bosco St., Ste-Foy, Quebec.

Pantry Playhouse

Afternoon movie with live host, with cut-outs featuring interviews of local interest, all beamed toward women's audience.

Running Time: 105 minutes.

Cost: On request.

Produced by: Bill Endicott.

Submitted by: KTNT-TV, South 11th & Grant, Tacoma, Wash.

Esther Sontag's Fashion Studio

Twice weekly Esther Sontag brings her many viewers a look at today's fashions (at a price they can afford) and lets them see what tomorrow's fashions will bring. She models her fashions finds herself and sometimes uses other local models in a "fashion show." Modern set and techniques to enhance the mood.

Running Time: 15 minutes.

Cost: On request.

Number Available: Two per week.

Produced by: WKBN Staff.

Submitted by: WKBN Broadcasting Corp., WKBN-TV, 3930 Sunset Blvd., Youngstown, Ohio.

Midday

Women's TV magazine in color, featuring news, homemaking, fashion notes, celebrity interviews and community service. Hostess is Vera Massey whose warmth, sympathy and enthusiasm provide excellent viewer appeal.

Running Time: 90 minutes.

Cost: On request.

Number Available: Participating basis.

Produced by: WDSU-TV.

Submitted by: WDSU-TV, 520 Royal St., New Orleans 16, La.

Mark Time

Washington's H.P.L. representative, Mark Evans, has a large and loyal following among the housewives in this area. The interviews with outstanding guests, plus Mark's reviews of current books and plays as well as the films of his trips to South America, Africa, the North Pole and Nassau—all provide exceptional features that are welcomed by his followers.

Running Time: 10 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WTOP-TV.

Submitted by: Washington Post Broadcast Division, WTOP-TV, Broadcast House, Washington, D. C.

Gal Next Door

A how-to-do-it homemaker's program done by Kay Larson with demonstration specialists as guests. Deals with all elements of homemaking, including interior decoration, household budgets, child care, entertaining, sewing, fashions, beauty, hobbies, family recreation, social calendar, etc.

Running Time: 15 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WHEN-TV.

Submitted by: WHEN-TV, 101 Court St., Syracuse 8, N. Y.

LIVE TV WOMEN'S PROGRAMS

Homemaker's Time

Cooking, sewing, general homemaking, special interview features. Uses kitchen and living room sets.

Running Time: 30 minutes.
Cost: Participating \$60 per one minute.

Produced by: Hazel Burnett.
Submitted by: WSBT-TV, 300 W. Jefferson Blvd., South Bend 1, Ind.

KOIN Kitchen

Home Economist Betty Davis presents daily half-hour show devoted exclusively to cooking and homemaking hints. Her warm style of delivery has made her a welcome guest to Northwest viewers. Chefs and home economists are frequent guests on the show.

Running Time: 30 minutes.
Cost: \$100 participating spot.
Number Available: Five per week.
Produced by: KOIN-TV.
Submitted by: KOIN-TV, 140 S.W. Columbia, Portland 1, Ore.

4 the Ladies

Daily woman's show sprinkled with bits of Sada's Cookbook, Scrapbook, Guestbook and Datebook. Short newscast is given within show. Well integrated by Sada Yazell.

Running Time: 30 minutes.
Cost: \$100.
Number Available: 256.
Produced by: Bud Kurtz.
Submitted by: WOAY-TV, Oak Hill, W. Va.

The Woman's Angle

Magazine-type format featuring Trudy Beifuss in a casual presentation of three to four features daily. Includes regular interviews with Police Dept., juvenile experts, weight and figure control, fashion experts, food authorities, visiting personalities and homemaking features.

Running Time: 30 minutes.
Cost: On request.
Number Available: One minute participation.

Produced by: WISN-TV.
Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

College of Cooking

Demonstrations of recipes. Discussion of diet, purchasing, menu-planning. Conducted by Mary Elizabeth Scott, part-time college instructor in home economics; holder of B.S. degree in same; experienced cooking-school conductor.

Running Time: 30 minutes.
Cost: On request.
Number Available: Two one-minute spots.

Produced by: KTTS-TV.
Submitted by: KTTS-TV, Box 1716 SSS, Springfield, Mo.

Bev's Coffee Break

Features vivacious hostess, Beverly Green. Show is divided into two parts. First half features guest expert on sewing, fashions, interior decorating, etc.; second part uses guest cook displaying favorite personal recipe.

Running Time: 30 minutes.
Cost: \$198.20.
Number Available: Indefinite.

Produced by: KVAL-TV.
Submitted by: KVAL-TV, Bcx 548, Eugene, Ore.

Yours Sincerely Billie

Women's variety program, dealing with cooking, sewing, household hints, interviews, beauty, fashions, and news.

Running Time: 60 minutes.
Cost: \$45 participating only.
Number Available: Five per week.
Submitted by: KOOK-TV, Box 2357, Billings, Mont.

Club '4' Playhouse

Features a full-length movie Monday through Friday, 3:30-5 p.m., and stars Josey Barnes as hostess who gives helpful information for the homemaker in her day-to-day activities. Quality feature films, offering the viewer a variety of top-notch dramas. During pauses in each film, Josey interviews special guests, discusses fashion news and interior decorating, etc.

Running Time: 90 minutes.
Cost: On request.
Number Available: On request.
Produced by: Dan Rainger.
Submitted by: Intermt. Broadcasting & TV, Corp., KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Movietime

Latest Warner Bros. features hosted by one of the station's top women personalities, Mickey Banga from studios in Huntington, W. Va.

Running Time: 135 minutes.
Cost: On request.
Number Available: Sunday through Friday.
Submitted by: WSAZ-TV, 210 Ninth St., Huntington, W. Va.

Kay Tree Kitchen

Elizabeth Callaway, women's director, conducts the kitchen show. Frequently she has interesting guests on show. The newest recipes are prepared and shown to the public.

Running Time: 30 minutes.
Cost: On request.
Number Available: One spot per show.

Produced by: Elizabeth Callaway.
Submitted by: KTRE-TV, Box 701, Lufkin, Texas.

Window

An informative interlude designed to capture madame housewife as she rests from her morning chores. Whether it is a new way to dress, cook or entertain, or an unusual place to go or see, local televisioners look to the "Window" for information.

Running Time: 5 minutes.
Cost: \$254.70.
Number Available: Five.

Produced by: Bill Mcorris.
Submitted by: Westinghouse Broadcasting Co., KYW-TV, 815 Superior Ave., N. E., Cleveland, Ohio.

Window Shopping

A 15-minute shopping guide to items available locally. Talent is Jean McBride, station feminine personality.

Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Produced by: WWJ-TV, The Detroit

News.

Submitted by: WWJ-TV, 622 W. Lafayette Ave., Detroit 31, Mich.

Hazel Franklin's Kitchen

Hazel Franklin, home economist, visits with women of TV audience demonstrating general homemaking techniques, recipes, cooking principles, etc.

Running Time: 30 minutes.
Cost: On request.
Produced by: Hazel Franklin.
Submitted by: WTOG-TV, 516 Abercorn St., Savannah, Ga.

Slimnastics

Ten-minute daily "slim'n trim" exercise program emceed by health director, John Hills, 9:50-10 a.m. weekdays mornings.

Running Time: 10 minutes.
Produced by: John Hills.
Submitted by: KDKA-TV, 1 Gatway Center, Pittsburgh, Pa.

Home Fare

Program is built on the idea that the average, busy housewife is concerned with better ways of managing her household and her life. Emphasis is on food, style, interior decoration, sewing, child care and training, etc. Informal and friendly, has no interviews or audience participation. Handled by Marguerite Ashlock, nutritionist, and Jan Voss, her assistant.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Jan Voss.
Submitted by: WMT-TV, Cedar Rapids, Iowa.

Katie Doonan Show

A homemaking show originating from station's studios in Charleston, W. Va., Monday through Friday at 9:30 a.m. With Katie Doonan, whose show will give culinary tips for the ladies along with other helpful homemaking information.

Running Time: 30 minutes.
Cost: On request.
Submitted by: WSAZ-TV, 201 9th St., Huntington, W. Va.

Telerama Movie

Feature movie, 10-11:30 a.m. Monday through Friday, with hostess, Connie G. Worth. Includes interviews and approximately 10-minute cooking segment.

Running Time: 90 minutes.
Cost: Class C.
Number Available: Participating.
Produced by: Skeets McGrew.
Submitted by: KGW-TV, 1139 S. W. 13th Ave., Portland, Ore.

Reduce to Rhythm

Monday through Friday morning, women of the area get the chance to spend a few minutes in healthful exercises designed to keep them trim.

Running Time: 5 minutes.
Cost: On request.
Produced by: WHIC.
Submitted by: WHIC, 341 Rising Main St., Pittsburgh 14, Pa.

Right Around Home

Program featuring former "Mrs. America," Ramona Deitemeyer. Format: Homemaking tips; beauty, fashion and health features daily. Monday through Friday, 11:30 to noon.

Running Time: 30 minutes.
Cost: On request.
Produced by: Jerry Uslander.
Submitted by: KOLN-TV, 40th & W. Sts., Lincoln, Nebr.

Peg's Kitchen

Program features actual cooking demonstrations, household tips, interviews with guests, film clips on cooking, etc.

Running Time: 30 minutes.
Cost: On request.
Number Available: Three per week.
Produced by: Lauren Haacke.
Submitted by: KDIX-TV, Dickinson, N. D.

The Richard Willis Show

Richard Willis, beauty expert, gives advice on improving appearances, application of make-up, good grooming to both men as well as women, and related subjects.

Running Time: 30 minutes.
Cost: \$250 per minute.
Number Available: On request.
Submitted by: WNTA-TV, 1020 Broad St., Newark 1, N. J.

TV Film

Program

Section

Starts

on

Page 43

LIVE TV NEWS AND WEATHER

News—Bob Stephenson

These five-minute newscasts use all the facilities of KTRK-TV's News Department: Two 16mm cameramen, Ampex tape, special telephone, etc. to keep Houstonians abreast of the news as it happens.

Running Time: 5 minutes.

Cost: On request.

Number Available: Three a day.

Produced by: KTRK-TV News Dept.

Submitted by: KTRK-TV, 4513 Cullen, Houston, Texas.

Woodland News

All the latest international, national, regional and local news gathered by the WOOD-TV newsroom under the direction of Dick Cheverton. Five news cars, each with two-way radios, roam the Woodland area to report the news.

Running Time: 10 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WOOD-TV News Dept.

Submitted by: WOOD-TV, 120 Colege Ave., SE, Grand Rapids, Mich.

Your Sports Review

A complete roundup of national news in the world of sports and news on the local scene. Area that we cover is sports-minded, and this program gives the hometown viewers what they want in sports coverage. With Harris Lipez.

Running Time: 10 minutes.

Cost: \$70 per week.

Number Available: Five per week.

Produced by: WBPZ-TV.

Submitted by: WBPZ-TV, 132½ Main St., Lock Haven, Pa.

6:30 Spotlight

Presents happenings in the world of show business reported by Eddie Gallaher; up-to-the minute weather commentaries by John Douglas, member of the American Meteorological Society; and current news events reported by Steve Cushing, one of the most respected newscasters in the Nation's Capital.

Running Time: 15 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WTOP-TV.

Submitted by: Washington Post Broadcast Division, WTOP-TV, Broadcast House, Washington, D. C.

The Late News

Roger Grimsby with local, state and national news. Features CBS news. Film flown to Milwaukee daily, shown the same day the story breaks. Extensive use of local film by news photographer, Don Heileman. Film processing equipment on premises for "within-the-hour" telecasting. Rear projection screen on set. Two camera shows.

Running Time: 10 minutes.

Cost: \$300.

Number Available: Six per week.

Produced by: WXIX News Dept.

Submitted by: WXIX, 5445 N. 27 St., Milwaukee 9, Wisc.

Six O'Clock Report

News, weather, sports featuring top local personalities, Roger Grimsby, Judy, and Hal Walker. Full coverage

in photo, film and rear projection screen plus extensive use of CBS News Film. With news photographer Don Heileman, news film processing equipment on premises for "within-the-hour" telecasting. Two cameras.

Running Time: 15 minutes.

Cost: \$140—(5 minutes).

Number Available: Six per week.

Produced by: WXIX News Dept.

Submitted by: WXIX, 5445 N. 27 St., Milwaukee 9, Wisc.

Five Star Final Edition

Complete coverage of weather, national, Wichita Falls, Texas and Oklahoma, and world news. News coverage, five-minute news telecasts, 10-10:30 p.m., Sunday through Saturday.

Running Time: 30 minutes.

Cost: On request.

Produced by: KSYD-TV.

Submitted by: KSYD-TV, Box 2130,

Wichita Falls, Texas.

Ten O'Clock News Roundup

Includes 15 minutes of news reporting and commentary by Leslie A. Nichols; 10 minutes of sports coverage with Walt Harris; and five minutes of weathercasting by Al Helmso. Associated Press wire and facsimile photo services are utilized.

Running Time: 30 minutes.

Cost: On request.

Produced by: Walt Harris, Leslie Nichols.

Submitted by: KTVU, One Jack London Sq., Oakland, Calif.

Matinee Edition

Complete news resume, utilizing newsfilm and wire.

Running Time: 5 minutes.

Cost: \$30.

Number Available: Five per week.

Submitted by: KOOK-TV, Box 2557, Billings, Mont.

Robert Herzog and The News

WXIX News Director, Box Herzog, and a week's summary of national and international news featuring CBS News Film, rear projection screen, with slides. Two cameras. AP and UPI and weather wire.

Running Time: 15 minutes.

Cost: On request.

Number Available: Saturday only.

Produced by: WXIX News Dept.

Submitted by: WXIX, 5445 N. 27 St., Milwaukee 9, Wisc.

Deadline News

Regional and national news by chief newscaster, Hugh Harper, area news from our Grand Rapids studios, and a commentary on the news by Dr. Willis Dunbar, advisor on public affairs. This fast-moving news period is prepared by the WKZO-TV News Bureau.

Running Time: 15 minutes.

Cost: On request.

Number Available: Daily.

Produced by: WKZO-TV News Dept.

Submitted by: Fetzer Broadcasting Company, WKZO-TV, 590 W. Maple St., Kalamazoo, Mich.

Newsroom

News staff presents complete news coverage of local, national and sports news. Three-man team uses film covering news, sports and weather. Features news director, sports director and station weather man.

Running Time: 15 minutes.

Cost: On request.

Number Available: On request.

Produced by: WISN-TV.

Submitted by: WISN-TV, 759 N. 19th St., Milwaukee 3, Wisc.

Nite Cap News

Complete evening wrap-up of news, utilizing newsfilm and wire.

Running Time: 10 minutes.

Cost: \$56.

Number Available: Seven per week.

Submitted by: KOOK-TV, Box 2557, Billings, Mont.

Joe Hill News

A fast-moving, up-to-the-minute report of local and national news and sports seen 6:55-7 p.m., Monday through Friday. Joe Hill is recognized as one of the deans of sports broadcasters through his handling of Ohio State football games.

Running Time: 5 minutes.

Cost: \$131.76 one time.

Number Available: Five per week.

Produced by: WTVN-TV.

Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

The World Today

A roundup on all the day's events plus late-breaking stories by Ted Bryant, a veteran radio and TV newscaster. KING-TV's own local news-gathering crews are at the scene when news is being made. In addition, national and international developments are culled from world-wide news and photo services.

Running Time: 30 minutes.

Cost: At request.

Number Available: Five per week.

Produced by: KING Television.

Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

Early Edition

Multi-weekly local live show in the Pacific Northwest, features a comprehensive coverage of local, national and international news, along with sports information and weather reports. Charles Herring, KING-TV news director is featured with Bob Hale the cartooning weatherman and Bill O'Mara, sports director. Two reporter-cameramen and crews with news wagons, helicopter and plane gather news of the local scene.

Running Time: 30 minutes.

Cost: At request.

Number Available: Five per week.

Produced by: KING Television.

Submitted by: KING Broadcasting Company, 320 Aurora, Seattle 9, Wash.

What's the Weather

Weather-forecaster Ray Goodyear reports latest official weather information cross-country, with emphasis on regional and local weather pic-

tures; Monday through Saturday at 6:55 p.m. following news and sports. Visual presentation with blackboards, sponsor identification opening and close; commercial inserted before local weather. In addition to general interest in weather forecasts, important to lumbering and fishing industries.

Running Time: 5 minutes.

Cost: On request.

Number Available: Mons. & Fridays.

Produced by: Ray Goodyear.

Submitted by: Cape Breton Broadcasters, Limited, CJC-B-TV, Mira Rd., Sydney, Nova Scotia, Can.

Television News

Monday through Saturday, 6:45-6:50 p.m., Newscasters Paul Hershon and Nick Hollinrake keep viewers informed on local, regional, national and international news. National picture services also used.

Running Time: 5 minutes.

Cost: On request.

Number Available: Weds. & Fridays.

Produced by: Ron Reeves.

Submitted by: Cape Breton Broadcasters, Limited, CJC-B-TV, Mira Rd., Sydney, Nova Scotia, Can.

The WTVR Weatherman

Jim Boyle reports the last-minute weather information with graphic illustration of conditions locally, state-wide and nationally.

Running Time: 5 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WTVR.

Submitted by: WTVR, 3301 W. Broad St., Richmond, Va.

WTVR News Reporter

Roy Roman reports the latest local, state and national news, pictorially gathered daily by the WTVR News Department.

Running Time: 10 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WTVR News Dept.

Submitted by: WTVR, 3301 W. Broad St., Richmond, Va.

News and Sports in Pictures

Features pictures in the news; opening on world globe and map; pointing out most important news spot for that day. Stills (UPI Telephoto and local) used in monitor screen on live camera. Three-man news crew. Tightly produced with newsroom background and sounds.

Running Time: 15 minutes.

Cost: \$60.

Number Available: Five per week.

Produced by: WCBI-TV.

Submitted by: WCBI-TV, Hwy. 12 N., Columbus, Miss.

Noon Edition of News

Full coverage of local, regional, national news, with heavy emphasis on market reports, etc. Weather included.

Running Time: 15 minutes.

Cost: \$123.00.

Number Available: Four per week.

Produced by: KNOE-TV.

Submitted by: KNOE-TV, Oliver Rd., Monroe, La.

LIVE TV NEWS AND WEATHER

Eleventh Hour Newsreel

Late evening roundup of news, national, international and regional, plus sports and weather, prepared and edited nightly by the WKZO-TV News Bureau.

Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WKZO-TV News Bureau.
Submitted by: Fetzer Broadcasting Company, WKZO-TV, 590 W. Maple St., Kalamazoo, Mich.

6:00 News

News, sports, weather, featuring Madison Davis, news director, Bill Mapes, sports director, and Fred Ward, weather. All news local, most sports local and weather local and state. Local news and sports pictures with rear-view projector. Participating announcements available. Six p.m. Monday through Friday.

Running Time: 15 minutes.
Cost: \$75 per show.
Number Available: 265 times.
Produced by: John Utley.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

Night Beat

Five minutes of news and sports, headlines, including late ball scores, fast weather summary with Truman Hill. 10:30 p.m. Monday through Friday.

Running Time: 5 minutes.
Cost: \$33 per show.
Number Available: 260 times.
Produced by: John Utley.
Submitted by: WOWL-TV, Box 600, Florence, Ala.

7:05 Local News

A comprehensive report of the local news, up to the minute. Utilizing UPI regional fax pictures, rear screen projection, silent, as well as sound on film. Reported by Newsman Ed Hatch.

Running Time: 10 minutes.
Cost: \$190 one time.
Number Available: Three per week.
Produced by: WWLP News & Special Events Dept.
Submitted by: WWLP Television, Box 2210, Springfield, Mass.

The Big News

A complete wrap-up of the day's events featuring Ed Hatch with the local and world news, John Quill and the weather, Rollie Jacobs and sports, and Ed Kennedy's Main Street.

Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WWLP News & Special Events Dept.
Submitted by: WWLP, Box 2210, Springfield, Mass.

News of the Day

Local, area and national news aired Monday through Friday 6:15-6:30 p.m. Includes five minutes of sports and one minute of weather.

Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Local.
Submitted by: WKST-TV, First Federal Plaza, New Castle, Pa.

Noon-day News

Joe Benti gives the local news in depth—regional, national and inter-

national news in brief for 10 minutes at 12:20 p.m. Monday through Friday.

Running Time: 10 minutes.
Cost: \$87 one time.
Number Available: Five per week.
Produced by: WTHI-TV.
Submitted by: Wabash Valley Broadcasting Corporation, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

Tomorrow's Headlines

Ten-minute "sign off" newscast, featuring UPI fax pix and local stills, local and national baseball scores and the local weather picture. Participations or in entirety.

Running Time: 10 minutes.
Cost: On request.
Number Available: Seven per week.
Produced by: KERO-TV.
Submitted by: KERO-TV, 1420 Truxton Ave., Bakersfield, Calif.

This Day 1958

Three 10-minute segments, world, local and weather, combined in a fast-moving half-hour format which includes fax pix in world segment, local newsreel footage in local segment, and a transparent weather board in the latter segment. Available in segments or on participation basis. Monday through Friday, 6:30-7 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: KERO-TV.
Submitted by: KERO-TV, 1420 Truxton Ave., Bakersfield, Calif.

News at Noon

Each day at noon, news director, Lafe Williams, presents live and pictorial reports of events making news on the local and regional scene. This accurate and concise summary of up-to-the-minute news is designed to bring viewers up to date on happenings in the station's coverage area.

Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: KFEQ-TV Production Department.
Submitted by: KFEQ - Broadcasting Co., KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

Noon Weather

Gene Milsteen is the weatherman on this daily weather summary with the accent on factual reporting of conditions in the agricultural area served by KFEQ-TV. Viewers are brought up to date on the weather around the nation with emphasis on the four-state area of Kansas, Nebraska, Iowa and Missouri.

Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: KFEQ-TV Production Department.
Submitted by: KFEQ Broadcasting Co., KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

Noon Markets

Assistant farm service director, Ralph Melon, is on hand each day, Monday through Friday, to present highlights of livestock happenings in the important St. Joseph livestock market. These reports, combined with pictorial coverage of representative daily shipments, assure viewers of

complete and accurate market reports.

Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: KFEQ-TV Production Department.
Submitted by: KFEQ Broadcasting Co., KFEQ-TV, 40th & Faraon Sts., St. Joseph, Mo.

The News at Noon

Fast-paced format. Newscaster is three newsreel cameramen and NBC news pix. AP wire service and UPI Photo-fax. Electronic "key-insertion" use permits broadcaster to appear beside stills and newsreel film. Format includes one-minute weather summary with local meteorologist.

Running Time: 15 minutes.
Cost: \$110.
Number Available: Five per week.
Submitted by: KARD-TV, 833 No. Main, Wichita, Kans.

Newsreels

All the latest news techniques are packed into these five-minute news-casts. Programs each feature local film shot by the WLW-I newsfilm photographers as well as UPI national footage, facsimile pictures, local stills, etc. Forest Boy, well-known personality locally, is the newscaster.

Running Time: 5 minutes.
Cost: On request.
Number Available: On request.
Produced by: Gene O'Dell, Sandra McCrory, Al Hall.
Submitted by: WLW-I, Crosley Broadcasting Corporation, 714 Merchants Bank Bldg., Indianapolis 4, Ind.

Editorial

CKSO news editors deliver nightly editorials on local, national and international affairs. This is the news department which was awarded Canada's Beaver Award for news service to the community.

Running Time: 5 minutes.
Cost: On request.
Submitted by: CKSO-TV and CKSO-TV-1, Sudbury & Elliot Lake, Canada.

Weather

Complete report of weather across the nation—state, area, local. Forecast for same. Use local announcer, with varied, excellent visuals, including weather maps of all areas.

Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Submitted by: WFMY-TV, Greensboro, N. C.

The Weather Show

Five-minute weather information featuring the WJAR-TV glass weather chart behind which weather girl stands and appears to write backwards. Monday through Friday, 6:25-6:30 p.m., 11:10-11:15 p.m. Nancy Byers is MC.

Running Time: 5 minutes.
Cost: On request.
Produced by: WJAR-TV Program Department.
Submitted by: WJAR-TV, The Outlet Company, 176 Weybosset St., Providence, R. I.

Weathervane

Monday through Saturday 10:40 p.m. weather program with weatherman Milton Metz, magic weather writer, magnetized weather map, split screen temperature report from surrounding areas. Report sticks to visual aids and plain language instead of foggy meteorological terms. Direct teletype line to nearby weather station provides up-to-the-minute information on rapid changing weather conditions in the Ohio Valley.

Running Time: Five minutes.
Cost: On request.
Produced by: WHAS-TV.
Submitted by: WHAS-TV, 525 West Broadway, Louisville 2, Ky.

WHAS-TV News

Monday through Friday 6:15 news, with two news editors and exclusive daily newsreel. Full time nine-man staff with 30 corresponding newsreel reporters, sound and silent film shot by own staff, videotaped interviews, have made this a perennial award winner. Concentrates on local and regional coverage with wrap-up of major national events.

Running Time: Fifteen minutes.
Cost: On request.
Produced by: WHAS-TV.
Submitted by: WHAS-TV, 525 West Broadway, Louisville 2, Ky.

WTIC-TV News

WTIC-TV newsroom employs eight full-time editors, headed by Tom Eaton, member of the AP Radio and TV News Advisory Committee and past president of RTNDA. Subscribes to major newswire and newsfilm services and employs staff SOF and "stringer" cameramen. Equipment includes mobile unit and high speed film processing unit.

Running Time: 10, 15 minutes.
Cost: On request.
Number Available: Varying.
Submitted by: WTIC-TV, Travelers Broadcasting Service Corp., 26 Grove St., Hartford, Conn.

Channel 3 Weather

Authentic weather forecasts presented by qualified meteorologists with up-to-the-minute scientific information, compiled under the direction of Dr. Thomas F. Malone, director of the Travelers Weather Research Center and former professor of meteorology at M.I.T. On-the-air staff includes six meteorologists, aided by mathematicians and researchers. Series has provided many firsts in forecasting techniques.

Running Time: 5 minutes.
Cost: On request.
Number Available: Varying.
Submitted by: WTIC-TV, Travelers Broadcasting Service Corp., 26 Grove St., Hartford, Conn.

Five Star Final

Bill Huddy, news editor, covers the headline news. He presents a straightforward and unbiased report. Also covers sports. Joe Costantino gives complete coverage on the Feature Page to timely subjects, also gives the latest weather report. Mary Ann Casey keeps the women informed on the Women's Page.

Running Time: 30 minutes.

LIVE TV NEWS AND WEATHER

Number Available: Five per week.
Produced by: Production Dept.
Submitted by: KEY-TV, 730 Miramonte Dr., Santa Barbara, Calif.

Morning Edition

Five-minute segment of local and regional news. Film and photos used. Follows 10-minute CBS News. Access to many sources gives segment advantages of being one of the most up-to-date news shows in town.
Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WRBL-TV Newsroom.
Submitted by: WRBL-TV, Columbus, Ga.

Sunday News Reel

Complete review of local, national and international news of the past week are reported on KPTV by the news editor, along with interviews of personalities who may be visiting the Portland area.
Running Time: 30 minutes.
Cost: On request.
Number Available: Open.
Produced by: KPTV.
Submitted by: KPTV, Oregon Television, Inc., 735 S.W. 20th Place, Portland, Ore.

Noon News

This comprehensive news coverage each day features multiple newscasters, slides, film clips, special reports and visual charts. World and Texas headlines, local coverage, complete weather charts, along with updated market reports rounds out mid-day news coverage of interest to the well-informed viewer.
Running Time: 15 minutes.
Cost: On request.
Produced by: Al Cobb.
Submitted by: KCTV, Box 1941, San Angelo, Texas.

News and Sports

Five minutes of local and regional news, five minutes of national, regional and local sports.
Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Pat Perrin, Gerry Henson.
Submitted by: KODE-TV, 1928 W. 13th, Joplin, Mo.

Evening News

Veteran newsmen, Lee Hickling—news film from UP-Movietone and the station's News Department; the editorial facilities of the Binghamton Sun add up to complete, concise, and accurate news reporting. Monday through Friday, 6-6:10 p.m.
Running Time: 10 minutes.
Cost: \$300.
Number Available: Five per week.
Produced by: WNBF-TV.
Submitted by: WNBF-TV, One Henry St., Binghamton, N. Y.

News

Primarily covers local and regional, with the top world news items included. Prominent persons interviewed when occasion arises, concerning events and organizations of interest in this area. Newscast utilizes newsfilm and photofax pictures to illustrate the news. Broadcast at 1:15 p.m.

Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Local Staff.
Submitted by: Triangle Broadcasting Corp., WSJS Television, 419-421 N. Spruce St., Winston-Salem, N. C.

Shell Weather Tower

General run-down at 6:15 p.m. of weather conditions during previous 24 hours, coming 24-hour period and present conditions. Comparison of weather on same date a year ago. Barometric wind speed and humidity readings and explanation of current weather report.
Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Local Staff.
Submitted by: Triangle Broadcasting Corp., WSJS Television, 419-421 N. Spruce St., Winston-Salem, N. C.

Three Star Final

Early evening coverage of news and sports. Newscaster Livingston Gilbert gives complete coverage of Kentucky and southern Indiana news and a capsule report on world and national events. Ed Kallay, sports director, presents the latest scores and information on all local and national sporting events.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Submitted by: WAVE-TV, 3334 E. Broadway, Louisville, Ky.

The Front Page

Live and film reports of current local happenings as gathered by seven-man news staff. Highlights local coverage with films taken and processed by our staff.
Running Time: 15 minutes.
Cost: \$225.
Number Available: 260.
Produced by: KHQ-TV News Department.
Submitted by: KHQ-TV, Radio Central Bldg., Spokane, Wash.

Weather Show With Bill Harvey

Opaque glass weather show, Monday through Friday, 6:55-7.
Running Time: 5 minutes.
Cost: On request.
Number Available: Two per week.
Produced by: KIDO, Inc.
Submitted by: KIDO-TV, Box 390, Boise, Idaho.

Nite Desk

Night news roundup National Television and local reports, Monday through Friday.
Running Time: 5 minutes.
Cost: On request.
Number Available: Two per week.
Produced by: KIDO, Inc.
Submitted by: KIDO-TV, Box 390, Boise, Idaho.

Hometown Reporter

Live local news with guest interviews. Monday through Friday, 6:45.
Running Time: 10 minutes.
Cost: On request.

Number Available: Various.
Produced by: KIDO, Inc.
Submitted by: KIDO-TV, Box 390, Boise, Idaho.

11th Hour Report

This is a brief wrap-up of the day's news on all fronts.
Running Time: 5 minutes.
Number Available: Five per week.
Produced by: WTVD news department.
Submitted by: WTVD, 1750 Newton Rd., Durham, N. C.

Tom Power News

Tom Power, one of New England's oldest and most respected newscasters, reports twice a day on the happenings of the world. Aided by local film coverage, UPI news film and facsimile has long been one of central New England's favorite newscasters.
Running Time: 5 minutes.
Cost: \$90.
Number Available: Five.
Produced by: WMUR-TV.
Submitted by: The Radio Voice of New Hampshire, WMUR-TV, 1819 Elm St., Manchester, N. H.

News Desk

A 10-minute roundup of local and regional news and weather, "News Desk" features Peter Daniel, a news editor with a flair for the local story. Backing him up are staff-produced films and photos, rear screen, weather board and a top studio plant.
Running Time: 10 minutes.
Cost: \$147.
Number Available: Unlimited.
Produced by: Peter Daniel.
Submitted by: Television De Quebec (Canada) Limitee, 200 St. Jean Bosco St., Ste-Foy, Quebec, Can.

2:00 News

Newscast featuring news editor, Bill Fox, with up-to-the-minute news coverage beamed toward an afternoon audience.
Running Time: 15 minutes.
Cost: On request.
Submitted by: KTNT-TV, South 11th & Grant, Tacoma, Wash.

6:00 News

Half-hour newscast Monday thru Friday featuring news director, Bill Fox, with newscaster, Rod Belcher, sports editor, Bob Robertson and weatherman, Bob Gleason—all contributing segments totaling a complete, factual newscast.
Running Time: 30 minutes.
Cost: On request.
Produced by: Bill Tabor, Bill Fox.
Submitted by: KTNT-TV, South 11th & Grant, Tacoma, Wash.

Nightbeat

A five-minute news program at 10:30 Monday through Friday. News director does the show in simple set of night city scenes with typewriter. Show is complete with two-way units reporting, CBS newsfilm, AP and on-the-scene photos for local news.
Running Time: 5 minutes.
Cost: \$100.
Number Available: Five per week.
Produced by: Dick Hoover.
Submitted by: KREM-TV, 4103 S. Regal, Spokane, Wash.

News and Weather

Scheduled 10:15 a.m. Monday through Friday, featuring one of Denver's leading newscasters, Bob Butz, with complete coverage. Concentration on local news events supplemented with film and still pictures.
Running Time: 15 minutes.
Cost: On request.
Produced by: KLZ-TV.
Submitted by: KLZ-TV, 131 Speer Blvd., Denver, Colo.

Channel 7 Reporting

Scheduled 5 p.m. Monday through Friday, 15 minutes of news, weather and sports featuring one of Denver's leading newscasters, Carl Akers. Complete coverage with film and still pictures.
Running Time: 15 minutes.
Cost: On request.
Produced by: KLZ-TV.
Submitted by: KLZ-TV, 131 Speer Blvd., Denver, Colo.

6:20 News

Local and regional news, 90 per cent on film prepared by the station's news staff, reported by Doc Johnston, one of the area's best-known newscasters.
Running Time: 10 minutes.
Cost: On request.
Produced by: WBIR-TV.
Submitted by: WBIR-TV, 1513 Hutchison Ave., Knoxville, Tenn.

Regional News

Presented by Phil Berk, news director, features local, regional and national news. UPI news is featured, as well as UPI film clips, local news coverage both visual and verbal. This program on the air 6:10-6:15 p.m. Monday through Friday.
Running Time: 5 minutes.
Cost: On request.
Number Available: Two per week.
Produced by: KOMU-TV.
Submitted by: KOMU-TV, Columbia Mo.

Noon News

Presented by Lee Fisher of the station's full-time news department, and features local, regional and national news. UPI news, as well as film clips, local news coverage both visual and verbal. This program on the air 12:30-12:35 p.m. Monday through Friday.
Running Time: 5 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: KOMU-TV.
Submitted by: KOMU-TV, Columbia Mo.

Local News

Complete coverage of local and regional news done by our own news staff. National services: Canadian Press. Newscaster: Lionel Tremblay; Monday through Saturday.
Running Time: 5 minutes.
Cost: On request.
Number Available: Six per week.
Produced by: CKRS-TV.
Submitted by: CKRS-TV, Sir Wilfrid Laurier St., Jonquiere, Quebec, Canada.

LIVE TV NEWS AND WEATHER

News at 6

Complete roundup of news, prepared from files of our News Room, UPI Wire Service and Facsimile Service. Monday through Saturday.
Running Time: 10 minutes.
Cost: \$137.50.
Number Available: Six per week.
Produced by: Burd Myre.
Submitted by: WISC-TV, 4801 Beltline Hwy., Madison, Wisc.

News Roundup

Complete roundup of news at 10 p.m., prepared from files of our News Room, UPI Wire Service and Facsimile Service. Sunday through Saturday.
Running Time: 10 minutes.
Cost: \$152.50.
Number Available: Seven per week.
Produced by: Jerry Deane.
Submitted by: WISC-TV, 4801 Beltline Hwy., Madison, Wisc.

The News Today

Each Saturday evening the most complete news picture available. Show features able, responsible reporting with top-notch pictorial coverage by our own staff of reporters and correspondents.
Running Time: 15 minutes.
Cost: On request.

Number Available: One per week.
Produced by: WKBN News.
Submitted by: WKBN Broadcasting Corp., WKBN-TV, 3930 Sunset Blvd., Youngstown, Ohio.

Whatever the Weather

Complete weather roundup at 10:10 p.m., prepared by station's meteorologist, Milt Straus; from Weather Bureau; observations, and our Weather Wire. Sunday through Saturday.
Running Time: 5 minutes.
Cost: \$121.25.

Number Available: Seven per week.
Produced by: Milt Straus.
Submitted by: WISC-TV, 4801 W. Bellline Hwy., Madison, Wisc.

News Highlights

A hard-hitting five-minute news show on the international, national and local scene utilizing all types of available pictorial coverage. Monday through Sunday.
Running Time: 5 minutes.
Cost: On request.

Number Available: Seven per week.
Produced by: WLOF Television News & Special Events Department.
Submitted by: Mid Florida Television Corp., WLOF-TV, Box 5795, Orlando, Fla.

Columbus Dateline

Fred Covington covers the news and presents it in an interesting and concise manner. Another legman covers the picture portion of the news, so that programs not only cover the news—they show the news.
Running Time: 5 minutes.
Cost: On request.
Number Available: Five.
Produced by: Fred Covington.
Submitted by: WTVM, 1307 1st Ave., Columbus, Ga.

The Late News The Late Report

International, national, regional and local news in a hard-hitting, comprehensive format delivered by newscaster, Bob Bean. Show is made up of CBS Newsfilm. Unifax still photos with local and regional film coverage by special news teams. Part of "Late Report" preceded by weather and followed by sports.
Running Time: 10 minutes.
Cost: \$225.
Number Available: Five.
Produced by: Gene Birke, Nelson Benton.
Submitted by: WBTV, 1 Jefferson Place, Charlotte, N. C.

5:55 P.M. News

Program is done Monday through Friday, 5:55 p.m., by George Morrison, head of TV News Dept. Features local, state, national, world news, plus outstanding feature stories and sidelights. Utilizes film, fax pix, rear screen projection.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Jerry Vance.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis, Ind.

Saturday Night News & Sunday Weather

Program is done by George Morrison, head of TV News Dept. Features usual film fax, rear screen coverage plus wrap-up of current sports news and extensive Sunday weather forecast. Program airs at 10:30 p.m.
Running Time: 15 minutes.
Number Available: One.
Produced by: Jim Baldwin.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis, Ind.

Sunday Night News

This is a two-man newscast, featuring George Morrison and Larry Richardson. Larry handles national and world, George handles local and state. This is a fast-moving package, with short, hard-hitting stories delivered in rapid-fire order. Also wraps up with unusual feature story and weather summary. Ten p.m.
Running Time: 5 minutes.
Cost: On request.
Number Available: One.
Produced by: Jim Baldwin.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis, Ind.

Six O'Clock News

News, weather and sports—with Jim Furst, Penny Benoit and George Hale. Program carried by Hildreth Television Network, including WAGM-TV, Presque Isle, Maine. Monday through Friday, 6-6:15 p.m.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WABI-TV News.
Submitted by: WABI-TV, 57 State St., Bangor, Maine.

News Wrap-Up

Nightly news roundup of local, regional and national news as compiled

in the station's news room. Follows late movie nightly.
Running Time: 15 minutes.
Cost: \$17 per minute.
Number Available: Three.
Produced by: Jerry Fry.
Submitted by: KHSL-TV, Box 1041, Chico, Calif.

Weathercast

Staff announcer gives wrap-up of national, area and local weather. Utilizes blackboard with map of nation and state; backdrop of gauges giving temperature, humidity, high and low, winds. Weathercast precedes 6:10 p.m. news and follows 10:30 p.m. Final Edition news.
Running time: 5 minutes.
Cost: \$75.
Number Available: Monday through Friday.
Produced by: KZTV News Staff.
Submitted by: KZTV, Showroom Bldg., Corpus Christi, Texas.

City Desk

Top locally-filmed news stories of the day are focused upon by veteran Portland newsmen, Chuck Foster. Chuck covers the Northwest scene with filmed stories, interspersed with feature of the day, late sports scores, and weather forecast.
Running time: 5 minutes.
Cost: \$245.
Number Available: Five per week.
Produced by: KOIN-TV.
Submitted by: KOIN-TV, 140 S.W. Columbia, Portland 1, Ore.

Pulse of the News

One of America's fastest-growing industrial areas, Delaware Valley, is covered each evening by top news commentator, Vince Leonard. Vince utilizes film clips and stills especially made for his program in highlighting the day's events. A weather forecast and a report on sports round out this timely report.
Running Time: 15 minutes.
Cost: \$345 per minute.
Number Available: Live talent.
Submitted by: WRCV-TV, 1619 Walnut St., Philadelphia 3, Pa.

Today in Philadelphia

Three five-minute inserts in NBC's popular "Today" show are made each day. Each program presents a complete roundup of the top news events in the Philadelphia area; news not covered in "Today." Veteran showman, Bob Bradley, uses visual aids and interviews to deliver the news with punch.
Running time: 5 minutes.
Cost: \$267 per insert.
Number Available: Live talent.
Submitted by: WRCV-TV, 1619 Walnut St., Philadelphia 3, Pa.

Standout (Deadline)

This program takes up where other newscasts leave off. "Standout" explores one or two stories in depth that have been taken from the news of the day. This is not an editorial on the news; rather, it uses the human interest stories that apply to things that happen in central Indiana. George Willeford is the host.
Running Time: 10 minutes.

Cost: On request.
Number Available: On request.
Produced by: Allen Hall.
Submitted by: WLW-1 (Crosley Broadcasting Corporation), 714 Merchants Bank Bldg., Indianapolis 4, Ind.

Deadline News (Deadline)

This program capitalizes on fast, hard-hitting news developments of local and regional significance. National headlines are also utilized. Rear screen, stills, local and national film, and all incidental visuals are used to keep the program speeding. Gordon Graham, news director, is the newscaster.
Running Time: 10 minutes.
Cost: On request.
Number Available: On request.
Produced by: Gene O'Dell.
Submitted by: WLW-1, (Crosley Broadcasting Corporation), 714 Merchants Bank Bldg., Indianapolis 4, Ind.

3 Star News

This segmented half hour presents three different commentators with news, sports, weather. Stan Calhoun-John Wood, news; Art Brock, sports; Tom Sherlock, weather; on three different sets. News gained from the national award-winning KPHO News Bureau headed by Johnny Green and UPI.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: KPHO-TV.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

Corpus Christi Today Final Edition News

"C C Today": Staff announcer gives a summary of local and area news prepared by the station's news staff. News coverage is illustrated with slides, photos and film clips. This is exclusively local news since program is followed by CBS Doug Edwards. "Final Edition News": Same format as "Corpus Christi Today" except national, international and state news are also included.
Running Time: 10 minutes.
Cost: C C Today: \$100 per telecast; Final Edition: \$85 per telecast.
Number Available: C C Today: Mon., Wed Fri.; Final Edition: Monday through Friday.
Produced by: KZTV.
Submitted by: KZTV, Showroom Bldg., Corpus Christi, Texas.

News-Sports-Weather

Monday-Thursday 6-6:15, Friday 5:45-6. Show features Jay Ryerse with five minutes news, Bob Anderson with five minutes sports and Harold Platou with five minutes weather. Ryerse and Anderson use UPI Fax pix and some film. Platou uses weather map.
Running Time: 15 minutes.
Cost: \$145.45 (Includes satellite, Roseburg, Oregon).
Number Available: On request.
Produced by: KVAL-TV.
Submitted by: KVAL-TV, Box 548, Eugene, Ore.

LIVE TV NEWS AND WEATHER

Behind the Headlines

A special look into the "story behind the story" utilizing material from varied reliable sources and presenting one outstanding story of the day. Monday, Wednesday, Friday, 6:25-6:30 p.m.
Running Time: 5 minutes.
Cost: \$123 per telecast.
Number Available: Three.
Produced by: KNOE-TV.
Submitted by: KNOE-TV, Oliver Rd., Monroe, La.

Top of the News

Newscasters John Bowles and Lou Miller cover the Saginaw Valley news-scene with film and still picture reports from station's Central and Flint studios. Only area news is presented. Monday through Friday, 6:30-6:40 p.m.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five half or full sponsorships.
Submitted by: WNEM-TV, 5700 Becker Rd., Saginaw, Mich.

News With Nuzum

Staff Newsmen Chuck Nuzum provides the housewife with the latest local and national news developments at 8:55 a.m., 9:55 a.m., and again at 11:50 a.m., Monday through Friday. With six years of radio newscasting and five years of TV newscasting, this personable young reporter keeps the housewife informed with interesting news items and personal appearances by visiting celebrities.
Running Time: 5, 10 minutes.
Cost: \$86.76 for 5 minutes, \$99.76 for 10 minutes (one time rate).
Number Available: Five per week.
Produced by: WTVN-TV.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

News—Dave Rush

A general potpourri of the day's news at 6 p.m., utilizing wire service, local coverage, newsfilm and photofax pictures. The top stories of the day are given in detail. Format includes final averages from Wall Street (Dow-Jones). Time element in this newscast reportedly enables WSJS to present the news before any other station in area.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WSJS Television.
Submitted by: Triangle Broadcasting Corp., WSJS Television, 419-421 N. Spruce St., Winston-Salem, N. C.

News With Dick Ford

Three times each day, Monday-Friday, Dick Ford reports the national, region and local news, complete with pictures. News time 1 p.m., 5 p.m. and 11 p.m.
Running Time: 15 minutes.
Cost: On request.
Number Available: Across-the-board.
Submitted by: WPTZ-TV, Plattsburgh, N. Y.

Night Final

Richard Lantz, top-rated local newscaster, presents this late-night segment of news, devoting first five minutes to local stories, with film clips both silent and SOF, five minutes of national and international news with UPI pictures, and five minutes of weather. Baseball scores are also given nightly.
Running Time: 15 minutes.
Cost: On request.
Produced by: Richard Lantz, Bob Noble.
Submitted by: WTOG-TV, 516 Abercorn St., Savannah, Ga.

Big News

A five-minute headline news strip telecast 11:30-11:35 p.m. Monday through Friday. Features film and on-camera reporting of local and national news.
Running Time: 5 minutes.
Cost: \$275 daily.
Number Available: Five participations per week.
Produced by: KPIX.
Submitted by: KPIX, 2655 Van Ness Ave., San Francisco, Calif.

6:30 News Roundup

Presented Monday through Friday evenings preceding the NBC news. Full coverage of local news both live and film.
Running Time: 10 minutes.
Cost: On request.
Produced by: WIIC.
Submitted by: WIIC, 341 Rising Main St., Pittsburgh 14, Pa.

Deadline

A late-evening half-hour news program in which assistant news editor, Keith Jackson, brings up-to-the-minute coverage of national and local events. Includes a five-minute weather forecast compiled and presented by our meteorologist.
Running Time: 30 minutes.
Cost: \$190 per minute participation.
Number Available: Daily.
Produced by: William Fanning.
Submitted by: KOMO-TV, 100 4th Ave., N., Seattle 9, Wash.

Howard Brown and the News

National, international and local news compiled and edited in station's newsroom. Use of Unifax pictures. Film shot during day and evening. Newsroom used as set—late news can be ripped from machine.
Running Time: 10 minutes.
Cost: 52 times—\$252.
Number Available: On request.
Produced by: WCKT.
Submitted by: WCKT, Box M, Miami, Fla.

15 Final

National, state and local news, plus weather and sports.
Running Time: 15 minutes.
Cost: \$95.
Number Available: Five per week.
Submitted by: Peninsula Broadcasting Corp., WVEC-TV, 1930 Pembroke Ave., Hampton, Va.

Dateline San Diego

An early-evening news show covering local, national and international

news, sports and weather. Local motion picture news, still pictures from local sources and UPI Fax machine. Motion picture film from CBS Film Service. News editor: Ray Wilson. Sports editor: Lute Mason.
Running Time: 15 minutes.
Cost: On request.
Number Available: Continuing program.

Produced by: George Stantis.
Submitted by: KFMB-TV, Wrather-Alvarez Broadcasting Co., Inc., 1405 5th Ave., San Diego, Calif.

4 Star News

This newscast has been on the air for four years incorporating some national film clips and a maximum of local news reel footage shot by news department integrated around veteran newscaster Ed Kemp. Program has won national and local awards for its news coverage and top production. Monday through Friday, 10:30-10:45 p.m.
Running Time: 15 minutes.
Cost: On request.
Number Available: Two spots per show.

Produced by: Jack White.
Submitted by: Intermountain Bdcstng. & TV Corp., KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Assignment Atlanta

A 10-minute news service show seen Monday through Friday, 7-7:10 p.m. and featuring the well-known Atlanta newsman Bob Hendrikson. A complete summary of world, national and local news, with the emphasis on exclusive fill coverage of local and regional news.
Running Time: 10 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: WLW-A.
Submitted by: Crosley Broadcasting of Atlanta, Inc., 1611 W. Peachtree St., Atlanta, Ga.

TV Newsroom

National, Northwest and local news, with emphasis on regional and local, using film clips, photos, and interviews of personalities in the news.
Running Time: 15 minutes.
Cost: On request.
Submitted by: KXJB-TV, 400 W. Main, Fargo, N. D.

Tele-scope

State and local news, plus weather and sports.
Running Time: 15 minutes.
Cost: \$135.
Number Available: Five per week.
Submitted by: Peninsula Broadcasting Corp., WVEC-TV, 1930 Pembroke Ave., Hampton, Va.

News Headlines

On at 11 p.m., Monday through Sunday. Program originates from studios in Huntington featuring live and film cut-ins from studios in Charleston, W. Va.
Running Time: 10 minutes.
Cost (complete): On request.
Number Available: On request.
Submitted by: WSAZ-TV, 201 Ninth St., Huntington, W. Va.

Weather Report

A weather report featuring a well-known distaff personality, Bonnie, do-

ing national and local weather with weather board and forecasting.
Running Time: 5 minutes.
Cost: On request.
Number Available: On request.
Submitted by: WSAZ-TV, 201 Ninth St., Huntington, W. Va.

Morning News

Three morning news reports Monday through Friday with capsule roundup of the local and world news, presented live by station talent.
Running Time: 5 minutes.
Cost: On request.
Produced by: WIIC.
Submitted by: WIIC, 341 Rising Main St., Pittsburgh 14, Pa.

This Day 1958

One of the oldest continuously presented news programs in San Diego. Top news in prime evening time, 7:30 p.m. Local, national, international news. Sports and weather plus "People in the News" interviews. News editor: Ray Wilson. Sports editor, Lute Mason. Weatherman: Joe Marciano. Interviewer: Harold Keene.
Running Time: 30 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: George Stantis.
Submitted by: KFMB-TV, Wrather-Alvarez Broadcasting Co., Inc., 1405 5th Ave., San Diego, Calif.

Farm Report

Daily comprehensive farm report with Art Higbee reporting the national and local farm scene, up-to-the-minute market quotations, and weather forecasts. Program integrates film, special tape reports from our Washington correspondent, Bill Roberts, and specifically aimed bulletins from the Utah State University and U. S. Dept. of Agriculture.
Running Time: 10 minutes.
Cost: On request.
Number Available: Full sponsorship.
Produced by: Dan Rainger, Jack White.
Submitted by: Intermt. Broadcasting & TV Corp., KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Today's Up-to-the-Minute News

Summary of local, state, national and international news with sports highlites and weather news with Jim Shelton reporting. Aired seven days a week. Includes news film and still photos as available.
Running Time: 15 minutes.
Cost: \$36.
Number Available: On request.
Produced by: Jim Shelton.
Submitted by: KHAD-TV, 820 Convent, Laredo, Texas.

TV Weather Facts

Weatherman, Dick Bay, outlines weather conditions throughout the U. S., emphasizing conditions in this tri-state area and Texas Panhandle. Authentically-reproduced weather instruments and maps are used to give clear understanding of storm centers, fronts, etc., as they affect the local forecast.
Running Time: 5 minutes.
Cost: On request.
Produced by: KFDDA-TV.
Submitted by: KFDDA-TV, Box 1400, Amarillo, Texas.

LIVE TV NEWS AND WEATHER

News Picture

Show originates from the combined news studios in Huntington-Charleston, West Virginia. Heading up the news facilities and the program in Huntington is news director, Nick Basso. Charleston's news man, who is featured in live cut-ins from Charleston, is Bob Horan. Runs from Monday through Friday at 6:30 p.m., Saturday at 6, Sunday at 5:30 p.m.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: Nick Basso.
Submitted by: WSAZ-TV, 201 Ninth St., Huntington, W. Va.

Forecast

Program features Conrad Johnson, a man who has had a deep interest in weather work for more than 20 years. Fast-paced and informative, the show has a thoroughly interesting and persuasive authority. Audiences learn weather symbols and accumulate useful knowledge of weather by watching.
Running Time: 5 minutes.
Cost: On request.
Number Available: Three shows.
Produced by: Conrad Johnson.
Submitted by: WMT-TV, Cedar Rapids, Iowa.

TV Headlines

National, Northwest and local news roundup, using film, photos and interviews.
Running Time: 15 minutes.
Cost: On request.
Submitted by: KXJB-TV, 4000 W. Main, Fargo, N. D.

Dateline

A 15-minute afternoon news program in which newscaster, Howard Shuman, brings up-to-the-minute coverage of national and local events. Includes a three-minute weather forecast compiled and presented by our meteorologist. Daily in color.
Running Time: 15 minutes.
Cost: \$100 per minute participation.
Number Available: Daily.
Produced by: Ed Lackner.
Submitted by: KOMO-TV, 100 Fourth Ave., N., Seattle 9, Wash.

Ralph Wayne's News

Film clips and stills add interest to Ralph Wayne's presentation of local, national and international news. And as full-time reporter-photographer himself, with the assistance of another reporter and a full-time photographer in his News Department, station's news editor, Ralph Wayne, virtually has a direct pipeline to all local-appeal news.
Running Time: 15 minutes.
Cost: On request.
Produced by: KFDD-TV.
Submitted by: KFDD-TV, Box 1400, Amarillo, Texas.

Pittsburgh AM

An hour-long, Monday through Friday news-service program, 7-8 a.m. Emceed by Big Jon Arthur and features quarter-hour news summaries, traffic reports, Washington roundup with beep, local news film, East Coast flight conditions, two cartoons, Candid Camera segment, Yesterday's Newsreel feature, and two current hit records plus occasional hard news interviews.
Running Time: 60 minutes.
Cost: On request.
Produced by: Joe Samul.

Submitted by: KDKA-TV, 1 Gateway Center, Pittsburgh, Pa.

Today in Omaha

Presented Monday through Friday at 7:25, 7:55, 8:25 and 8:55 a.m. The program is within "Today" and features five minutes of Omaha news and weather reported by Bill Talbot.
Running Time: 5 minutes.
Cost: On request.
Produced by: KMTV.
Submitted by: KMTV, 2615 Farnam St., Omaha, Nebr.

TV News

Conducted by Doug Weikle, news director, this nightly newscast covers the full scope of national, international, and local news. Pictorial coverage includes Unifax, and local pictures in both stills and newsreel material. Monday through Friday, 6:15-6:30 p.m.
Running Time: 15 minutes.
Cost: \$73.
Number Available: Five per week.
Produced by: Doug Weikle.
Submitted by: KREX-TV, Hillcrest Manor, Grand Junction, Colo.

5:35 News

Telecast Monday through Friday afternoons. Newscaster is Floyd Kalber, news director. Each newscast includes local, regional and national news compiled by station's News Dept. and from wires of AP and UPI. Also sports and weather summary.
Running Time: 10 minutes.
Cost: On request.
Produced by: KMTV.
Submitted by: KMTV, 2615 Farnam St., Omaha, Nebr.

News Room

Top of the news at the end of the day. Full facilities including CBS News Films, Fax still and silent film with narration. Special feature is a look behind the headlines with experienced world traveler and educator, Dr. Hugh Tiner. Originates directly from the news room. Fast-paced—designed to completely cap day's news. News Room host: Bill Johns. Sports editor, Lute Mason. Weatherman: Joe Marciano.
Running Time: 30 minutes.
Cost: On request.
Number Available: Continuing program.

Produced by: George Stantis.
Submitted by: KFMB-TV, Wrather-Alvarez Broadcasting Co., Inc., 1405 5th Ave., San Diego, Calif.

New England Today

Jack Chase and Don Kent present the latest news and weather reports, plus items of general interest. An important feature is a daily rundown of farm market prices. Presented 6:45-7 a.m., Monday through Friday.
Running Time: 15 minutes.
Cost: On request.
Number Available: 5.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Ten O'Clock Report

Program featuring Ed Fleming with the international, national and local news: Bill Stout's "Special Assignment"—a probing look behind the local headlines; Gil Stratton with the sports news; and Harry Geise with the weather forecasts.
Running Time: 30 minutes.
Cost: \$1,200 (also available in segments).

Number Available: Monday through Friday.

Produced by: KNXT News Dept.
Submitted by: KNXT, 1313 N. Vine St., Los Angeles, 28.

It Happened Last Night

Utilizing the magazine format of such shows as "Today," on a local basis, program combines on-the-spot news reporting, direct lines to all major news sources, interviews with well-known people of interest in the area and various types of live entertainment. This show is ably hosted by news-editor, Ralph Wayne.
Running Time: 60 minutes.
Cost: On request.
Produced by: KFDD-TV.
Submitted by: KFDD-TV, Box 1400, Amarillo, Texas.

Texas News and Weather

A five-minute summary of the latest news and weather derived from the station's news room, consisting of local and state events. Monday through Friday, 7:25-7:30 a.m. and 8:25-8:30 a.m.
Running Time: 5 minutes.
Cost: \$38 per show.
Number Available: Monday-Friday.
Produced by: KTRE-TV.
Submitted by: KTRE-TV, Box 701, Lufkin, Texas.

News at Noon

Ten-minute review of local, national and world news. Headlines and film highlights from UPI are combined with the day's big stories on the local scene. Veteran newsman Jack Chase is featured on the program. Monday-Saturday, 12 noon.
Running Time: 10 minutes.
Cost: On request.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

TV News Digest

A 30-minute program composed of six five-minute segments. Six different personalities report sports, names in the news, weather, farm and business, headlines and feature page. News photos and local films are used in various segments.
Running Time: 30 minutes.
Cost: On request.
Number Available: 15.
Produced by: Gary Ferlisi, KSBW-TV.
Submitted by: KSBW-TV, Salinas Box 1651, Salinas, Calif. Valley Broadcasting Corporation,

NBC News

Commentators Chet Huntley and David Brinkley report the news.
Running Time: 15 minutes.
Cost: On request.
Produced by: NBC.
Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

The Sunday Weather

A wrap-up of the weekend weather from station's news department. This Sunday weather show is one of the only early evening news and weather shows on Kansas City TV. Established audience for over seven years.
Running Time: 5 minutes.
Cost: \$180 per program.
Number Available: Unlimited.
Produced by: Channel 4.
Submitted by: WDAF-TV, National Missouri TV, Inc., 3030 Summit, Kansas City, Mo.

Weather Vane

A report on the weather, local and national, with Harry Geise and pre-

dictions of the weather to come.
Running Time: 5 minutes.
Cost: \$450.
Number Available: Monday through Friday.
Produced by: KNXT.
Submitted by: KNXT, 1313 N. Vine St., Los Angeles, 28.

TV Weather

Weather news prepared from material furnished by U. S. Weather Bureau and utilizing specially-designed set on pertinent features of weather information, including large mock-up instruments. Program is done by expert meteorologist.
Running Time: 8 minutes.
Cost: \$77.
Number Available: Three per week.
Produced by: Ted Ford.
Submitted by: KREX-TV, Hillcrest Manor, Grand Junction, Colo.

Outlook

A TV news program featuring film and live studies of noteworthy events and personalities, with Chet Huntley as regular editor-commentator.
Running Time: 30 minutes.
Cost: On request.
Produced by: NBC.
Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

Weather Today

Program is done by farm editor, Harry Martin. Features cut-outs of weather symbols, such as clouds, sun, rain, etc. Mid-morning weather summary features local, state, national picture and daily forecast with musical background, such as "Blue Skies," "April Showers," etc. Aired Tuesday and Thursday, 9:55 a.m.
Running Time: 5 minutes.
Cost: On request.
Number Available: Twice weekly.
Produced by: Walter Reuleaux.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis, Ind.

Whatever the Weather

Complete weather roundup, prepared by station's meteorologist, Milt Straus, from Weather Bureau, observations and weather wire. Telecast Monday through Saturday, 6:10 p.m.
Running Time: 5 minutes.
Cost: \$108.75 per program.
Number Available: Six per week.
Produced by: Milt Straus.
Submitted by: WISC-TV, 4801 W. Beltline Hwy., Madison, Wisc.

Today

An early-morning series, starring Dave Garroway, featuring a variety of enlightening and entertaining programming—including late news reports, news-in-depth features, interviews with people prominent in the news, remote originations, music and other entertainment.
Running Time: Three hours.
Cost: On request.
Produced by: NBC.
Submitted by: NBC, 30 Rockefeller Plaza, N.Y.C. 20.

Six O'Clock Report

Rundown of international, national news with Ed Fleming; local news with Bill Stout and sports news with Gil Stratton.
Running Time: 15 minutes.
Cost: \$600 per 5-minute segment.
Number Available: Monday through Friday.
Produced by: KNXT News Dept.
Submitted by: KNXT, 1313 N. Vine St., Los Angeles, 28.

LIVE TV DISC JOCKEY

TV, CO-OP (LOCAL, WEB)

Panorama

Encompasses drama, education, music, science, sports, variety, comedy, and everything that can be mentioned. Including Film.

Running Time: 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 551 Fifth Ave., N. Y. C.

Prize Package

A tailor-made package for a shopping center, department store or a super market.

Running Time: 15, 30, 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 551 Fifth Ave., N. Y. C.

Going Forward Crusade

History and background of the community — going back to the days when you had to dodge an Indian to keep the scalp on your head — and working up to the present time. Brings out the advantages of living, working, praying and playing in the community. Also awards cash prizes weekly.

Running Time: On request.

Cost: None: sold by us to local accounts.

Number Available: Unlimited.

Produced by: GBA (Gallucci Bros. & Associates).

Submitted by: GBA, 3129 Hewitt Ave., Louisville 18, Ky.

Queen for a Day

Jack Bailey interviews the prospective "queens," from which one is chosen and showered with gifts.

Running Time: 45 minutes.

Cost: Participating.

Number Available: Daily.

Produced by: NBC-TV.

Submitted by: WHIZ-TV, Downer Rd., Zanesville, Ohio.

The Jack Paar Show

Jack Paar and his guest originate a live one-hour and 45-minute show on NBC-TV five nights a week. Provides wonderful late night live entertainment.

Running Time: 135 minutes.

Cost: Participating.

Number Available: Daily.

Produced by: NBC-TV.

Submitted by: WHIZ-TV, Downer Rd., Zanesville, Ohio.

Juke Box Saturday Club 45 Nite

Local DJ has 10 or 12 couples from area high schools on the program each week. They dance in the studio to records, pantomime popular songs. Programs alternate weekly.

Running Time: 30 minutes.

Cost: \$165.70 per week.

Number Available: 52 (once-a-week basis).

Submitted by: WKST-TV, First Federal Plaza, New Castle, Pa.

Seattle Bandstand

A two-hour once-weekly musical variety show where local teenagers are invited to our local studios for a dancing party. The format is fashioned after the ABC Network "American Bandstand." Guest appearances are made by recording stars appearing in Seattle from week to week. Other features: Teenagers of the Week; Hotline call to recording stars; Bandstand Bulletin Board, and specialty dancers from local schools. Saturdays, 1-3 p.m.

Running Time: 120 minutes.

Cost: On request.

Produced by: KING Television.

Submitted by: KING Broadcasting Co., 320 Aurora, Seattle 9, Wash.

Seventeen

A disc jockey-dance program which is popular with both teenagers and their parents in central Iowa. A program of dancing, games, interviews and special events planned for the enjoyment of the entire family.

Running Time: 90 minutes.

Cost: \$700.

Number Available: One.

Produced by: Dick Greene.

Submitted by: WOI-TV, Ames, Iowa.

Nine Teen Time

Fourteen area teenage couples are studio guests on each program. Dancing is highlighted; however, other teenage talent is displayed in the form of specialty numbers, instrumental groups, etc. Refreshments are served and each teenager is briefly interviewed. George Wilson and Stan Scott serve as co-hosts.

Running Time: 45 minutes.

Cost: On request.

Produced by: WSTV, Inc.

Submitted by: WSTV, Inc., Exchange Realty Bldg., Steubenville, Ohio.

Oklahoma Bandstand

Area teenagers gather each week to dance to records and name artists. The show is held in a ballroom large enough to accommodate 300-500 persons, and membership is necessary for admission. Miss Oklahoma Bandstand and other contests are run to stimulate interest.

Running Time: Two hours.

Cost: On request.

Number Available: Unlimited.

Produced by: KOCO-TV.

Submitted by: KOCO-TV, 920 Britton Ave., Oklahoma City, Okla.

Juke Box Dance Party

A record hop directed to teenage participants from various high schools. Students are interviewed, supply talent from their area and participate in a platter quiz. A weekly dance contest is held terminating at the end of 13 weeks with gold trophies awarded.

Running Time: 90 minutes.

Cost: \$200.

Number Available: 52.

Produced by: Bud Kurtz.

Submitted by: WOAY-TV, Oak Hill, W. Va.

Soundtrack

Seen every morning, Monday-Friday, 7-10 a.m. and Saturday, 7-9 a.m. Program features Ted Nabors, a long-time radio DJ (25 years). Good music (light on rock 'n roll), news, (five minutes every half hour), weather and frequent special events by remote control.

Running Time: Three hours.

Cost: On request.

Number Available: Six per week.

Produced by: KTRK-TV.

Submitted by: WTRK-TV, 4513 Cul- len, Houston, Texas.

Channel 9 Bandstand

Emceed by Bob Keith, well-known local TV and radio personality, and Pattie Sweeney, a teenager herself. Program is fashioned after its big brother, "American Bandstand," with a different high or junior high school each week as guest of the show. Dancing, opinion polls of new records, dance contests and interviews with the teenager himself.

Running Time: 60 minutes.

Cost: On request.

Number Available: One hour per week.

Produced by: WLOF-Television.

Submitted by: Mid Florida Television Corp., WLOF-TV, 639 W. Central, Box 5795, Orlando, Fla.

Dance Date

Young, personable Dick Van Sice each day plays good music for the area's teens to dance to in our studios. Show also features teen interviews, contests, membership in the Dance Date club, and frequent visits by top record personalities and other show business names. In its short time on the air, already popular, Monday through Friday, 4:30-5:15 p.m.

Running Time: 45 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: WKBN.

Submitted by: WKBN Broadcasting Corp. (WKBN-TV), 3930 Sunset Blvd., Youngstown, Ohio.

Top Ten Dance Party

A male and female co-host, for dancing teenagers, and during the summer months older people will also have their special series of "old-time" dancing parties. During school months one school is featured a week and dancing champions are selected.

Running Time: 60 minutes.

Cost: On request.

Number Available: 52.

Produced by: WTVD.

Submitted by: WTVD, 1750 Newton Rd., Durham, N. C.

Summer Bandstand

A full 30 minutes of lively entertainment with hit music, dancing, diversified audience participation features and prominent guest stars—is seen Monday through Friday.

Running Time: 30 minutes.

Cost: \$62 per 60-sec. announcement.

Number Available: Five per week.

Produced by: Lou Stumpo.

Submitted by: KEY-T, 730 Miramonte Dr., Santa Barbara, Calif.

Record Shop Hop

Dave Maynard, popular TV personality, presents top dancers and outstanding recording artists in a half hour of the day's top tunes. Monday-Saturday, 4:45-5:15 p.m.

Running Time: 30 minutes.

Cost: On request.

Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston, Mass.

TV Platter Palace

Records and requests on TV. Live interviews with guests, film clips, occasional live entertainment, feature stories and pictures on recording and movie stars.

Running Time: 30 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: Lauren Haacke.

Submitted by: KDIX-TV, 119 Second Ave. W., Dickinson, Mo.

Dance Party

Johnny Anthony and Connie Kaye host this teenage show. Each week a different school or social group is invited to participate on the program. A bus is assigned to pick up the group and return them to the starting point. The couples dance, play games, win prizes on dance contests, teen topics, mystery voice. Local live talent, usually including an entertainer from the group, plus other talent contributions from within our coverage area. Visiting artists also make appearances on the show, aired Saturdays, 4-5:30 p.m.

Running Time: 90 minutes.

Cost: On request.

Submitted by: WITI-TV, Box 641 Milwaukee, Wisc.

LIVE TV QUIZ

Name the Game

Live panel show asking sports questions of top sports personalities in the WKZO-TV viewing area. Emceed by Sports Director Len Colby, added interest results from the Mystery Guest, and the live audience questions by Little League and Babe Ruth League youngsters. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** One per week. **Produced by:** WKZO-TV Sports Dept. **Submitted by:** Fetzer Broadcasting Company, WKZO-TV, Broadcast House, 590 W. Maple St., Kalamazoo, Mich.

Tele-Quiz

A new and exciting way for the home viewer to be entertained and win valuable prizes at the same time. The "Tele-Quiz" MC, Chuck Pugh, shows several film clues of well-known objects on each program. Viewer is given an opportunity to identify the objects by phone and win valuable prizes, Monday-Friday. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** Five per week. **Produced by:** WTVR. **Submitted by:** WTVR, 3301 W. Broad St., Richmond, Va.

I Know You

An audience participation show starring Hugh Downs, in which contestants assume the identities of famous personalities in a game filled with suspense and fun. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Kasander-Taines Productions. **Submitted by:** Kasander-Taines Productions, 510 Madison Ave., N.Y.C. 22.

Jigsaw Jackpot

Program that transforms the familiar jigsaw puzzle into an exciting game played for cash. Two contestants are placed in a sound-proof studio with a large puzzle board and given the chance to earn jigsaw pieces that will enable them to complete and identify a picture. Five per week, daytime. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Wilbur Stark, Jerry Layton.

L'Equipe

French-language live spectacular once a month, featuring professional acting talent. Series covers drama anthology and light comedy. Scripts written especially for series. **Running Time:** 60 minutes. **Cost:** \$415. **Number Available:** Four shows. **Produced by:** Rene Barrette, Jean De Villiers. **Submitted by:** CFCL-TV, Box 620, Mont Sacre-Coeur, Timmins, Ontario.

"Monty" Curtiss, Newsreel Cameraman

Dramatic series telecast live and with integrated TV newsreel film action. "Monty" Curtiss, newsreel cameraman, is romantic, adventurous hero. He films human interest items,

Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Cookbook Quiz

A quiz show in which two women's clubs compete against each other. Contest is made up of six rounds with the winner of each round winning so many points. Club with the highest total at the end of the sixth round wins the prize. **Running Time:** 30 minutes. **Cost:** \$100 per minute participation. **Number Available:** Daily. **Produced by:** William Fanning. **Submitted by:** KOMO-TV, 100 Fourth Ave., Seattle 9, Wash.

Three to Win

Live daytime TV program combining proven audience participation with pyramiding money give-aways. The pool starts with a large sum of money and as each contestant plays, additional sum is placed into pool. A student contestant can win scholarship in addition to money through the help of a "name" guests. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Wilbur Stark, Jerry Layton. **Submitted by:** Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Money Tree

This half-hour quiz program telecasts Monday through Friday and originates from station's studios. Contestants are selected from the studio audience and from home viewers. Prizes are awarded each day. **Running Time:** 30 minutes. **Cost:** One-minute participation—\$140. **Number Available:** Five participations. **Produced by:** KPIX. **Submitted by:** KPIX, 2655 Van Ness Ave., San Francisco, Calif.

Cut the Comedy

A braintrust of comics will win cash for a studio contestant when they "Cut the Comedy" to answer straight questions for big cash prizes. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Kasander-Taines Productions. **Submitted by:** Kasander-Taines Productions, 510 Madison Ave., N.Y.C. 22.

Strike It Rich

One of radio and TV's top-rated shows for 10 consecutive years, "Strike It Rich" is again available for sponsorship. New innovations in the format include a segment for at-home participation by viewers. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Walt Framer. **Submitted by:** Walt Framer Productions, 1150 6th Ave., N.Y.C.

Destination

A quiz show with one of the greatest give-aways ever though up. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** Unlimited. **Produced by:** V. S. Becker Productions. **Submitted by:** V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

Can You Top This?

A new TV format has been devised for this long-running, highly-rated radio show. Peter Donald will MC with Harry Hershfield, and a different guest panelist each week. Reaction to jokes will be measured by a new electronic device called the "Human Laugh Meter." **Cost:** On request. **Produced by:** Walt Framer. **Submitted by:** Walt Framer Productions, 1150 6th Ave., N.Y.C.

Futures Unlimited

Three youngsters appear on each show in an effort to win large cash prizes to help pay college tuition, or to in some way help them build their future. Each youngster appearing on the show will demonstrate his or her particular talent which could be in such varied fields as music, art or science. **Cost:** On request. **Produced by:** Walt Framer. **Submitted by:** Walt Framer Productions, 1150 6th Ave., N.Y.C.

Gags to Riches

From the studio audience, which will include famous visitors, MC Joey Adams selects guests with funny gripes. The guest will explain his complaint and the panelists, usually three, tell their funniest stories on the subject. The guest rates the panelists, depending on how funny he

considers the stories. After all the guests have given their gripes, the total score is tabulated for each panelist. Amount contestant scores donated to charity. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** On request. **Produced by:** Mitchell Grayson. **Submitted by:** WNTA-TV, 1020 Broad St., Newark 1, N. J.

Make Up a Story

A guest from the audience is asked to select six story-board cutouts representing people, places, periods, objects and emotions. The cutouts mounted on a magnetic board are shown to the authors making up the panel, who are given three minutes to "Make Up a Story" about them. **Running Time:** 30 minutes. **Cost (complete):** On request. **Number Available:** On request. **Submitted by:** WNTA-TV, 1020 Broad St., Newark 1, N. J. **Produced by:** Mitchell Grayson.

Make Up Your Mind

The panelists are asked to "Make Up Their Minds" on how to handle a problem, with three possible solutions offered. After the panel discuss the dilemma, Dr. Fred Brown, chief psychologist at Mt. Sinai Hospital, probes the situation from a professional viewpoint. Home viewers are invited to score themselves on the same problems. At the end of the program Dr. Brown analyzes the total scores to give panelists and viewers a "psychological profile." **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** On request. **Produced by:** Pat Hanley. **Submitted by:** WNTA-TV, 1020 Broad St., Newark 1, N. J.

The News Game

Sonny Fox emcees. Hildy Parks and Walter Kiernan are permanent panelists. Guest panelists are invited. Panel is challenged to identify news stories of the past week from a quote, sentence or paragraph. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** On request. **Produced by:** Mitchell Grayson. **Submitted by:** WNTA-TV, 1020 Broad St., Newark 1, N. J.

LIVE TV DRAMA

sports, political figures, disaster—the gamut of day-to-day assignments of a newsreel cameraman. Drama, comedy, adventure, danger, intrigue and family appeal. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Oliver W. Nicoll Prod. **Submitted by:** Television and Radio Features of America, N.Y.C. 36.

This Was News!

The news events of the past—old, recent, and most recent—which were of front page importance from earliest times to our own generation, presented as life-like pictorial dramatizations in three vignettes and produced live and part film (or all on film for syndication). Introductions narrated by a prominent newscaster-personality. Heavy drama, light comedy, good

American humor, surprise twists—true facts. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** One per week. **Produced by:** Oliver W. Nicoll Prod. **Submitted by:** Television and Radio Features of America, N.Y.C. 36.

Above and Beyond

Stories of heroism of decorated U. S. war veterans with incident leading to decoration as climax. Material from Defense Department files. Dramatizes heroism and sacrifice for American way of life. Subject presented in current life in home interview with valuable awards, other members of story flown to reunion. **Running Time:** 30 minutes. **Cost:** On request. **Number Available:** Unlimited.

Produced by: Advertisers' Broadcasting Company. **Submitted by:** Advertisers' Broadcasting Company, 117 W. 46th St., N.Y.C. 36.

Crime Prevented!

Unusual format in crime and mystery stories. The amazing Prof. Grell is the only character on the air who prevents crimes—instead of merely capturing offenders. Grell's psychological approach forestalls the final completion of crimes. Name star as Prof. Grell. **Running Time:** 30 minutes. **Cost:** On request. **Produced by:** Basch Radio & Television Productions. **Submitted by:** Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

LIVE TV MISCELLANY

Unit 8

The WOOD-TV mobile unit travels to various places in and around the WOODland area to bring on-the-spot programs such as a visit to the local hospital, zoo, plaster mines, airport. Anything that's of interest to the people of western Michigan.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WOOD-TV.

Submitted by: WOOD-TV, 120 College Ave., S.S., Grand Rapids, Mich.

Stories of Old Quebec

Father Arthur Maheux has been a familiar figure among historical societies for some 30 years. With his cigarette holder and quiet humour, he was known as a personable storyteller as well. He now enthalls young and old alike on TV as narrator of Stories of Old Quebec. Institutional sponsorship only.

Running Time: 15 minutes.

Cost: \$235.

Number Available: 13.

Produced by: Raynald Letourneau.

Submitted by: Television De Quebec (Canada) Limitee, 200 St-Jean Bosco St., Ste-Foy, Quebec.

The World Around Us

A daily half-hour program devoted to information, instruction and entertainment; encompassing such subjects as great books, fashions, "The World of the Circus", Spanish lessons, Speed-writing, pre-natal care, "France '58," etc. 9-9:30 a.m., Monday-Friday, MC Betty Adams.

Running Time: 30 minutes.

Cost: On request.

Produced by: Program Department, WJAR-TV.

Submitted by: WJAR-TV, The Outlet Company, 176 Weybosset St., Providence, R. I.

Adventure Tomorrow

Dr. Martin L. Klein's science series featuring documentary films and distinguished guests explaining scientific developments in lay terms. Presentation includes live demonstrations of scientific phenomena, and is narrated live by Dr. Klein.

Running Time: 30 minutes.

Cost: \$1,375.

Number Available: Continuing series.

Produced by: Rosalie Hughes.

Submitted by: KCOP, 1000 N. Calhoun Blvd., Hollywood 38, Calif.

Breakthrough

Designed to cast an enlightening eye upon the vast breakthroughs achieved in science and engineering throughout the years. Each show unravels one specific topic. This is attained by means of a continuing narrator, live performers enacting vignettes, props and special authoritative guests related to the subject under exploration.

Running Time: 30 minutes.

Cost: \$840 one time.

Number Available: Two per month.

Produced by: Milton Frankie.

Submitted by: Westinghouse Broadcasting Co., KYW-TV, 815 Superior Ave., Cleveland, 14, Ohio.

Stars in Their Eyes

A daytime soap opera with the comedy and pathos of young people who come to the city in search of fame and fortune.

Running Time: 15 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 551 Fifth Ave., N.Y.C. 17.

Personal Romances

Exclusive arrangement and tie-in

with the magazine of the same name. Excellent for either a half hour, once-a-week show; or, across-the-board in quarter or half-hour format, with each story line completed in five episodes.

Running Time: 15 or 30 minutes.

Cost: On request.

Produced by: Basch Radio & Television Productions.

Submitted by: Basch Radio & Television Productions, 17 E. 45th St., N.Y.C. 17.

Your Question Please

Four local ministers participate in a panel program. Three serve as panel members, answer questions telephoned to station by viewers. The fourth minister answers telephone and relays questions to ministers.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52.

Produced by: WIBW-TV.

Submitted by: WIBW-TV, Box 119, Topeka, Kans.

Modern Romances

Daytime drama with new story and a new cast every week, thus providing opportunity to present varied story lines ranging from mystery to romance, adventure to family conflicts, each drama taking place in new setting and locale. Five per week, daytime.

Running Time: 30 minutes.

Cost: On request.

Produced by: Wilbur Stark, Jerry Layton.

Submitted by: Wilbur Stark-Jerry Layton, Inc., 6 E. 45th St., N.Y.C. 17.

A Woman's Decision

This dramatic series involves people and problems aimed specifically at the average housewife. Identification is

brought about by having a female narrator on the scene to sum up the problem involved from a woman's point of view. Five per week, daytime.

Running Time: 30 minutes.

Cost: \$19,005.

Produced by: Wilbur Stark, Jerry Layton.

Submitted by: Wilbur Stark-Jerry Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Medical Center

Series combines the story of a patient and his involvements together with his doctor and the treatment prescribed—which often goes beyond the mere medical approach. Concentration on the medical problem with personal and psychological problem of patients. Five per week, daytime.

Running Time: 30 minutes.

Cost: \$19,0005.

Cost: \$19,005.

Produced by: Wilbur Stark, Jerry Layton.

Submitted by: Wilbur Stark-Jerry Layton, Inc., 6 E. 45th St., N.Y.C. 17.

Story from Hollywood

Dramatizations of problems involving identifiable people who happen to live and work in Hollywood (not necessarily actors and/or producers). Stories will be related by a Hollywood "name" columnist who, to lend even greater authenticity to story, will sometimes interview the Hollywood figure around whom story is centered. Five per week, daytime.

Cost: On request.

Cost: \$19,005.

Produced by: Wilbur Stark, Jerry Layton.

Submitted by: Stark-Layton, Inc., 6 E. 45th St., N.Y.C. 17.

To Broadcasters

AP

means

Added Profits

Added Prestige

**The Associated Press
50 Rockefeller Plaza
New York 20, N.Y.**

NEW EDUCATIONAL SERVICE RELEASED

... Public Service Shows Available To Radio Stations

By CARL HAVERLIN

President, Broadcast Music, Inc.



A NEW radio series, "The World of the Mind," written by more than 50 outstanding American scientists and teachers, has been prepared by Broadcast Music, Inc. The programs are in cooperation with the American Association for the Advancement of Science and the American Council of Learned Societies. The programs are made available, gratis, to all radio and television stations and to public libraries and local boards of education to be used in connection with broadcasting.

The series encompasses a wide range of topics in the sciences and the humanities. Each of the papers, intended to be presented by local broadcasters, has been written by an American scholar or scientist and concerns either the work of a learned organization of which he is a member or the particular scientific field in which he is an expert.

Wallace R. Brode, president of the American Association for the Advancement of Science, Science Advisor in the Department of State and a contributor to the series, commented recently: "As science becomes a more important subject in our area of knowledge, and as man begins to know and accept the basic facts of science, he is becoming better prepared to know and understand the more complex aspects of science. If we can, in these presentations, border on the area where the subject matter presents an intellectual challenge to the listener and stimulates new ideas and thoughts, and increases the listeners' knowledge as well as appreciation of science, we will have been successful and will feel that our efforts were well worth while. Science exists, whether we can explain it or not, but man's full use and advantage of science can come only by increased knowledge and understanding on his part."

"The World of the Mind" is another program made available for broadcasting as a public service by BMI. The continuing series, "The American Story," prepared in association with the Society of American Historians and first introduced in 1954, has been published as a book and distributed as a dividend by both the Book-of-the-Month Club and the Literary Guild. On its publication in England, a reviewer commented: "One of the chief laments of the American academic is that the United States has no Third Programme. Our own is not what it was, and . . . we may be less supercilious towards American attempts to use radio for cultural purposes. This admirable collection is made up of talks delivered over Station WNYC in New York and hun-

dreds of other stations in the loose federation of American broadcasting."

The list of programs in "The World of the Mind" and their authors follows.

"THE WORLD OF THE MIND"

Programs Prepared in Cooperation with the

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

THE SUN

by Walter Orr Roberts, Director, High Altitude Observatory and Head, Department of Astro-Geophysics, University of Colorado.

ORIGIN AND EVOLUTION OF THE STARS

by Jesse L. Greenstein, Professor and Chairman, Department of Astrophysics, California Institute of Technology

THE MILKY WAY

by Harold Weaver, Professor of Astronomy and Research Astronomer, Lick Observatory, University of California (Berkeley)

CHEMISTRY OF NUTRITION

by C. A. Elvehjem, President, University of Wisconsin; former Chairman, Department of Biochemistry and Dean of the Graduate School, University of Wisconsin

THE HORSE COMES TO THE GREAT PLAINS

by Leslie Spier, Editor, "Southwestern Journal of Anthropology"; Professor Emeritus, University of New Mexico

MAN-APES OF SOUTH AFRICA

by William L. Straus, Jr., Professor of Anatomy and Physical Anthropology, Johns Hopkins University

HOW THE VILLAGE-FARMING COMMUNITY CAME INTO BEING

by Robert J. Braidwood, Professor, Department of Anthropology, University of Chicago; Oriental Institute Professor of Old World Prehistory

LINGUISTICS

by Norman A. McQuown, Associate Professor of Anthropology and of Linguistics, University of Chicago

HOW CHILDREN GROW

by W. W. Greulich, Professor and Head, Department of Anatomy, Stanford University School of Medicine

ATOMIC RADIATIONS AND HEREDITARY EFFECTS

by Hermann J. Muller, Professor of Zoology, Indiana University

EFFECTS OF EARLY ENVIRONMENT

by Helen Mahut, Research Associate, McGill University

EXPERIMENTAL NEUROSES IN ANIMALS

by Howard Liddell, Professor of Psychobiology, Director of Behavior Farm Laboratory, Cornell University

EXPERIMENTS ON ANXIETY

by Charles W. Eriksen, Associate Professor, Department of Psychology, University of Illinois

TWENTIETH CENTURY POPULATION PROBLEMS

by Conrad Taeuber, Assistant Director, Bureau of the Census, United States Department of Commerce

DUST BOWLS AND FLOODS

by Paul B. Sears, Professor of Conservation and Chairman, Conservation Program, Yale University

NUMBERS AND CALCULATIONS

by Oystein Ore, Sterling Professor of Mathematics, Yale University

THE NEWEST ELEMENTS

by Albert Ghiorso, Radiation Laboratory, University of California (Berkeley)

SOLAR ENERGY

by Farrington Daniels, Professor and Chairman, Department of Chemistry, University of Wisconsin

CHEMISTRY OF THE FUTURE

by Wallace R. Brode, Associate Director, National Bureau of Standards, United States Department of Commerce

THE POLITICAL ECONOMY OF NATIONAL SECURITY

by Benjamin H. Williams, member, staff and faculty, Industrial College of the Armed Forces

AMERICAN PHILOSOPHICAL SOCIETY

by Sidney Painter, Chairman, Department of History, Johns Hopkins University; Treasurer, American Council of Learned Societies

AMERICAN ACADEMY OF ARTS AND SCIENCES
by Harlow Shapley, Paine Professor of Astronomy, Harvard University

AMERICAN ANTIQUARIAN SOCIETY
by Clifford K. Shipton, Librarian, American Antiquarian Society; Custodian, Harvard University Archives

AMERICAN ORIENTAL SOCIETY
by Edith Porada, member Queens College Art Department; Honorary Curator, Ancient Mesopotamian Seals and Tablets, Morgan Library, New York City

AMERICAN NUMISMATIC SOCIETY
by George C. Miles, Chief Curator, American Numismatic Society

AMERICAN PHILOLOGICAL ASSOCIATION
by Walter R. Agord, Professor of Classics, University of Wisconsin

ARCHAEOLOGICAL INSTITUTE OF AMERICA
by Jotham Johnson, Professor of Classics, New York University

SOCIETY OF BIBLICAL LITERATURE AND EXEGESIS
by Erwin R. Goodenough, Professor of History of Religion, Yale University

MODERN LANGUAGE ASSOCIATION OF AMERICA
by George Winchester Stone, Jr., Executive Secretary, Modern Language Association

AMERICAN HISTORICAL ASSOCIATION
by Boyd C. Shafer, Executive Secretary, American Historical Association; Professor and Chairman, Department of History, University of Arkansas, 1952-53

AMERICAN ECONOMIC ASSOCIATION
by Ben W. Lewis, Professor and Chairman, Department of Economics, Oberlin College; Vice President, American Economic Association

AMERICAN ANTHROPOLOGICAL ASSOCIATION
by Jesse D. Jennings, Professor, Department of Anthropology, University of Utah

AMERICAN FOLKLORE SOCIETY
by Anna H. Goyton, Professor of Decorative Art and Associate Curator of Textiles, Museum of Anthropology, University of California (Berkeley)

AMERICAN PHILOSOPHICAL ASSOCIATION
by Brand Blanshard, Sterling Professor of Philosophy, Yale University

BIBLIOGRAPHICAL SOCIETY OF AMERICA
by William A. Jackson, Professor of Bibliography and Librarian, Houghton Library, Harvard University

ASSOCIATION OF AMERICAN GEOGRAPHERS
by Lester E. Klimm, Professor of Geography, University of Pennsylvania, Vice President, Association of American Geographers

AMERICAN SOCIOLOGICAL SOCIETY
by Robert Bierstedt, Professor of Sociology and Chairman, Department of Sociology and Anthropology, City College of New York

AMERICAN POLITICAL SCIENCE ASSOCIATION
by Harold D. Lasswell, Professor of Law and Political Science, Yale University Law School and Graduate School

COLLEGE ART ASSOCIATION OF AMERICA
by Joseph G. Sloane, Professor and Chairman of the Department of the History of Art, Bryn Mawr College; President, College Art Association of America

LINGUISTIC SOCIETY OF AMERICA
by Albert H. Marckwardt, Professor of English and Chairman, Program in Linguistics, University of Michigan

HISTORY OF SCIENCE SOCIETY
by Dorothy Stimson, Dean Emeritus and Professor Emeritus of History, Goucher College

MEDIAEVAL ACADEMY OF AMERICA
by Bortlett J. Whiting, Professor of English, Harvard University

AMERICAN MUSICOLOGICAL SOCIETY
by Charles Seeger, former Professor of Music, University of California; founder and former President, American Musicological Society

AMERICAN SOCIETY FOR AESTHETICS
by Thomas Munro, Professor of Art, Western Reserve University; Editor, "Journal of Aesthetics and Art Criticism"

ASSOCIATION FOR ASIAN STUDIES
by Wilma Fairbank, former secretary, Far Eastern Association; Cultural Relations Officer, American Embassy in China, 1945-47

COMMERCIALS PRODUCERS AND RELATED FIRMS

Academy Pictures, Inc.

49 W. 45th St., N.Y.C. 36
Phone: PL 7-0744

President.....Moray Foutz
Sales Manager.....Nick Newton
Services Offered—Animation and live action films for TV and industry. Slide films and film strips.

Clients—Coca-Cola, Ford Motor Company, Colgate-Palmolive, Shell Oil Co., National Biscuit Company, Schaeffer Brewing Company, Remington Rand Company.

Ad Staff, Inc.

9122 Sunset Blvd., Hollywood 46
Phones: CR 5-5219, BR 2-2671

President.....Don Quinn
Vice Pres.....Joe Donohue
Vice Pres.....Martin Sperzel
Secretary.....Henry Russell

Services Offered—Create and produce musical commercials and jingles. TV and radio commercial consultants.

Clients—Eastside Beer, National Bohemian Beer, Cresta Blanca, Guild Wines, Colonial Stores, Purity Stores, Richfield Oil, Bireley Beverages, Detroit News, Halo, Speedway Gasoline, Sunkist Lemons, Manufacturers National Bank, Arden Dairies, Hansen Bread, and others.

Amenic, Inc.

2421 N. Ramsey, Springfield, Mo.
Phone: UN 5-1367

President.....William Dale Russell
Vice Pres.....Reat R. Younger
Secy.-Treas.....N. G. Hall
Services Offered—Complete 16-mm motion picture service, including kines, and full animation.

Clients—Springfield Gro. Co. (Yellow Bonnet Foods); Missouri Farmer Association (Gold Bond Meats); Brooks Potato Chips.

Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36
Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein
Director.....Bernard Rubinstein
Copy Chief.....David M. Hausdorff
Services Offered—Write, create, produce jingles and commercials.

Clients—Magic Marker.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WA 2-1800-1801

Manager.....Ben Harris
Sales Mgr.....S. Adams
Secretary.....I. Weyhmler
Services Offered—Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

Clients—E. R. Squibb & Sons, U. S. Health Dept. of Pennsylvania.

American Film Producers

1600 Broadway, N.Y.C. 19
Phone: PL 7-5915

Exec. Prodr.....Robert Gross
Exec. Prodr.....Lawrence A. Glesnes
Prodn.....Sheldon Bromowitz
Office Mgr.....Madeline Stolz

Services Offered—Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration; color or black and white, live action or animation in both 16 mm and 35 mm.

Clients—Standard Oil Co., N. J. (McCann - Erickson); Progresso Foods (Carlo Vinti Adv.); National Biscuit Company (McCann-Erickson); Medigum (Doherty, Clifford, Steers & Shenfield); Stella D'Oro Products (Carlo Vinti Adv.); Bulova Watch Company (McCann-Erickson).

Alexander Film Co.

Alexander Film Bldg.,
Colorado Springs, Colo.
Phone: ME 3-1771

N. Y. Phone: LO5-1350

President.....Keith Munroe
V. P., Gen. Mgr.....Jay Berry
V. P., Production.....James Anderson
Services Offered—TV film commercials, business and industrial films, theatre film commercials, distribution.

Clients—General Motors, Philco, 7-Up, Youngstown Kitchen.

Animation, Inc.

8564 Melrose Ave., Hollywood 46
Phone: (Cal.) OL 2-3540

President.....Earl Klein
Prodn. Manager.....Glenn Grossman
Director.....Ed Barge
Calif. Repr.....George Kellogg
N. Y. Repr.....Emile De Antonio
66 W. 53rd St., N.Y.C.
Phone: (N. Y.) JU 2-6026

Detroit Repr.....Ted Petok
14005 Fenkell Ave., Detroit, Mich.
Chicago Repr.....Joe W. Edwards
2735 W. Chanay St., Chicago, Ill.
Services Offered—Animated television commercials, story-boards, sound tracks, educational and industrial films.

Animation Associates, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-3817-8

President.....Graham Place
Vice Pres.....Otto Feuer
Gen. Mgr.....Donald Fellows
Prod. Mgr.....Harry Basch
Services Offered—Producers of animated TV commercial spots and films. ANIMATION is an exclusive animation process using cartoon cut-outs on a multiplane set-up.

Clients—Soil-off, Manufacturers Trust Co., Lever Brothers, Vicks Vapo-Mist, Nestle's, Cities Service Gasoline, Schmidt's Beer.

Animation Service Co.

1780 Broadway, N.Y.C. 19
Phone: CI 5-4832

Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Levko
Administration.....Seymour Posner
Services Offered—All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

Animated Productions Inc.

(Al Stahl Productions)
1600 Broadway, N.Y.C.
Phone: CO 5-2942

President.....Al Stahl
Art. Dept.....Tony Garcia
Director.....Jack Weisburg
Services Offered—TV shows in animation and live. Comic strip animated films. Unusual films in stop-motion technique, animated puzzles, audience participation films, TV commercials and industrial films.

Clients—Owens Corning Glass Co., Coty Products, Phillips Petroleum.

Anime, Inc.

45 W. 45th St., N.Y.C.
Phone: CL 5-3737

President.....Josh Meyer

Vice Pres.....Renee Leigh
Executive Producer.....Mitch Leigh
Account Executive.....Wed Murphy
Services Offered—Package film shows (mostly animation). Producers of animated commercials and industrials.

Evan J. Anton Prods., Ltd.

550 Fifth Ave., N.Y.C. 36
Phone: PL 7-3638

President.....Evan J. Anton
Vice Pres.....Mary Mallios
Sec'y-Treas.....James Mallios
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Associated Broadcast Advertising Co.

1188 S. Muirfield Rd., Los Angeles 19
Phone: WE 6-5564

Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog.

Mgr.....Gertrude T. Porter
Script Dept.....Jean Norah
Services Offered—Scripts created, for any business, ranging from miniature 5-minute programs to half-hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

A T U Productions

130 W. 57th St., N.Y.C.
Phone: JU 6-4292

President.....Allen Swift
Services Offered—Offering a new animated TV film syndication service.

Audio-Video Recording Co., Inc.

730 5th Ave., N.Y.C. 19
Phone: JU 6-5095

Exec. Vice-Pres.....Arthur Shaer
Services Offered—Facilities for recording radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36
Phone: PL 7-0760

President.....Frank K. Speidell
Vice Pres.....Herbert Roessle
Secy.-Treas.....P. J. Mooney
Services Offered—Producers of all types of TV commercials. Complete production facilities. Live action, animation, opticals, etc.

Bill Baird's Marionettes

334 W. 70th St., N.Y.C. 23
Phone: TR 3-6064

Partners.....Bill and Cora Baird
Agency Reps.....Ashley Steiner,
Harold Cohen, Mitchell Benson
Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

Clients—Wheaties, Parliament Cigarettes, Drano, Playtex Baby Pants.

E. J. Barnes & Company, Inc.

480 Lexington Ave., N.Y.C.
Phone: YU 6-8400

President.....E. J. Barnes
Vice Pres.....L. T. Shields
Treasurer.....Jesse Barnes
Services Offered—Suppliers of projection equipment, screens, tape recorders and all audio-visual equipment.

Thos. J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.
Phone: SK 6-8383

Owner-Prodr.....Thos. J. Barbre
Asst. Mgr.....Anita T. Barbre
Dir. Sound.....Paul F. Enrich
Dir. Photography.....H. J. Anderson

Services Offered—Complete business, industrial films, TV commercials. All services. Sound stage. Mobile units. Photography, writing, recording, editing, music, etc.

Clients—Adolph Coors Company, American Furniture Company, Gates Rubber Company, Red Seal Potato Chips, Colorado Fuel & Iron Corporation.

Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17
Phone: MU 2-887

Partner.....Charles J. Basch, Jr.
Partner.....Frankie Basch
Services Offered—Film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

Clients—Shulton, American Legion Auxiliary, Grand Union Stores.

V. S. Becker Productions

551 Fifth Avenue, N.Y.C. 17
Phone: MU 2-0777

Exec. Prodr.....Viola S. Becker
Sales & Prom.....Thomas W. Bieder
Services Offered—Live and film TV commercials, black & white and color, all types of TV production.

Bernard-Degen TV & Radio Spots

1601 N. Gower, Hollywood 28
Phone: HO 5-9886

Partner.....Cy Bernard
Partner.....Vince Degen
Services Offered—Original jingles, arrangements (vocal & music) underscoring to animated and live action production.

Clients—Burgermeister Beer, Italian Swiss Colony Wines, Kellogg's Pop, British Columbia Centennial Theme, C & H Sugar, Clorox Bleach, S & W Foods, M. J. B. Coffee, Starkist Tuna, G & D Vermouth, Heart's Delight (Juicidrink).

Guy Biddick

1046 So. Olive St., Los Angeles 15
Phone: RI 9-8800

Manager.....Guy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burton Zoul
Services Offered—Producer of filmed spot commercials, animation of product or trademark.

Bray Studios Inc.

729 Seventh Ave., N.Y.C. 19
Phone: CI 5-4582

President.....J. R. Bray
V. P., Prod. Mgr.....Paul A. Bray
Treasurer.....M. Bray
Animation Dir.....Max Fleischer
W. G. Gilhartin

Film Dist. Mgr.....B. D. Hess
Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and military.

Byron, Inc.

1226 Wisconsin Ave. N.W.
Washington 7

Phone: FE 3-4000

President.....Byron Roudabust

COMMERCIALS PRODUCERS AND RELATED FIRMS

Vice Pres.....Dudley Spruill
Secretary.....Peter J. Agnew
Services Offered—Print and process 16 mm black & white, print 16 mm color, process 16 mm negative-positive, edgenumbering, sound striping, record, re-record, editorial, animation photography, hot press titles, art and animation.

Calhoun Studios

266 E. 78th St., N.Y.C. 21
Phone: LE 5-2120

President.....Brian Calhoun
Vice Pres.....Paul Goldschmidt
Sec'y-Treas.....Dietlinde Ruber
Prod. Dir.....Howard A. Kaiser
Sales Mgr.....C. P. Gennell
Services Offered—Producer of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

Clients—Philip Morris, Seagrams.

Lars Colonius Prods., Inc.

45 W. 45th St., N.Y.C. 36
Phone: PL 7-0350

President.....Lars Colonius
Services Offered—Full animation facilities. Story boards prepared from client's script. Live action.

Clients—Jello, Kellogs, Pepsodent, Post Raisin Brand, Peter Paul, U. S. Steel, Neolite.

Camera Equipment Co., Inc.

315 W. 43rd St., N.Y.C.
Phone: JU 6-1420

President.....Frank C. Zucker
Sales Mgr.....Burton H. Zucker
Adv. Mgr.....Eugene H. Levy
Services Offered—Sales, service and

rentals, motion picture and TV equipment.

The Camera Mart, Inc.

1845 Broadway, N.Y.C.
Phone: PL 7-6977

Campus Film Productions, Inc.

14 E. 53rd St., N.Y.C. 22
Phone: PL 3-3280

President.....Nat Campus
Exec. Producer.....Jules Krater
Services Offered—Film production under contract.

Capitol Records, Inc.

1750 N. Vine St., Hollywood 28
Phone: HO 2-6252

President.....Glenn Wallichs
Gen. Mgr.....George R. Jones
Natl. Sls. Mgr.....Herbert I. Sachs
Services Offered—Custom recording for records, radio and TV; mastering, processing; full library of production music.

Caravel Films, Inc.

20 West End Ave., N.Y.C. 22
Phone: CI 7-6110

President.....David I. Pincus
Vice Pres.....Calhoun McKean
Secretary.....Claire Barton
Treasurer.....David I. Pincus
Services Offered—Complete 35 and 16 mm production; studios, cutting rooms; animation; projection. Films for industry, TV and government.

Clients—Socony-Mobil, Bethlehem Steel Co., E. I. DuPont de Nemours, American Can Co., American Bible Society, American Heart Association, Allied Stores, Young & Rubicam, BBD&O, William Esty, Kenyon & Eckhardt, Compton, McCann-Erickson.

Cascade Pictures of California

1027 Seward, Hollywood 38 Calif.
Phone: HO 2-6481

President.....Bernard J. Carr
Vice Pres.....Roy Seawright
Services Offered—Producers of film commercial for TV offering complete studio facilities, animation and optical effects personnel.

Hu Chain Associates

15 E. 48th St., N.Y.C. 17
Phone: PL 5-5240

Owner.....Hubert V. Chain
Services Offered—Radio-TV and motion picture production, direction and script writing.

Charter Oak Tele-Pictures Inc.

923 E. 90th St., N.Y.C.
Phone: TR 6-6800

President.....Louis Cavrell
Secretary.....Otis Cavrell
Treasurer.....Ira Cavrell
Services Offered—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

Chicago Film Laboratory, Inc.

56 E. Superior St., Chicago 11
Phone: WH 4-6971

President.....A. G. Dunlap
Dir. of Sales.....Robert D. Casterline
Prod. Mgr.....Russell T. Ervin, A.S.C.
Laboratory Mgr.....Walter Rice
Services Offered—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

Clients—S. C. Johnson & Sons (Needham, Louis & Brorby); Quaker Oats and Oscar Mayer (Wherry, Baker & Tilden); Swift & Company (J. Walter Thompson); American Medical Assn., Drewry's (MacFarland, Aveyard); North Woods Coffee (Clinton E. Frank, Inc.).

Cineffects, Inc.

115 W. 45th St., N.Y.C.
Phone: CI 6-0951

President.....Nat Sobel
Sec'y-Treas.....Irving Hecht
Services Offered—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

Cine-Video Productions, Inc.

Cine-Video Lane, Boston Post Rd.
Milford, Conn.
Phone: TR 4-6590

Pres., Exec. Prodr.....Garo W. Ray
Tech. Dir.....Kenneth F. Rieke
Field Co-ordinator....Paul S. Cooper
Services Offered—Complete motion picture production services from script to screen; all processes, with the exception of color film development, done under one roof. Processing, editing, sound tracking, release printing. Large sound stages.

Coastal Recording Co., Inc.

136 W. 52nd St., N.Y.C. 19
Phone: CI 6-3900

Executive Vice Pres....Arthur Shaer
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands, Echo chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

NETWORKS • PRODUCERS • AGENCIES • TV STATIONS



OVER 7,000,000 FEET OF CLASSIFIED, MULTI-SUBJECT 35mm FOOTAGE IN ALL CATEGORIES, FOR DOCUMENTARIES, TV LIVE AND FILM PROGRAMS, COMMERCIALS, FEATURES, EDUCATIONALS



333 WEST 52nd St.

NEW YORK 19, N. Y.

Maurice H. Zouary, President

If you are planning a series of live or documentary shows or commercials,

**CALL
JUDSON 2-6185**

We can help you.

COMMERCIALS PRODUCERS AND RELATED FIRMS

Columbia Records

799 Seventh Ave., N.Y.C. 19
Phone: CI 5-7300

President.....Goddard Lieberson
Exec. Vice Pres...Herbert Greenspon
Services Offered—Records, phonographs, needles, electrical transcriptions, plastic products.

Commodore Productions & Artists, Inc.

6636 Hollywood Blvd., Hollywood 28
Phone: HO 9-7502

Services Offered—Create, produce and film commercials of all types.
Clients—Pennzoil Motor Oil.

Consolidated Film Industries

1740 Broadway, N.Y.C.
Phone: JU 6-1700

521 W. 57th St., N.Y.C.
Phone: CI 6-0210

959 Seward St., Hollywood

President.....Herbert Yates
Vice Pres.....Douglas Yates
V. P., W. Coast Mgr...Sidney Solow
Service Offered—Processing of motion picture film.

Continental Film Productions Corporation

539 Vine St., Chattanooga, Tenn.
Phone: AM 7-4302

President.....James E. Webster
Vice Pres.....Gene A. Carr
Secretary.....Thomas Crutchfield
Treasurer.....H. L. Thatcher
Services Offered—Animation, producers of industrial and educational films; producers of film spot commercials.

Clients—Holsum Bread, Fleetwood Coffee, Lay Packing Co., Ziegler Packing Co., Kill-ko, Southern Bell

Telephone & Telegraph Co., Just Rite Barbecue, and Sunpruf.

Cousens-Blair Productions, Inc.

1600 Broadway, N.Y.C. 19
Phone: CO 5-7380

President.....Clayton W. Cousens
Vice Pres.....John K. Cousens
Vice Pres.....Leonard Blair
Services Offered—Production in color or black & white of TV commercials, industrials, educational, documentaries.

Clients—Colgate, Lever Brothers, Minute Maid Orange Juice, Canada Dry Beverages.

Craven Film Corporation

330 E. 56th St., N.Y.C. 22
Phone: MU 8-1585

President.....Thomas Craven
Prodn. Mgr.....Bill Robinson
Services Offered—Production of TV commercials, live and animated.

Clients—Carter Products Co. (Arrid); General Mills (Cheerios, Chem-O-Cel, Gold Medal Flour); Brand Names Foundation; The Nestle Co. (Decaf, Nestea); Republic Shirtings (Tru-Val shirts).

Creativision

1780 Broadway, N.Y.C. 19
Phone: CI 5-4830

President.....Victor Kayfetz
Client Services.....Sylvia Gerson
Art Director.....Abe Blashko
Animation Supervisor.....Leo Levko

Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

Criterion Film Laboratories, Inc.

33 W. 60th St., N.Y.C. 23
Phone: CO 5-2180

President.....Fred G. Todaro
Production Manager...Ernest Todaro
Sales Manager.....Irving Schechter
Services Offered—Developing and printing of black & white and color film.

CTN Advertising Counselors

(Div. of Commercial Telecast Networks, Inc.)

608 Fifth Ave., N.Y.C. 20
Phone: CI 5-8820

President.....Lloyd W. Durant
Vice Pres.....William F. Hogan
Vice Pres.....H. Don Reynolds
Vice Pres.....Edward B. Bell
Sales Mgr.....Madeleine Tuohy
Services Offered—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

Cummings Productions, Inc.

4 W. 56th St., N.Y.C. 19
Phone: PL 7-6452

President.....R. W. Cummings
Vice Pres.....Clyde Sechler
Acc't Supv.....John Clark
Business Mgr.....David Shay
Ind. Div. Mgr.....A. J. Pocock
Services Offered—Creation and production of commercials, TV and radio. Production of industrial shows.

Gordon M. Day Productions

15 W. 44th St., N.Y.C. 36
Phone: OR 9-3595

President.....Gordon M. Day
V. P., Prodn. Super...Carol Bulkley
Treasurer.....Leo L. Reich
Services Offered—Writing-production of radio-TV jingles and spots—from creation of copy, music, lyrics and storyboard to delivery of transcriptions and prints.

Clients—Alcoa, American Tobacco Co. (Roi-Tan Cigars); Dolly Madison Ice Cream; National Bellas Hess; Foremost Dairies; Suffolk Franklin Savings Bank; Karo Syrup; New England Telephone Co. (Yellow Pages); Dairy Queen; Roman Meal Bread; Laddie Boy Dog Food; Sacramento Tomato Juice; Pennzoil; Oil Heat Dealers Association; Margo Wine; Luby Chevrolet Dealers; Morning Treat Coffee; Golden Guernsey Milk; Valley Forge Beer; Nunn-Bush Shoes.

Phil Davis Musical Enterprises, Inc.

1650 Broadway, N.Y.C. 19
Phone: CO 5-8148

President.....Phil Davis
V. P., Mus. Dir...Earl (Nemo) Paul
Production Mgr.....Joe Rhodes
Copy Director...E. C. (Bud) Redding
Exec. Secretary.....Kate Brown

Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Robert Davis Productions, Inc.

21 E. 63rd St., N.Y.C. 21
Phone: TE 8-8410

Pres., Exec.-Prod...Robert F. Davis
Exec. Vice Pres.....Jay Bonafield
Sec'y-Treas.....Winifred O'Keefe

Super. Dir.....Theodore Lawrence
Services Offered—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

D.P.M. Productions, Inc.

62 W. 45th St., N.Y.C. 17
Phone: MU 2-0040

President.....Maurice T. Groen
V.P., charge Prod...Ronald T. Groen
Vice President.....Ernest Fischel
Services Offered—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage.

Demby Productions, Inc.

1 W. 58th St., N.Y.C. 19
Phone: PL 9-2495

President.....Emanuel H. Domby
Vice Pres.....Betty Jeffries
Creative Dir.....Allen Swift
Research.....Alexander Marshack
Services Offered—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

Clients—Vent Air Contact Lens Specialists; Lady Oris Hosiery; Phalanx Industries, Inc.; Products Marketing Corp.; Rad White Crystal Laundry Bleach; Master Cleaners and Dyers; OPO Clothes and others.

Dot Records, Inc.

Subsidiary of Paramount Pictures
1507 N. Vine, Hollywood 28
Phone: HO 2-3141
N. Y. Phone: CI 6-8220

President.....Randy Wood
Vice Pres.....Christine Hamilton
Services Offered—Recording and distributing of phonograph records.

Du Art Film Labs, Inc.

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

President.....Al Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sls.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing of black & white and color motion picture film.

Cal Dunn Studios

159 E. Chicago, Chicago 11
Phone: WH 3-2424

President.....Cal Dunn
Vice Pres.....Joseph G. Betzer
Exec. Art Dir....."Yar" Yarbrough
Services Offered—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

Clients—The Kroger Company, Swift and Company, Brunswick-Balke, Wilkins Coffee, Meadowgold and Rival Dog Food.

Dynamic Film Inc.

405 Park Ave., N.Y.C. 22
Phone: PL 1-7447

President.....Nathan Zucker
Vice Pres.....Lee R. Bobker
Exec. Prodr.....Lester S. Becker
Exec. Prodr. (Medical

Dynamics).....Sol Feuerman
Services Offered—Production and distribution facilities, sound stages, recording studios, animation, associated companies: Dynamics Studios, Inc., Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

Clients—Glamorene, Socony, Mobil, Bulova.



Bernard — Degen

Creators and Producers of

MUSICAL COMMERCIALS

1601 North Gower — Hollywood 28, California

Hollywood 5-9886

Original Music — Lyrics

Scoring to Animation — Live Action



Burgermeister Beer
C & H Sugar
British-Columbia
Centennial Theme
Clorox Bleach
Juicidrink (Heart's
Delight)
Italian Swiss Colony
Wines

M. J. B. Coffee
G & D Vermouth
Foremost Dairies
S & W Foods
Kellogg's Pep
M. J. B. Rice
Starkist Tuna
Par-T-Pak Soft Drinks
S & W Coffee

COMMERCIALS PRODUCERS AND RELATED FIRMS

Eastern Effects, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 5-5280

President.....Maurice Levy
Vice Pres.....Samuel Levy
Sales Mgr.....Max Levy
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Empire Broadcasting Corp.

480 Lexington Ave., N.Y.C. 17
President.....Helen D. Kelleher
Vice Pres.....Arthur Lubo
Vice Pres.....Fred de Jaeger
Services Offered—Tape—disc recording studios—remote work. Production—talent.

Endorsements, Inc.

65 E. 55th St., N.Y.C. 22
Phone: PL 1-0315
9172 Sunset Blvd., Hollywood 46
Phone: CR 6-1272

President.....Jules Alberti
Asst. to Pres.....Hope Hills
Exec. V.P., Chmn. Exec.
Comm.....Tyler Davis
Sr. V.P., Chg. M.P. & T.V.
Oper.....Robert C. Brilmayer
Vice Pres.....Robert L. Montgomery
Vice Pres.....Harold S. Wadro, M.D.
Vice Pres.....Frederick G. Horan
V.P., Chf. Fin.
Officer.....Arthur Steinthal
Secy.-Treas.....Carol Batchelder
Dir. Research Dept..Barbara Marcus
Services Offered—Endorsements and testimonials, live and TV.

Faillace Productions, Inc.

35 E. 35th St., N.Y.C. 16
Phone: MU 5-4652

President.....Tony Faillace
V.P., Creative Dir.....Len Mackenzie
V.P., Musical Dir.....Bob Haggart
Secy.-Treas.....Nanci Fendler
Services Offered—Creation and production of musical commercials. TV-radio consultant to agencies. Packaged shows.

Clients—Tide, Instant Maxwell House Coffee, Maxwell House Coffee, Post Cereals, Ford Trucks, Pepto Bismol, Peter Paul Mounds, Braun Bread, Borden's Milk and Ice Cream, Eskimo Pie, Chiquita Banana, Cats Paw Soles, Schick, Prell, Carling's Red Cap Ale, County Trust, Westinghouse.

Film Arts Productions, Inc.

1700 S. 19th St., Milwaukee 4, Wis.
Phone: MI 5-0523

President.....Harlan P. Croy
Sales Mgr.....Patrick Murphy
Prodn. Mgr.....Gaylord M. Clark
Recording.....Alfred Zemlo
Services Offered—Complete film production facilities for commercials and programming; complete recording facilities, tape and disc.

Clients—Baker/Johnson & Dickinson, Milwaukee; Hoffman and York, Milwaukee; Klau-Van Pietersom Dunlap, Inc., Milwaukee.

Film Associates, Inc.

4600 Dixie Hwy., Dayton 39, Ohio
Phone: AX 3-2164

President.....E. Raymond Arn
General Mgr.....Edward R. Lang
Vice Pres.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Services Offered—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

Clients—Hudepohl Brewing Company (Stockton, West, Burkhart—Cincinnati); August Wagner Brewing Company, Bob Evans Farm Sausage, Marzetti Salad Dressing (Rver and Bowman—Columbus); Gem City Savings Association (Kircher, Helton & Collet—Dayton); Burger Brewing Co. (Midland Adv. Agency—Cincinnati); Cincinnati Milling Machine Co.

Film Graphics, Inc.

245 W. 55th St., N.Y.C. 19
Phone: JU 6-1922

President.....Lee E. Blair
Treasurer.....Bernard Rubin
Secretary.....Leon Levy
Prod. Super.....Sid Greenhaus
Controller.....Stanley Turitz
Sales Reps.....Warren Glinert
Howard Linkoff

Services Offered—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

Films of the Nations Distributors, Inc.

62 W. 45th St., N.Y.C. 36
Phone: MU 2-0040

President.....Maurice T. Groen
Exec. Director.....Ronald T. Groen
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock spots in color.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46
Phone: OL 3-2430

President.....Regina Lindenbaum
Security Rep.....Steven Perry
Services Offered—Film or live TV packages, commercial films, documentary, feature, industrial films, training, security films, fully-equipped sound stage and cleared for security, editorial rooms with complete facilities.

Clients—North Advertising (Toni); BBDO (Wisk, Lever Bros.); Lockheed Aircraft (Guided Missiles Division); Foote, Cone & Belding (Papermate); Tatham - Laird (Creamy Prom).

Filmways, Inc.

18 E. 50th St., N.Y.C. 22
Phone: PL 1-2500

President.....Martin Ransohoff
Vice Pres.....Lee Goodman
Vice Pres.....Nick Webster
Secretary.....Dick Sage
Services Offered—Live action, animation, stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

Clients—Ford Motor Company, Colgate-Palmolive, Lever Bros., P. Lorillard & Co., Proctor & Gamble, Tide, Fab, Chesterfield, Eastman Kodak, Viceroy, Kools, Pontiac, Instant Maxwell House Coffee.

GOT FILM PROBLEMS?



Eastern Engineered Effects

is a complete producers aid service designed to solve your optical problems with highest quality and speed.

ART TO FILM . . .

finest and fastest

Maurice, Sam, Max Levy

Eastern Effects, Inc.

CI 5-5280

333 WEST 52ND STREET NEW YORK 19, N. Y.

These advertisers had their TV Spots produced at James Love Productions with a creative approach and imagination.

JAMES LOVE PRODUCTIONS, INC.

Why don't you?

115 WEST 45TH ST. NEW YORK, N.Y.

JUdson 2-4633

COMMERCIALS PRODUCERS AND RELATED FIRMS

Film Producers Association Of New York, Inc.

15 E. 48th St., N.Y.C. 17
Phone: PL 1-1920

President.....Nathan Zucker
Vice Pres.....Lee Blair
Secretary.....Maxine Culhane
Treasurer.....Edward J. Lamm
Pub. Rela. Counsel. Wallace A. Ross
Services Offered—Association of 35 active film production companies and 20 associate members from laboratory, recording, equipment and other film service companies works to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings, workshops for advertising agencies and other clients, film showcases, etc. and research by active committees serves to educate and improve the industry.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5
Phone: HA 7-3395

President.....Irving Mack
Treasurer.....Joe Mack
Secretary.....Bernard Mack
Dir. Creative TV Sales.....Ted Liss
Prod. Mgr.....Pat Cascio

Branch Office

341 W. 44th St., N.Y.C.
Phone: PL 7-0900

TV Sales Mgr.....Don Mack
Production Mgr.....Betty Serin
TV Production Mgr...Stan Rosenthal
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38
Phone: HO 9-5800

General Manager....Linwood Dunn
Technical Director.....Cecil Love
Services Offered—Specialized laboratory services in 16 mm and 35 mm, color and black & white, including 16 mm color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

Filmmercial Productions

650 N. Bronson Ave., Hollywood 4
Phone: HO 2-7141

Gen. Mgr.....James H. Chapin
Exec. Director...Robert W. Stabler
Special Effects Dir.....Jack Rabin
Creative Director....Louis De Witt
Production Mgr.....Glenn Cook
Supervisor Editor.....Fred Berger
Art Director.....James Sullivan
Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, titling, animation, make-up, hair-dressing, property, set construction departments.

Filmvideo Releasing Corporation

333 W. 52nd St. N.Y.C. 19
Phone: CI 6-4821

President.....Maurice H. Zouary
Librarian Super....Charles T. Diana
Jimmie Wannagel
Services Offered—Over 7,000,000 feet of multi-subject stock footage.

servicing documentary shows and commercial producers.

Florman & Babb, Inc.

68 W. 45th St., N.Y.C. 36
Phone: MU 2-2928

President.....Arthur Florman
Vice Pres.....John Babb
Gen. Mgr.....Leonard Hollander
Services Offered—Sale and rental of 16 and 35 mm motion picture equipment.

Fotovox, Inc.

1447 Union Ave., Memphis 4, Tenn.
Phone: BR 5-3192

President.....Elston Leonard
Vice Pres.....Peter Harkins
Secy.-Treas.....F. M. Leonard

Fox-Marcus Productions

9157 Sunset Blvd., Hollywood 46
Phone: CR 1-9914

President.....S. S. Fox
Vice Pres.....Arnold Marquis
Services Offered—Packagers and producers.

Frazen Productions Inc.

1040 N. Las Palmas Ave.
Hollywood 38

Phones: HO 7-3111, HO 7-6967
Prodr. Dir.....Stanley Frazen
Natl. Sales Dir.....John Brophy
Prodr. Dir.....Sherman Rose
Director.....Tholen Gladden
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities. Entertainment and commercial films.

Clients—Max Factor, Rambler Automobiles, Procter and Gamble,

Pillsbury Mills, Mattel Toys, Bissel Carpet Sweeping Co., Kellogg's Chevrolet, Eastside Beer.

William J. Ganz Company (Div. of Institute of Visual Training, Inc.)

40 E. 49th St., N.Y.C. 17
Phone: EL 5-1443

President.....William J. Ganz
Exec. Prodr.....Herbert R. Dietz
Manager.....Vincent J. Capuzzi
Comptroller.....Jean Page

Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

Clients—American Red Cross, E. R. Squibb & Sons, Radio Corporation of America, Trans World Airlines, Empire State Building Corporation, Lionel Corp., United Fruit Company, Gaines Dog Research Center, Melville Shoe Corporation.

General Film Laboratories

1546 N. Argyle Ave., Hollywood 28
Phone: HO 2-6171

President.....G. Carleton Hunt
Vice Pres., Secy...Hans de Schulthess
Vice Pres.....R. G. Goodwin
Sales Director.....A. A. Brody
Services Offered—Complete 16 and 35 mm black & white developing and printing, plus 16 mm Kodachrome duplicating, magnetic striping.

PACKAGED SHOW SERIES LIVE and FILM

TALES OF THE BLACK CAT — POEM FOR A DAY SERIES
PARADE OF PRESIDENTS — KITTY KOOKE SHOW
VAUDEVILLE DAYS — YOUR HOPE CHEST — GUESS WHAT?

Production services to the industry for over 9 years

STOCK SHOT LIBRARY

Over 7,000,000 feet of classified multi-subject 35mm footage in all categories for documentaries, live TV-film programs, commercials, educationals

MAURICE H. ZOUARY — TV-FILM PRODUCTIONS

333 West 52nd Street, New York 19, N. Y.

JUdson 2-6185

COMMERCIALS PRODUCERS AND RELATED FIRMS

Gerald Productions, Inc.

421 W. 54th St., N.Y.C. 19
Phone: PL 7-2125

President.....Gerald Auerbach
Vice Pres.....William V. Adams
Services Offered—Sound recording and mixing facilities, editorial facilities, production facilities.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
Phone: WI 4-5100

N. Y. Phone: LO 5-5978

President.....William J. German
Exec. Vice Pres.....M. B. Reilly
Vice Pres.....Louis A. Bonn
Treas. & Secy.....M. B. Reilly
Asst. Treas.....T. F. Ross
Asst. Secy.....A. C. Nugent

Chicago Office
6040 N. Pulaski Rd., Chicago 30

Phone: IR 8-4064

Vice Pres.....Thomas L. Gibson
Services Offered—Agent for the sale and distribution of Eastman professional motion picture and TV films.

Sherman Glas Productions,

7142 Sunset Blvd., Hollywood 46
Phone: HO 7-8151

President.....Sherman Glas
Secretary.....Maggi Farkas
Services Offered—Produce animated TV-radio spots.

Glenar Studios

6618 Sunset Blvd., Hollywood 28
Phone: HO 4-0406

Owner.....Sid Glenar

Jack Goetz

1148 San Ysidro, Beverly Hills
Owner.....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 and 35 mm

television features, serials and shorts.

Gold Medal Studios, Inc.

807 E. 175th St., N.Y.C. 60

President.....Martin H. Poll
Vice Pres.....Murray Druckman
Secy.-Treas.....Selma Tamber
Gen. Studio Mgr.....Charles J. Maguire
Board of Directors.....Martin H. Poll
Alfred W. Schwalberg, Arnold
Saint Subber, C. Edwin Knill,
Herman Rush

Services Offered—Two largest stages in the East for film production at 807 E. 175th St.

Goldswan Productions, Inc.

730 Fifth Ave., N.Y.C. 19

Phone: CI 7-3380

President.....Chuck Goldstein
Vice Pres.....Bob Swanson
Sales Mgr.....Chuck Barclay
Exec. Secy. &

Casting.....Marian Baldwin
Services Offered—Full creation and/or production of musical commercials for radio and TV spots.

Clients—Lucky Strike, Campbell's Soup and Hit Parade (BBDO); Texaco's "Swing into Spring" (Cunningham & Walsh); Northwest Orient Airlines and American Dairy Assoc. (Campbell-Mithun); Duz, Cheerios and Betty Crocker (Reynolds-Canada); Kellogg's (Leo Burnett); Dunlop Tires (Comstock); United Airlines (N. W. Ayer).

Harry S. Goodman Productions

19 E. 53rd St., N.Y.C. 22

Phone: PL 5-6131

General Mgr.....Harry S. Goodman
Sales Mgr.....Everett Goodman
Radio Dir.....Frank Gehrecke

TV Dir.....Stuart Wilson
Services Offered—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storybooks originated and produced for TV using live action, cartoon animation or marionettes.

Gotham Recording Corp.

2 W. 46th St., N.Y.C. 36

Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz

Services Offered—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and production staff available.

Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., N.Y.C. 17

Phone: LE 2-9014

President.....Edward R. Graham
Treasurer.....Raymond W. Goulding
Secretary.....Robert B. Elliott

Services Offered—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases—front inception of campaign through delivery.

Clients—Ward Baking Company (Tip-Top Bread); Piels Beer.

Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Hollywood

Phone: HO 9-7968

President.....Ray Patterson
Vice Pres.....Robert L. Lawrence
Secy.-Treas.....Grant Simmons

Gray-O'Reilly

480 Lexington Ave., N.Y.C. 17

Phone: PL 5-2060

Vice Pres.....James E. Gray
Vice Pres.....John F. O'Reilly
Services Offered—Complete studio facilities, motion picture production. *Clients*—American Oil Co., General Foods, Cities Service, General Cigars, Chrysler, Falstaff Beer.

Ben Greene Film Productions

318 W. 51st St., N.Y.C. 19

Phone: PL 7-3858

Services Offered—Production of motion pictures for TV and commercials.

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 11
General Mgr.....Lewis G. Green

Services Offered—Musical jingles, radio, TV, animation, consultation.

Lanny & Ginger Grey: Jingles

18 E. 50th St., N.Y.C. 22

Phone: PL 3-3350

President.....Lanny Grey
Vice Pres.....Ginger Grey
Services Offered—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

Gross-Krasne, Inc.

5420 Melrose Ave., Hollywood 38

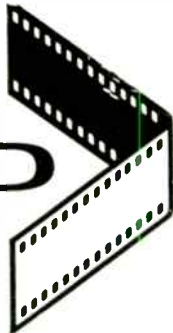
Phone: HO 7-5151

N. Y. Phone: MU 2-7216

President.....Jack J. Gross
Exec. Vice Pres.....Philip N. Krasne
General Mgr.....David Mathews
Adm. Vice Pres.....Jerry King
Sales Vice Pres.....Mel Schlank

Services Offered—Film and produce TV spots, writing services available. *Clients*—Pacific Gas & Electric Co.

WCD



PRODUCERS
of the
FINEST IN FILM

EMPHASIZE CREATIVITY AND PERSONAL SERVICE IN THE DEVELOPMENT AND PRODUCTION OF YOUR TELEVISION COMMERCIALS. YOU'LL ENJOY WORKING WITH US IN OUR AIR-CONDITIONED STUDIOS IN THE HEART OF MANHATTAN.

WONDSEL, CARLISLE & DUNPHY, Inc.

1600 Broadway, N. Y. 19, N. Y.

Circle 7-1600

WE KNOW HOW — WE CAN DO



F I L M W A Y S, Inc.

18 EAST 50TH STREET, NEW YORK

COAST TO COAST

HOOK-UP



F I L M W A Y S, Inc.

1040 N. LAS PALMAS
HOLLYWOOD 38, CALIFORNIA

COMMERCIALS PRODUCERS AND RELATED FIRMS

Clients—Scripto Pen & Pencil (Donahue & Coe); Mosler Safe (Cunningham & Walsh, Inc.); National Biscuit Co., Nabisco Juniors (Kenyon & Eckhardt, Inc.); Esso Standard Oil Co., Flit (McCann-Erickson, Inc.).

Harris-Tuchman Productions

751 N. Highland Ave., Hollywood 38
Phone: WE 6-7189

General Mgr.....Ralph G. Tuchman
Creative Dir.....Fran Harris
Prodn. Supervisor.....Fred Goit
Services Offered—Production of live action and animated TV commercials and industrial films. Creation and production of material originated by agency and/or client.

Clients—Max Factor, Kaiser Aluminum, Tidewater Oil, Standard Oil of Texas, Carnation Company, Seaboard Finance, Lever Bros., Colgate-Palmolive.

Hartley Productions, Inc.

339 E. 48th St., N.Y.C. 17

Phone: EL 5-7762

President.....Irving Hartley
Secy.-Treas.....Elda Hartley
Services Offered—Production of films for TV, industrials, commercials, public service and travelogue.

Hollywood Film Company

946 N. Seward St., Hollywood 38

Phone: HO 2-3284

Partners...Ben and Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood

Phone: HO 4-2181

President.....Mickey Kaplan
Sales Manager.....T. H. Emmett
Services Offered—Developing and printing—Dailies and release prints. Black & white and color. Complete laboratory facilities.

Riley Jackson Productions

6253 Hollywood Blvd., Hollywood 28
Phone: HO 3-2324

President.....Riley Jackson
Services Offered—Complete production for radio and TV. Business films, commercials and shows.

Clients—Seven-up, R.C.A., Nesbitt's, Signal Oil Co., Kellogg's, Dr. Pepper.

Jason Comic Art

480 Lexington Ave., N.Y.C. 17

Phone: PL 3-9370

Director.....Leon Jason
Services Offered—Production of TV film featuring cartoons and puppets; children's shows and commercials.

Jenfred, Inc.

36 W. 57th St., N.Y.C.

Phone: CI 7-1429

President.....C. M. Frederick
Secy.-Treas.....Grace Frederick
Services Offered—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

Jewell Radio and Television Productions

540 N. Michigan Ave., Chicago 11
Phone: MO 4-5757

President.....James E. Jewell
Vice Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor.....James Lawrence

Branch Offices

3062 Penobscot Bldg., Detroit 26

Phone: WO 3-0617

Exec-in-Charge....W. Ralph Jewell

Jingle Mills, Inc.

201 W. 49th St., N.Y.C.

Phone: PL 7-5730

President.....M. Van Brink
Services Offered—Custom made, low cost commercials.

K & W Film Service Corp.

1657 Broadway, N.Y.C. 19

Phone: CI 5-8081

President.....Norman Witten
Vice Pres.....Ralph Koch
Controller.....William A. Rubin
Layout and Opt.

Dept.....Manual Casiano, Jr.
Camera Dept.....Jack Granato
Art Dept.....Larry Rildy
Services Offered—Opticals, titles, special effects, animation and animation photography.

Victor Kayfetz Productions

1780 Broadway, N.Y.C. 19

Phone: CI 5-4830

President.....Victor Kayfetz
Client Services.....Irene Siegel
Dir., Golden Snowball

Div.....Sylvia Gerson
Animation Super.....Leo Levko
Animator.....Abe Blashko

Services Offered—Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

Katzka-Farrell-Gaige Productions, Inc.

730 Fifth Ave., N.Y.C. 19

Phone: JU 2-9130

President.....Anthony B. Farrell
Vice Pres.....Gabriel Katzka
Vice Pres., Treas.....Elise Gaige
Services Offered—Independent producers.

Kling Film Productions

1058 W. Washington Blvd., Chicago 7
Phone: SE 8-4181

President.....Robert Eirinberg
Exec. Vice Pres.....Michael Stehney
Vice Pres., Sales, Creative, Hilly Rose
Services Offered—Complete production and creative facilities for TV commercials and industrial films.

Clients—Frigidaire/Division of GMC, Columbia-Southern Corp., Westinghouse Electric Corp., Norac Sales Corp., Zenith Radio Corp., Owens-Corning Fiberglas Corp., American Bakers Association, Hammond Organ Co.

Herbert Kerkow, Inc.

480 Lexington Ave., N.Y.C. 17

Phone: PL 1-1833

President.....Herbert Kerkow
Secretary.....Rosemond Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Klaeger Film Productions, Inc.

1600 Broadway, N.Y.C. 19

Phone: JU 2-5730

President.....Robert H. Klaeger
Vice Pres.....John J. Fenton
Services Offered—TV and industrial motion pictures: live and animation.

Clients—Grey Adv. Agency, Lennen & Newell, Inc., McCann-Erickson, Inc., McManus, John and Adams, Inc., Foote, Cone & Belding.

Lance Productions, Inc.

353 W. 57th St., N.Y.C. 19

Phone: PL 7-6167

President.....Lorraine Lester
Vice Pres.....Robert Lessner
Treasurer.....Samuel H. Evans
Secretary.....George Lessner
Vice Pres., Production
Coordinator.....Alford H. Lessner
Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Fully equipped studio at: 353 W. 56th St., New York, N. Y. Phone: PL 7-6167; also fully equipped sound recording studio under sub. name, Hudson Recordings, Inc.

Langlois Filmusic, Inc.

1755 Broadway, N.Y.C. 19

Phone: JU 6-5705

President.....C. O. Langlois, Jr.
Sales Mgr.....T. A. Roseen

Services Offered—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded music scoring. Picture editing, narration, and music recording, mixing and sound effects library.

Clients—Screen Gems, Odyssey, NBC.

La Brea Productions, Inc.

915 N. La Brea Ave., Hollywood 38
Phone: OL 4-7400

President.....O. Gail Papineau
Secy.-Treas.....James E. Baumeister
Producer-Dir.....Henry Ludwin
Producer-Dir.....Jack Fenimore

Services Offered—An animation and live action staff for production of TV commercials, industrial and technical films. A special effects title bed, insert stage with kitchen and an animation camera service.

Clients—Nabisco for National Biscuit Co., Vaseline Hair Tonic for Chesebrough-Ponds, Chesterfield for Liggett-Myers, Luron for U. S. Chemical and Borax Co., Westinghouse, S & W Foods, Richfield Oil Corp. Industrial: Hughes Aircraft Co. Technical: Bureau of Aeronautics, Dept. of Navy.

Lawrence-Schnitzer Productions, Inc.

1040 N. Las Palmas, Hollywood 38
Phone: HO 7-3111

N. Y. Phone: JU 2-5242

President.....Robert J. Lawrence
Exec. Vice Pres.....Gerald J. Schnitzer
Prodn. Super.....Leonard J. Grant
Editorial Super.....Jack Ruggierio
Exec. Secy.....Miss Ann McGuire

Services Offered—TV commercials, TV programs and industrial film, film making. Basic ideas and storyboard development. Specialists in color photography.

Clients—General Motors (Chevrolet); Gallo Wine Co. (Gallo Wine); Proctor and Gamble (Joy); Rayco Manufacturing Co., Inc. (Auto Seat Covers, Clear Plastic Covers, Convertible Tops, Mufflers); Colgate-Palmolive Co. with UPA Pictures (Colgate Shaving Cream); Helene Curtis (Enden Shampoo); Socony Mobil Oil Co., Inc. (Mobil Gas and Mobil Oil); Nehi Corporation (Royal Crown Cola); Reynolds Metal Co. (Reynolds Wrap); Goetz Brewing (Goetz Beer).

Robert Lawrence Productions, Inc.

418 W. 54th St., N.Y.C. 19

Phone: JU 2-5242

President.....Robert L. Lawrence
V.P., Edit. Optns.....Henry Traiman
V.P., Studio Optns.....Louis Mucciolo
V.P., Sales.....Martin Low
Treasurer.....Philip Kornblum
Mgr. Anima. Dept.....Peter Cooper

Services Offered—Producer of commercials, industrial films, film series; complete studio facilities: animation department, completely equipped.

Branch Offices

Loucks & Norling Studios

418 W. 54th St., N.Y.C.

Phone: CI 7-2366

Vice Pres.....Howard M. Lawrence
Robert Lawrence Productions
(Canada) Ltd.

32 Frnt St., W., Toronto 1, Ont.

Phone: EM 4-1448

Vice Pres.....John T. Ross

Gene Lester Productions

1487 N. Vine St., Hollywood 28

Phone: HO 4-7287

Producer-Director.....Gene Lester
Chief Tech., Sound...Michael Fenton
Comptroller.....Albert J. Silverman
Production Manager...Martin Sperber

Services Offered—TV film packages and commercials.

Lou Lilly Productions, Inc.

5746 Sunset Blvd., Hollywood 28

Phone: HO 5-6325

President.....Lou Lilly
Vice Pres.....Manny Gould
Edit. Supervision.....John C. Fuller
Casting.....Jeannie Beatty

Services Offered—Produce commercials of all types, one-minute to half-hour. Black & white, color. Industrial and sales training films.

James Love Productions, Inc.

115 W. 45th St., N.Y.C.

Phone: JU 2-4633

President.....James Love
Sales Mgr.....Austin Love
Prodn' Mgr.....James Wille
Svpg. Editor.....William Henry
Services Offered—Complete facilities and production of TV spots and programs, industrial films.

Clients—Westinghouse Electric Corp., Boyle Midway, Inc., Rathenon Mfg. Co., Aluminum Company of America, Libby-Owens-Ford, Vick Chemical Co., U. S. Air Force, General Electric Co., Grumman Aircraft Engineering Corp.

Lewis & Martin Films Inc.

1431 N. Wells, Chicago 10

Phone: WH 4-7477

President.....Herschell G. Lewis
Vice Pres.....Arthur E. Kaplan
Prodn. Mgr.....Robert Henning
Art Dir.....Sanford Greenlaw
Studio Mgr.....Betty L. Taylor

Lux Brill Productions, Inc.

1733 Broadway, N.Y.C. 19

Phone: PL 7-1540

Exec. Prod.....Richard Dubelman
Exec. Ass't.....Donald Holtzman
Dist. Mgr.....Herb Brown
Edit. Chief.....Victor Kay
Prod. Mgr.....Mike Wyler

COMMERCIALS PRODUCERS AND RELATED FIRMS

Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

C. P. MacGregor Co.

729 S. Western Ave., Los Angeles 5
Phone: DU 4-4191

Owner.....C. P. MacGregor
General Mgr.....E. H. Lowry
Services Offered—Complete recording service; production of radio or TV shows and commercials.

Clients—Baus & Ross Co., Campbell-Ewald Co., Hixon & Jorgenson, Allen & Marshall.

Madison Productions, Inc.

60 E. 56th St., N.Y.C.
Phone: PL 1-4646

President.....Gerry Gross
Vice Pres., Treas...Frank B. Sawdon
Vice Pres., Secy.....Rita Fillet
Services Offered—Package and produce radio and TV shows and live commercials.

Milner Productions, Inc.

3800 Liberty Heights Ave.
Baltimore 15

Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner
Vice Pres.....Robert Fenwick
Sales Mgr.....Hoby Wolf
District Mgr.....Ed Hopper

Services Offered—Motion picture production, slide film production, audio spots and original musical jingles, animation, and associated art services.

Clients—FFV Cookies, Holiday Cigarettes, Versatol, Mrs. Schlorer, Yolanda, Luzianne Coffee, Gas Heating, Perpetual Savings.

Morton McConnachie Productions, Inc.

730 Fifth Ave., N.Y.C. 19
Phone: JU 2-0123

President.....Morton McConnachie
Vice Pres., Dir.....Jack B. Hively
Vice Pres., Prodn.

Super.....Bruce McConnachie
Vice Pres.....Hugh D. Brown
General Mgr.....M. E. Kane
Dir., Prodn. Super...George E. Wolf
Spvg. Editor.....William E. King

Services Offered—Complete motion picture production and editorial services; East and West Coast studio, world-wide location service; script to screen in all processes. Library service. Industrial, advertising spot, and TV films.

Movielab Film Labs, Inc.

619 W. 54th St., N.Y.C.
Phone: JU 6-0360

President.....Saul Jeffee
Prod. Mgr.....Frank Berman
Sls. Mgr.....Ben Bloom

Services Offered—Film laboratories.

Motion Pictures For Industry

5243 Kelton Ave., Los Angeles 64
Phone: BR 0-4757

President.....Harry O. Hoyt
Vice Pres.....Reginald Whitcomb
Treasurer.....F. S. Hoyt
Production Manager...E. G. Hayter
Camera.....Joseph Burnham
Sales Manager.....Jonathan White

Services Offered—Producers of 35 and 16 mm commercials, motion pictures and TV shows, principally in color.

M-G-M Records

1540 Broadway, N.Y.C. 36
Phone: JU 2-2000

President.....Arnold Maxin
V. P., Chg. Sales.....Irving Jerome
V. P., Chg. Oper...George Abramson
Services Offered—MGM popular and classical records, custom recording.

MPO Television Films, Inc.

15 E. 53rd St., N.Y.C. 22
Phone: MU 8-7830

President.....Judd L. Pollock
Vice Pres.....Marvin Rothenberg
Vice Pres.....Gerald Hirschfeld
Vice Pres.....Gerald Kleppel
Secy.-Treas.....Arnold Kaiser

Services Offered—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops. Facilities in Hollywood.

Clients—Post Cereals, Schick Lighters (Benton & Bowles); Armstrong "Cushiontone" (Ogilvy, Benson & Mather); RCA-TV (Kenvon & Eckhardt); Winston (William Esty Co.); Chemstrand (Doyle Dane Bernbach, Inc.); H. O. Oats (Sullivan, Stauffer, Colwell & Bayles); Remington "Quiet Writer" (Compton); Campbell Soup (BBDO).

Modern Teleservice, Inc.

219 E. 44th St., N.Y.C. 17
Phone: OX 7-2753

President.....J. R. Ritenour
Mgr. N.Y. Sls. & Cord. Nat.

Sls.....Alex Leslie
N. Y. Office Mgr.....Jack Boyet

Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

Music Makers, Inc.

45 W. 45th St., N.Y.C. 36
Phone: CI 5-3737

President-Creative Dir...Mitch Leigh
General Mgr.....Josh Meyer
Account Super.....Herman Edel
Prodn. Coordinator....Renee Leigh

Services Offered—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

Clients—Lever Brothers, Gayla Soap, DuPont (BBDO); Chemstrand, Thom McAnn, Gallo Wine, American Export (Doyle Dane Bernbach, Inc.); Coca-Cola (Marschalk & Pratt); Scott Paper (J. Walter Thompson); Schick Electric Razor (Benton & Bowles); Bavarian Beer, Muellers Macaroni (Calkins & Holden); Beneficial Finance (Al Paul Lefton Co.); Procter & Gamble's Secret Deodorant (Leo Burnett); Prudential Insurance (Reach, McClinton); Procter & Gamble's Liquid Drest & Dash (Dancer-Fitzgerald-Sample); Procter & Gamble's Duncan Hines (Compton); Niagara Star (C. L. Miller); Pillsbury Cake Mix (Campbell-Mithun).

Muzak Corporation

229 Fourth Ave., N.Y.C. 3
Phone: OR 4-7400

Board Chairman...Jack D. Wrather
President.....Charles C. Cowley
Vice Pres., Treas....John R. Andrus
V. P., Legal Counsel..Leonard Scholl
V. P., Dir. of Market-

ing.....Joseph W. Roberts
V. P., Nat. Sales

Mgr.....Warren Coughlin
V. P., Sp.

Ser.....Alexander B. Motenko
V. P., Program Dir...Donald O'Neill

THIS IS THE JINGLE MILL RECORD

\$38 PER JINGLE ON CONTRACT

Completely custom made jingles
for commercial accounts and
station breaks — no open ends and no inserts.

OVER 400 STATIONS SOLD

98% OF STATIONS HAVE REORDERED

OVER 7,000 JINGLES ORDERED AND WRITTEN

BIG SOUND

**PUT THIS RECORD
TO WORK
FOR YOU**

JINGLE MILL

201 West 49th St., New York City

in the East
it's...
MOVIELAB
for

COLOR

16mm-35mm EASTMAN COLOR
negative-positive processing.

Plus — exclusive ADDITIVE
scene to scene—color balanced
KODACHROME printing.

MOVIELAB

MOVIELAB COLOR CORPORATION
MOVIELAB BUILDING
619 W. 54th St., NEW YORK 19, N. Y.
JUdson 6-0360

COMMERCIALS PRODUCERS AND RELATED FIRMS

V. P., Eng. & Research.....Emil F. Hembrooke
V. P., Dir. of Merchandising.....Edward Hochhauser, Jr.
New York Operations
V. P. in Chg.....Ethel W. Maclean
Associated Program Service Division
V. P. & Gen.
Mgr.....Edward Hockhauser, Jr.

Services Offered—Background music service for industry, offices, banks, stores, supermarkets, hotels restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio and TV stations with transcription library service and is also exclusive TV distributor for all Encyclopedia Britannica Films in Canada.)

Nassour Studios, Inc.

8460 W. 3rd St., Los Angeles 48
Phone: OI 3-0400

President.....William Nassour
Vice Pres., Treas.....Edward Nassour
Secretary.....W. Lloyd Laumann
Services Offered—TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

Fred A. Niles Productions, Inc.

22 W. Hubbard St., Chicago 10
Phone: SU 7-0760

President.....Fred A. Niles
Prodn. Mgr.....William E. Harder
Creative Dir.....Ruth L. Ratny
Controller.....Edward E. Katz
Services Offered—Production of TV commercials; live action and animation, black & white and color; script writing and storyboarding; industrial, public relations and sales training programs; slidefilms.

Clients—McCann-Erickson; Tatham-Laird; Montgomery Ward; D'Arcy; Edward E. Weiss; Wherry, Baker & Tilden; John W. Shaw; Ridgway Advertising; Turner Agency; Leo Burnett; Henderson Advertising.

Olmsted Sound Studios, Inc.

1 E. 54th St., N.Y.C.
Phone: PL 1-0890

President.....Henry C. Olmsted
Exec. Vice Pres., Richard B. Olmsted
Vice Pres. in charge of

Sales.....H. F. Landon
Services Offered—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

Omega Productions Inc.

1960 Dorchester St., West
Montreal 25, Que.
Phone: WE 7-3525

President.....F. S. Morrisey
Vice Pres.....Pierre Harwood
Dir. Prodn.....Henry Michaud
Dir. TV Comm's.....John Racine

Services Offered—Educational, industrial, sales promotion, theatrical and TV motion pictures.

Clients—Schneider Cardon Ltd., Industrial Advertising Agency, Ltd., Vickers & Benson Ltd., F. H. Hayhurst Ca. Ltd.

Owen Murphy Productions, Inc.

723 Seventh Ave., N.Y.C. 19
Phone: PL 7-8144

President.....Owen Murphy
Vice Pres.....Savinton W. Crampton
Prod. Mgr.....Paul Cohen
Chief, Edit. Dept.....Eric Lawrence

Services Offered—Motion pictures for industry and TV, complete production, scripts, cinematography, editorial, recording and dubbing, live and animation, special editorial, service for industrial photographic departments.

All facilities including 35 and 16 mm cameras, mobile location unit, recording and insert stages.

Clients—American Tel. & Tel., Firestone Tire & Rubber Co., St. Barnabas Hospital, Field and Stream Magazine.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-4756

General Mgr.....M. E. Fierst
Services Offered—Complete production services and sound studios, film processing and printing, editing.

Clients—Mellon National Bank & Trust Co., Commonwealth Sanitation, (Chill-Air, Sun-Telegraph, Salvation Army, Sandran, Senta.

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46
Phone: HO 7-4774

President.....Paul Parry
Vice Pres.....Ellis Neimie
Production Mgr.....Barney Dyer
Pub. & Adv. Dir.....Frank K. Adams
Secy.-Treas.....Dianne Parry

Services Offered—Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

Lindsley Parsons Productions, Inc.

3459 Cahuenga Blvd., Hollywood 28
Phone: HO 9-3641

President.....Lindsley Parsons
Prodn. Mgr.....Lindsley Parsons, Jr.
Clients—Colonial Stores, Atlanta, Ga.

The Pathoscope Company of America, Inc.

Office
10 Columbus Circle, N.Y.C. 19
Phone: PL 7-5200

Studio
21-29 45th Rd.
Long Island City, N. Y.
Phone: ST 4-3053

President.....Edward J. Lamm
Exec. Prodn. Mgr.....William M. Nelson
Prodn. Mgr.....James Pierce
Studio Mgr.....John Ball

Services Offered—Complete planning, creation and production of industrial, educational and documentary motion pictures and TV commercials.

Clients—Better Business Bureau, National Funeral Directors Association, E. A. Korchnoy & Co., International Latex Corp., N. Y. Stock Exchange, National Drug Company, National Council of Protestant Episcopal Church, American Airlines, U. S. Navy, U.S.I.A., U. S. Marine Corps.

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28
Phone: HO 2-1147

President.....Ray Patin
Vice Pres.....Gus Jekel
Secy.-Treas.....Kay Himes

Services Offered—Complete facilities for producing animated commercials from story through camera.

Lloyd Pearson Associates

509 Madison Ave., N.Y.C. 22
Phone: EI 5-5430

President.....Lloyd Pearson
Creative Dir.....Larry Johnson
Pgm. Coordinator.....James Chapelle
Director.....Lamar Casselli

Services Offered—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

Clients—Campbell-Mithum, Inc., Honig-Cooper & Miner; Harrington-Doremus & Company.

Pelican Films, Inc.

46 W. 46th St., N.Y.C. 36
Phone: CI 6-1751

President.....T. J. Dunford
Vice Pres.....A. J. Zander
V. P. in Chg. Sales.....Eli Feldman
Services Offered—Complete animation staff and facilities; live action, slidefilms.

Clients—Robert Hall Clothes, Kinney Shoes, Ipana Toothpaste, Mum Mist Deodorant, Amens Medicated Powder, Lucky Strike Cigarettes, Campbell Soups, Pro Toothbrush, Handy Andy, Jet Bon Ami, Marathon Gasoline.

The Penthouse Sound Studios Of V. J. Nola

Steinway Hall

113 W. 57th St., N.Y.C. 19
Phone: JU 6-0040

Owner.....Vincent J. Nola
Gen. Sales, Film Div.

Mgr.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Services Offered—Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic and optical film recording.

Tony Petri Studios

144 Westminster St.
Providence 3, R. I.
Phone: GA 1-9242

President.....Tony Petri
Production Mgr.....Ernest Strauss
Chief Engineer.....John Pella
Services Offered—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28
Phone: HO 5-2193

Branch Offices

18 E. 50th St., N.Y.C.
Phone: PL 1-2500

360 N. Michigan Ave., Chicago 1
Phone: ST 2-3686

Representative
Filmways, Inc.

241 W. 54th St., N.Y.C. 19
Phone: PL 7-1800

President.....Adrian D. Woolery
Prodn. Super.....Bill Melendez
Business Mgr.....H. A. Halderson
Pub. Rel. Dir.....George W. Woolery
Services Offered—Complete studio facilities for the creation and production of animated films for business, entertainment and TV from story through camera, with exception of laboratory. Specialists in animated commercials.

Clients—Pacific Gas and Electric Co., Burgermeister Beer, Northern Pacific R. R. (BBDO); Ford Motor Company, "The Ford Show" (J. Walter Thompson); Northern Tissue, Log Cabin Syrup, Langendorf Bread (Young & Rubicam); Skelly Supreme Gasoline, American Crystal Sugar, Bruce B. Brewer Co., Falstaff Beer (Dancer-Fitzgerald-Sample); General Petroleum Corp., Pacific Ocean Park (Stromberger, La Vene, McKenzie); Trewax (Ross Reisman Co.); Club Crackers (Baldwin, Bowers, Strachan); Mars-Snickers (Knox-Reeves); Commonwealth Edison Company (Leo Burnett); Camp-

bell's Pork and Beans (Needham, Louis & Brorby); Heinz Catsup (Maxon, Inc.).

Lew Pollack Productions, Inc.

325 W. 44th St., N.Y.C. 36
Phone: PL 7-6325

President.....Lew Pollack
Services Offered—Sound recordings, documentaries, TV film commercials, industrials, complete 16 and 35 mm facilities.

Clients—Kreml, Tide, Drefit, La Rosa, Skol, Oxydol, Peter Paul Mounds, Whisk, Aqua Valva, Canco, Hit Parade Cigarettes, Wildroot, Family Circle Magazine.

Jules Power Productions, Inc.

612 N. Michigan, Chicago
Phone: DE 7-7422

35 W. 53rd St., N.Y.C.
Phone: CI 5-3260

President.....Jules Power
Gen. Mgr.....Bernard I. Miller
Services Offered—Production of live local and network TV programs and commercials.

Clients—Glamorene.

Precision Film Labs

21 W. 46th St., N.Y.C.
Phone: JU 2-3970

President.....Daniel R. Ehrlich
Services Offered—Printing and processing of 16 and 35 mm film, color and black & white.

Project-O-Fex, Inc.

535 5th Ave., N.Y.C. 17
Phone: MU 7-1881

President.....Paul F. Adler
Office Manager.....Fred Marx
Services Offered—Semi-animated filmed or live spots for individual station use.

Peter Elgar Productions, Inc.

75 W. 45th St., N.Y.C. 36
Phone: JU 6-1870

President.....Peter Elgar
Vice Pres. & Prod.....Peter A. Griffith
Vice Pres. & Prod.....Douglas J. Baker
Dir.-Photographer.....John Ercole
Secy.-Treas.....Jessie Adamson

Services Offered—Industrials, educational, religious, television.

Clients—Procter & Gamble, Lever Bros., Winthrop Rockefeller, American Tobacco Co., Hoffman Beverage Co., Pabst Brewing Co., Schaeffer Brewing Co., Protestant Radio Commission, Church World Service, U. S. Department of State, Anheuser-Busch, Inc.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway
St. Paul 16, Minn.
Phone: MI 9-1393

President.....Reid H. Ray
Vice Pres.....William H. Ringold
Secretary.....Alice Griswold
Sales.....R. V. Jeffrey
Sales (Chicago).....Frank Balkin

Sales (Dayton).....A. Merritt Simpson
Sales (Film Ads).....Frank J. Havlicek
Animation (H'wood).....A. Kirsanoff

Services Offered—Production of TV 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

Republic Television Features

64 E. Lake St., Chicago 1
Phone: ST 2-0460

President.....Capico Kapps
Gen. Mgr., Chg. Sales.....Joseph Kapps
Services Offered—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

COMMERCIALS PRODUCERS AND RELATED FIRMS

Reeves Sound Studios Inc.

304 E. 44th St., N.Y.C. 17
 Phone: OR 9-3550
 President.....Hazard E. Reeves
 Vice Pres.....Chester L. Stewart
Services Offered—Sound recording studios.

Hal Roach Studios

8822 Washington Blvd.
 Calver City, Calif.
 Phone: TE 0-3361
 N. Y. Phone: CI 5-4135
 V. P., Gen. Mgr...Sidney Van Keuren
 Dir. Commercial Div...John Reynolds
Clients—Max Factor, Nestle, C & H Sugar, Bulova.

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28
 Phone: HO 4-3183
 Owner-Manager.....Fred K. Rockett
 Production Mgr.....Alfred Higgins
 Photographic Dept.....Jay Adams
 Stage Mgr.....Jerome Lipari
Services Offered—Complete production facilities including large sound stage, Western Electric sound track and long-experienced permanent personnel for any type film production. Film writers. Nothing for sale, lease or rent. All productions are the property of sponsors, and we retain no equities in films produced.

Rockhill Recordings

18 E. 50th St., N.Y.C. 22
 Phone: PL 9-7979
 President.....Janet Taylor
 Manager.....Leo J. Launer
 Sales Manager (Recording).....Fred Freeman
Services Offered—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

Leslie Roush Productions, Inc.

130 Herricks Rd., Mineola, L.I., N.Y.
 Phone: PI 2-8130
 President.....Leslie M. Roush
 Vice Pres.....Jules K. Sindic
Services Offered—Producers of industrial films, filmed commercials and film programs.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38
 Phone: WE 6-2944
 President and Owner.....Danny Rouzer
Services Offered—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

Roland Reed Productions Inc.

650 N. Bronson, Los Angeles 4
 Phone: HO 9-1628
 President.....Roland D. Reed
 Vice Pres.....Arthur Pierson
 Editorial Super.....Frank Doyle
 N. Y. Rep.....Hamilton MacFadden
Services Offered—Preparation, scripting, story board, animation, live production, release prints for TV commercials.

Clients—Bayer Aspirin (Dancer-Fitzgerald-Sample); Glidden Paint (Meldrum & Fewsmith).

Sande-Greene & Associates

"Creative Consultants"
 8400 Sunset Blvd., Hollywood
 Phone: OL 6-0300
 President.....Robert L. Sande
 Exec. Vice Pres.....Larry Greene
 Exec. Secy.....Pat Carson
Services Offered—Creator-producers of the unusual—in radio-TV musical commercials. Musical production—aids

for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

Sarra, Inc.

200 E. 56th St., N.Y.C. 22
 Phone: MU 8-0085
 President.....Valentino Sarra
 Vice Pres.....Morris D. Behrend
 Sales Mgr.,
 N. Y.....John Henderson, 3rd
 Head Creative Dept.....Rex Cox
 Prod. Mgr., Chicago...Marvin Bailey
 16 E. Ontario St., Chicago, Ill.
 Phone: WH 4-5151

Services Offered—Production of TV commercials, industrial and sales films, black & white and color.

Clients—Rheingold Beer, General Mills, Armour & Co., Pet Milk, Lever Brothers, Quality Bakers of America Cooperative, Inc., Proctor & Gamble of Canada, Ltd., Bulova Watch Co., Lipton Soups.

Scope, Inc.

146 Almeria, Coral Gables Fla.
 Phone: HI 4-7202
 President.....Robert L. Perine
 Exec. Vice Pres.....Michael Brown
 Controller.....James A. Cromer
 Dir. of Advtg.....Lillian Carpenter
Services Offered—Complete production facilities including air-conditioned studios, editing and sound facilities, equipment, production coordination services, remote, facilities and truck, script and animation facilities.

Clients—Delta Air Lines, Regal Beer, Texaco (South America), Listerine (South America), Corona Cerveza (Beer—South America), Vazol, Sea View Industries, Capsule Merchandising Corp.

Scott-Textor Productions

127 E. 47th St., N.Y.C. 17
 Phone: PL 5-2789
 Partners.....Alan & Marilyn Scott
 Partners.....Keith & Sylvia Textor
 General Mgr.....Victor Sack
Services Offered—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

Clients—Gillette, Fels-Naphtha, I. & M Cigarettes, Pabst Beer, Nabisco, Ford Institutional, Ivory Snow, Capital Airlines, Yellow Pages, Cheerios, Home Life Insurance, RCA-Victor.

Signal Productions, Inc.

6269 Selma Ave., Hollywood 28
 Phone: HO 2-6471
 President, Gen.
 Mgr.....Everett F. Tomlinson
 Dir. of Sales...Edwin W. Buckalew
Services Offered—Producers of film commercials for TV.

Signature Music Inc.

240 F 53rd St., N.Y.C. 22
 Phone: MU 8-5068
 Composer-Conductor-
 Arranger.....Hank Sylvern
 Business Mgr.....George H. Fried
Services Offered—Creation and arranging of music and words for production of spots and jingles for TV and radio; live, film, transcribed.
Clients—Pepsi-Cola, RCA Whirlpool Ranges, Chase National Bank, MGM Pictures, Blatz Beer, Burmil Cameo Stocikngs, St. John's University, Falstaff Beer, Helene Curtis Hair Spray, Ballantine Ale, Winston, RCA Whirlpool Washers, Silverama, Welch's Refreshment Wine.

Al Simon Productions, Inc.

General Service Studios
 1040 N. Las Palmas, Hollywood 38

Phone: HO 4-2141

President.....Al Simon
Services Offered—Productions of filmed shows and commercials.

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
 Phone: FR 4-2655

Pres.-Gen. Mgr...Robert D. Buchanan
 Prodn. Mgr.....Jack Schleh, Jr.
 Technical Dir...Robert G. Biddlecom
 Art Dir.....Francis J. Noack

Services Offered—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

Clients—L&M Cigarettes, Good & Plenty Candy, Pan American Airlines, General Electric, J. M. Fields Dept. Stores, Stop & Shop Super Markets, India Beer, Howard Johnson Restaurants, Dixie Crystals Sugar, Keystone Gasoline, Pesi-Cola, Red Goose Shoes.

Fletcher Smith Studios, Inc.

321 E. 44th St., N.Y.C. 17
 Phone: MU 5-9010

President.....Fletcher Smith
 Secy.-Treas.....Peter Caldera
Services Offered—Commercials, industrial films, animation, sound recording, shooting stage, editing rooms, projection rooms.

Clients—Bell Laboratories, Westinghouse Electric Corporation, Jergens Lotion, United States Air Force, General Electric Company.

Walter Harrison Smith

Productions, Inc.

136 E. 57th St., N.Y.C. 22
 Phone: EL 5-7212
 President.....W. H. Smith
 Vice Pres., Treas.....E. T. Smith
Services Offered—Live and filmed TV commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

Clients—Du Pont, Colgate-Palmolive, U. S. Rubber, Olin Mathieson, Dow Corning, Vinyl Fabrics Institute, American Fore Insurance Group.

Song Ads

600 Sunset Blvd., Hollywood

Phone: HO 5-6181

S.O.S. Cinema Supply Corp.

602 W. 52nd St., N.Y.C. 19

Phone: PL 7-0440
 President.....Joseph A. Tanney
 Vice Pres.....Oscar Lightstone
 Vice Pres.....Dom J. Capano
Services Offered—Furnish studio and professional equipment to producers, TV stations, sound stages, film labs, educational institutions, industrial projects, ad agencies and animation studios.

Wilbur Streech Productions, Inc.

135 W. 52nd St., N.Y.C. 19
 Phone: JU 2-3816

President.....Wilbur J. Streech
 Vice Pres., Sales...Andrew T. Halmay
 Exec. Prodr.....Harry Wuest
 Art Dir.....Paul K. Freeman
 Assoc. Prodr.....John Hazard

Services Offered—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound sidefilms and theatrical features.

Clients—ABC-TV; Sinclair Refining Company (Morey, Humm & Warwick, Inc.); Quaker Oats Co. (Spitzer & Mills, Ltd.); Post Sugar Crisp,

General Foods (McConnell-Eastman, Ltd.).

Bill Sturm Studios, Inc.

723 Seventh Ave., N.Y.C. 19
 Phone: JU 6-1650

Chair. of Board...Robert J. Hassard
 Pres. & Tech. Dir...William A. Sturm
 Secy. & Cea. Head...Orestes Calpini
 Treas. & Exec. Prod...Albert D. Hecht

Services Offered—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets, TV commercials, educational, training, industrial films, etc.

Clients—Victor Coffee; Boston Herald Traveler (James Thomas Chirg); National Biscuit Company (Kenyon & Eckhardt); Beneficial Finance (Al Paul Lefton); Metro-Goldwyn-Mayer (Donahue & Coe); First National City Bank (BBD&O); Food Manufacturers (Ted Bates); Pabst Brewing Company (Norma, Craig & Kummel); U. S. Steel Corporation (BBD&O); Chesebrough Pond's (Norman, Craig & Kummel); Speidel (Norman, Craig & Kummel); Corn Products Refining Company (Donahue & Coe); Blatz Brewing Company; RCA Whirlpool (Kenyon & Eckhardt).

John Sutherland Productions Inc.

201 N. Occidental Blvd.
 Los Angeles 26
 V. Y. Phone: PL 5-1875

Pres., Gen. Mgr....John Sutherland
 Vice Pres.....Charles Bordweil
 Vice Pres.....True Boardman

Services Offered—Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

Clients—American Telephone & Telegraph Co., Esso Standard Oil Co., Manufacturing Chemists' Association, Richfield Oil Corporation, Alfred P. Sloan Foundation, Inc., Union Carbide Corporation, United Fruit Company, Reddy Kilowatt and others.

TV and Motion Picture Productions, Inc.

117 E. Main St., Richmond 19, Va.
 President.....John C. Wood

Services Offered—Producer of film commercials, slides and balops; laboratory facilities and complete film handling services, including editing, recording, other services. Producers of newsreels and special events, including public relations newsclips.

Clients—Cargil & Wilson, Inc. for Southern Biscuit Company; First and Merchants National Bank; Smithfield Meat Packing Co.; Larus and Bros.; Cabell Eanes, Inc. for Southern Lightweight Aggregate; Reynolds Metals Company; Va. Electric and Power Co.

Television Graphics, Inc.

245 W. 55th St., N.Y.C. 19
 Phone: JU 6-1922

Pres., Exec. Prodr...Bernard Rubin
 Secy.-Treas., Exec. Prodr...Lee Blair
 Prodn. Mgr.....Sid Greenhaus
 Sales.....Howard Linkoff

Services Offered—Live action, animation, special effects.

Clients—Benton & Bowles; Compton; BBDO; Dancer - Fitzgerald - Sample; Sullivan, Stauffer, Colwell & Bayles; Grey Advertising; McCann-Erickson; Ted Bates & Co.; Young & Rubicam; Ogilvy, Benson & Mather, Inc.

COMMERCIALS PRODUCERS AND RELATED FIRMS

Television Screen Productions, Inc.

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877

President.....Charles J. Basch, Jr.
Vice Pres., Secy.....Frankie Basch
Treasurer.....Clarence Schmidt
Services Offered—Film commercials, animated and live film programs; industrial, training and fund-raising films.

Clients—American Legion Auxiliary.

Shamus Culhane Productions, Inc.

207 E. 37th St., N.Y.C. 16
Phone: MU 2-6812

President.....Shamuts Culhane
Secy.-Treas.....Maxine Marx
Services Offered—Producers of animation and live action films for TV commercials and industrials.

Clients—Curtis Publishing Company for the Saturday Evening Post, S.O.S., Gray & Rogers, Philadelphia Saving Fund Society, One-A-Minute Vitamins.

Sound Masters, Inc.

165 W. 46th St., N.Y.C. 36
Phone: PL 7-6600

President.....F. C. Wood, Jr.
Chair. of the Bd....W. French Githens
Vice Pres.....Howard T. Magwood
Vice Pres.....John H. Tobin
Secretary.....Marian L. Price
Treasurer.....Stella K. Beenders
Services Offered—Production of all types of motion pictures. TV commercials; recording services; repeater projectors.

Clients—Du Pont, American Export Lines, New York Central, General Motors, U. S. Navy, Good House-keeping, Olin Mathieson, Young & Rubicam.

Standard Radio

Transcription Services, Inc.

360 N. Michigan Ave., Chicago
Phone: ST 2-5322

President.....Milton M. Blink
Gen. Mgr.....Olga Blohm
Services Offered—Transcribed music library and sound effects.

Studio City TV Productions, Inc.

4020 Carpenter, N. Hollywood
Phone: PO 3-8807

N. Y. Phone: JU 6-1700

President.....Mort W. Scott
Secy.-Treas.....Lester J. Nelson
Services Offered—Production of commercials and half-hour series for TV.

Telemated Cartoons

70 E. 45th St., N.Y.C. 17
Phone: MU 6-8933

Prod.-Dir.....Saul Taffet
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

Telepix Corporation

1515 N. Western Ave., Hollywood 27
Phone: HO 4-7391

President.....Robert P. Newman
Vice Pres.....Martin Weiner
Secretary.....Robert M. Wiley
Services Offered—Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial and commercials.

Tel Ra Productions, Inc.

1518 Walnut St., Philadelphia 2
Phone: KI 6-4140

President.....W. Wallace Orr
V.P., Adm., Spec.

Events.....Daniel E. Endy
V.P., Production.....Daniel N. Wise
V.P., Sales.....Bosh Pritchard
Dir. of Sales.....George J. Kerrigan, Jr.

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Le Ora Thompson Associates

733 N. La Brea, Hollywood 38
Phone: WE 8-3764

President.....Le Ora Thompson
Vice Pres.....Carl Urbano
Services Offered—Complete production of animated TV commercials.

Titra Film Labs, Inc.

1501 Broadway, N.Y.C.
Phone: PE 6-4535

President.....Abramson Rozenfeld
Vice Pres.....David Opochninsky
Services Offered—Film sub-titles in English and all foreign languages.

Titra Sound Corp.

1600 Broadway, N.Y.C.
Phone: PL 7-6682

President.....Abramson Rozenfeld
Vice Pres.....David Opochninsky
V.P., Gen. Mgr.....David D. Horne
Services Offered—Prepares sound tracks using narration and dubbing.

L. S. Toogood Recording Co.

221 N. LaSalle St., Chicago 1
Phone: CE 6-5275

Owner.....L. S. Toogood
Services Offered—Transcription service and magnetic tape duplicating.

Transfilm Incorporated

35 W. 45th St., N.Y.C. 36
Phone: JU 2-1400

President.....William Miesegaes
Exec. V.P., Treas.....Michael A. Palma
Vice Pres., Sales.....William Burnham
Vice Pres., Sales.....Karl P. Fischl
Services Offered—16 mm and 35 mm photography, color and black & white, live action, animation and stop motion; 16 mm and 35 mm sound tape recording and sound transfers. Complete creative services from conception through execution.

Clients—U. S. Steel, United Aircraft, Chemstrand Nylon, RCA TV Sets, Reynolds Wrap, Roloids, Profile Bread, Sportsman Toiletries, Lipton Tea and Soups, Borden's Milk and Ice Cream, Herbert Tareyton Cigarettes, Ronson Shavers, Ad Detergent, Quinsana, Siesta Coffee, Williams Electric Shave, Cut-Rite Wax Paper, Juliette Marglen Cosmetics, Satin Sponge, etc.

Tri Art Color Corporation

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

President.....Al Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sales.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing of black & white and color motion picture film.

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38
Phone: HO 5-5171

President.....Shull Bonsall
V.P., Gen. Mgr.....William M. Bauman
Crea. Dir.....Sam Nicholson
Prod. Coord.....Bob Gannon
Annimation Dir.....Paul Sommer
Film Editor.....Norm Vizents

Branch Offices

595 Madison Ave., N.Y.C. 22
Phone: PL 5-0416

Manager.....Allan Stone
520 N. Michigan Ave., Chicago 11
Phone: WH 4-0196

Manager.....Robert F. Kemper
Services Offered—Producer of animation and live action for TV commercials, industrial and entertainment films.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CI 2066

Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinsky
Production Mgr.....R. D. Buchanan
Services Offered—Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbershop Harmonies; Joe McCarthy Speaks.

United States Productions, Inc.

5 E. 57th St., N.Y.C. 22
Phone: PL 1-1710

President.....Francis C. Thayer
Vice Pres., Treas.....Thomas H. Wol
Secretary.....Rene Bras
Director.....Arthur Zegart
Asst. Secy., Assoc.

Prod.....John L. Thayer
Production Mgr.....Philip C. Landeck
Services Offered—Production of all phases of motion picture work, including color and black & white films in 16 mm and 35 mm. Also sound slide, motion slide, animation.

Universal Pictures Co., Inc., Television

445 Park Ave., N.Y.C. 22
Phone: PL 9-8000

Gen. Sales Mgr.....Norman Gluck
Asst. Sales Mgr.....Alfred Mendelsohn
Service Mgr.....Errol Linderman
Universal City, Calif.
Phone: ST 7-1211

In Chg. of Prod.....George Bole
Services Offered—Production of TV commercials and industrials. Process prints, handle traffic and servicing. Film production primarily at U-I studios, Calif. Additional production in New York where required. Distribution of sponsored films and industrial through United World Films.
Clients—Du Pont, DeSoto, Ford, Marlboro, Camay, Coca Cola, S. C. Johnson, Dow, Campbell Soup, Parliament, Post Cereals, Kellogg's, Scotch Tape, Pepsi, Dodge, Plymouth, Lustre Creme, Union Oil, U. S. Army, Navy, National Guard, Lux, Lava, Joy, Burgermeister Beer, Nutrilite Bread, Carling's Beer, Gaines Dog Food, Borden's, Chrysler, Weidemann Beer, Snider's Catsup, Schmidt Beer, Halo, Pace, Chevrolet, Crown Zellerbach, Quaker State, Ban, Schlitz Beer, Robert Burns, Safeway Lucerne Milk.

Universal Recording Corp.

46 E. Walton, Chicago 11
Phone: MI 2-6465

President.....M. T. Putman
Vice Pres.....A. B. Clapper
V.P., Chief Eng.....M. B. Coppinger
Secretary.....R. A. Weber
Services Offered—Recording (monaural and stereophonic), transcriptions,

masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating, 16 and 35 mm magnetic recording.

UPA Pictures

4440 Lakeside Dr., Burbank, Calif.
Phone: TH 2-7171

N. Y. Phone: PL 8-1405

President.....Stephen Bostustow
Vice Pres., Treas.....Melvin Getzler
Vice Pres., TV

Comm'ls.....Herbert Klynn
Services Offered—Produce animated and slide cartoons for commercial, industrial and theatrical accounts.

Clients—Columbia Pictures, Carling Brewing, Horlick's Co., Bank of America, Pacific Gas & Electric, Oertel Brewing, Englander Co., Ex-Lax Co.

Van Praag Productions

1600 Broadway, N.Y.C. 19
Phone: PL 7-2687

President.....William Van Praag
Exec. Vice Pres.....Marc S. Asch
Dir. of Prod.....Gilbert M. Williams
Acct. Super.....William D. Gargan, Jr.
Services Offered—Black & white and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms and distribution.

Clients—Edsel, Mutual of Omaha, Alcoa, Westinghouse, Delco Batteries, D-X Boron, Dodge Trucks, Pabst Beer, Safety Council, Chevrolet, Eastern Air Lines, Rayco Mufflers, R. G. Dun Cigars, RCA-T, Mercury Cars.

Thomas J. Valentino, Inc.

150 W. 46th St., N.Y.C. 36
Phone: CI 6-4675

President.....Thomas J. Valentino
Vice Pres.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered—Mood music for TV, sound effects of all types, miscellaneous recordings.

Videart, Inc.

343 Lexington Ave., N.Y.C.
Phone: LE 2-7378

President.....Joe Zuckerman
Secretary.....Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm 16 mm color black & white.

Video Films

1004 E. Jefferson Ave., Detroit 7
Phone: WO 2-3400

Sales Manager.....Clifford Hanna
Chg. of Creative Department.....William R. Witherell, Jr.
Production Mgr.....William E. Lane
Services Offered—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation and music library.

Video Pictures, Inc.

500 Fifth Ave., N.Y.C. 36
Phone: LA 4-2912

President.....Paul A. Wagner
Vice Pres.....George Goman
Secy.-Treas.....Richard Goldman
Services Offered—TV commercials, industrials, government films, TV series, animation.

Clients—American Petroleum, Monmouth Park, New Departure, General Motors, Noxema, Oldsmobile, Pall Mall, Speidel, Rise, Walt Disney, Stanley Products, Arrid, Lifebuoy, Cam-Par Records.

COMMERCIALS PRODUCERS AND RELATED FIRMS

Vidicam Pictures Corporation

210 E. 5th Street, N.Y.C. 3
Phone: AI 4-7102

President.....Al Justin
V. P., Exec. Prodr.....Andrew Gold
Prodn. Mgr.....David B. Reisman
Art Dir.....William Shriner
Svpg. Editor.....James MacLean
Studio Mgr.....Joe Valenti
Services Offered—Complete film production activities; equipped studios, carpenter shops, property rooms, paint shops, make-up and dressing rooms, cutting rooms, theatre and offices.

Clients—BBDO; Young & Rubicam; Compton; Benton & Bowles; C. J. La Roche; Sullivan, Stauffer, Colwell & Bayles; Leo Burnett; Lennen & Newell.

Volcano Productions, Inc.

1040 N. Las Palmas, Hollywood 38
Phone: HO 7-3111

President.....James A. Bank
Vice Pres.....H. H. Bank
Secy.-Treas.....William E. Hannam
Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions Inc.

15 W. 46th St., N.Y.C. 36
Phone: CI 5-3040

President.....Roger Wade
Vice Pres.....Anne Koller
Prodn. Coordinator...David Bigelow
Film Dir.....Bill Buckley
Animation, Art Dir...Don McCormick
Services Offered—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff.

Clients—Tasty Baking Company, R. T. French Co., National Assn. of Insurance Agents, Universal Appliances (Landers, Frazy and Clark,

Inc.) Shell Oil Company, Reuben H. Donnelly Corp., National Dairy Products Corp., Howard Johnson Company.

Western Recorders

6000 Sunset Blvd., Hollywood 28
Phone: HO 3-6811

Partner.....Donald D. Blake
Partner.....William M. Kirkpatrick
Services Offered—Tape and disc. Recording—assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

Wilding Picture Productions, Inc.

Wilding TV

405 Park Ave., N.Y.C. 2 2
Phone: PL 9-0854
1345 Argyle St., Chicago 40
Phone: LO 1-8410

President.....C. H. Bradfield, Jr.
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
V.P., N. Y. Sales...T. H. Westermann
Dir. of TV Div.....Russ Raycroft
V.P., Chg. of Prod...Walter Tinkham
N. Y. Prod. Mgr....Arthur Wright
Services Offered—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales training programs, announcement shows, industrial shows, etc.

John Wolfe & Co.

345 Sutter St., San Francisco 8
Phone: YU 6-5040

Partner, Gen. Mgr.....John Wolfe
Partner, Chief Sound
Engr.....Howard Riddell
Dir., M. P. Prodn.....Bob Gleason
Services Offered—Entire audio-visual field. Radio, TV spots, motion pictures for industry and TV.
Clients—PSA, PT&T, PG&E, Bank

of America, Standard Oil of Calif., U. S. Steel, Bitternut Bread, Langendorf Bread, Holsum Bread, Sunbeam Bread, Turtles Cottage Cheese, Shasta Water, Chevrolet Dealers of No. Calif., No Doz, Clorox, Spreckles Sugar, Vano Starch.

Wondsel, Carlisle & Dunphy, Inc.

1600 Broadway, N.Y.C. 19
Phone: CI 7-1600

President.....Harold E. Wondsel
V.P., Chg. of Prod....Robert Carlisle
V.P., Dir. of TV....Thomas Dunphy
Secy.-Treas.....Walter Kullberg
Services Offered—Motion picture production in all phases: documentary, training, sales promotion, public relations, TV commercials. Producer-directors—own sound studio, fully equipped, offering all film services.

Clients—Borden's Dairy Products, General Electric Appliances, Nestle Everready Cocoa & Quik, Royal Typewriters, Smith-Corona Typewriters, Hazel Bishop Cosmetics, Lucky Strike Cigarettes, Armour's Star Frankfurters & Frozen Turkeys, Argus Cameras, Hudson Toilet Tissue, Chieftels, Roloids, Gaines Dog Meal & Dog Biscuit, Jergen's Hand Lotion, Woodbury Shampoo, Esso Extra Gasoline, Columbia Phonographs & Records, Royal Pudding, Chief Boy-Ar-Dee Food Products, Dromedary Dates, Procter & Gamble Crisco, Big Top Peanut Butter.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N.Y.C. 19
Phone: CI 6-0191

President.....Robert Yarnall Richie
Vice Pres.....Thomas F. Moloney
Secretary.....Kenneth Schacter
Treasurer.....V. G. Richie
Services Offered—Motion picture

production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

Clients—Gulf Oil Corp., Olin Mathieson Chemical Corp., V. Lummus Co., U. S. Steel Corp., Dresser Industries, Foster-Wheeler Corp., Kudner Agency, Inc., Benton & Bowles, Inc.

Ziv Television Programs, Inc.

488 Madison Ave., N.Y.C.
Phone: MU 8-4700

Chair. of Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chg. Sales...Maurice J. Rifkin
V.P. Chg. West

Coast.....Maurice Unger
V.P. Chg. Midwestern
Div.....Al Unger
Syndicated Sales Dept.
Synd. Sls. Mgr.....Len Firestone
Midwestern Div. Mgr....Ed Broman
West Coast Div. Mgr....Allen Martini
East Coast Div. Mgr...Jack Gregory
National Sales Dept.

Sales Manager.....James Shaw
Div. Mgr.....Edward J. Broman
Midwestern Div. Mgr....Jerry Kirby
Services Offered—Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Maurice H. Zouary Television Productions

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-48-21-2

Owner.....Maurice H. Zouary
Services Offered—Production of film and live shows and commercials, packager. Facilities for editing, slides-film-strips-title services, 7,000,000 feet of stock shots for rental.

TV FILM PRODUCERS-DISTRIBUTORS

ABC Film Syndication, Inc.

1501 Broadway, N. Y. C. 36
LA 4- 5050

Distribution of TV Film.

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10
MI 2-5877

Creators and producers of films.

Academy Pictures, Inc.

49 W. 45th St., N. Y. C. 19
PL 7-0744

Producers of TV commercials.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38
HO 4-7471

Film; editing & sound services.

Acus Pictures Corporation

165 W. 46th St., N. Y. C. 36
PL 7-2265

Films for television rental.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46
CR 5-5219

Creation & production of Radio-TV commercials.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs
Me 3-1771 N. Y. C. LO 5-1350

TV Film Commercials.

All Canada Television

80 Richmond St., W., Toronto, Ontario, Can.
EM 6-7691

Film importing, sales and distribution.

M & A Alexanler Productions

6040 Sunset Blvd., Hollywood 28
HO 4-7571, 4-314
N. Y. C.—TR 3-5115

Nat'l distributors of feature films.

All-Scope Pictures, Inc.

1517 N. Western Ave., Hollywood 27
HO 2-6231

Films, TV Commercials.

American Film Co.

1329 Vine St., Philadelphia 7
WA 2-1800

TV Film service.

American Film Producers

1600 Broadway, N. Y. C. 19
PL 7-5915

Motion picture films; slide films.

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46
OL 4-2800

Studio facilities; production personnel.

Leonard Anderson Associates, Inc.

112 W. 44th St., N. Y. C. 36
PL 7-4162

Motion picture production.

Animated Productions, Inc.

(Al Stahl Productions)
1600 Broadway, N. Y. C.
CO 5-2942

Animated TV shows; film & live.

Animation Service Co.

1780 Broadway, N. Y. C. 19
CI 5-4832

Film Art Services.

Animation, Inc.

8564 Melrose Ave., Hollywood 46
OL 2-3540

Animated tv commercials.

Animation Associates, Inc.

333 West 52nd St., N. Y. C.
CI 6-3817

Producers of animated TV commercials.

Anime, Inc.

45 W. 45th St., N. P. C. 36
CI 5-3737

Package film shows.

Evan J. Anton Productions, Ltd.

550 Fifth Ave., N. Y. C. 36
PL 7-3638

Producers of film, tv commercials.

Associated Artists Productions, Inc.

345 Madison Ave., N. Y. C. 17
MU 6-2323

Distribution of Warner Bros. features.

Associated Program Service

(Division of MuzakCorp.)
229 Fourth Ave., N. Y. C. 3
Or 4-7400

TV distributor for Encyclopaedia Britannica films in Canada.

Association Films Inc.

347 Madison Ave., N. Y. C. 17
MU 5-8573

Distribution of educational and public service film.

Astor Pictures Corp.

130 W. 46th St., N. Y. C. 36
JU 2-1287

Producers of feature films.

Atlantic Television Corp.

130 W. 46th St., N. Y. C. 36
JU 2-1287

Producers and distributors of features and westerns.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
AU 7-8260

Producers of motion pictures, tv commercials and programs.

Atlas Television Corp.

225 E. 46th St., N. Y. C. 17
EL 5-7943

American & British films; westerns and comedies.

Audio Master Corp.

17 E. 45th St., N. Y. 17
OX 7-0725

Library of mood and bridge music.

Audio Productions, Inc.

630 9th Ave., N. Y. C. 36
PL 7-0760

Producer of TV commercials.

Audio-Visual Associates

1459 N. Seward, Hollywood 28
HO 5-8444

TV spots, educational, jingles.

TV FILM PRODUCERS-DISTRIBUTORS

George Bagnall & Associates, Inc.

8827 Olympic Blvd., Beverly Hills
CR 1-5133

Distribution of Feature films.

Bill Baird's Marionettes

334 W. 70th St., N. Y. C. 23
TR 3-6064

Live and film commercials by marionettes.

Jerome Balsam Films, Inc.

1501 Broadway, N. Y. C. 36
LO 3-6187

TV syndicated shows.

James A. Bank Productions

(See Volcano Productions, Inc.)

Thomas J. Barbre Productions

2130 S. Hellaire St., Denver 22
SK 6-8383

Producers of TV commercials and films.

Barnett International Forwarders

543 W. 43rd St., N. Y. C. 36
CI 5-6080

International freight forwarders for motion pictures and TV.

Barry & Enright, Productions, Inc.

667 Madison Ave., N. Y. C. 21
TE 2-8600

Creation and production of TV shows.

Beacon Television Features, Inc.

115 Newbury St., Boston 16
CO 6-6881

TV Commercials, TV-Radio campaigns.

Bernard-Degen TV & Radio Spots

1570 N. Gower, Hollywood
HO 5-9886

Creation of TV and radio spots.

Bonded TV Film Service

630 9th Ave., N. Y. C. 36
JU 6-1030

Shipping and servicing TV film.

Bray Studios, Inc.

729 7th Ave., N. Y. C. 19
CI 5-4582

Producers and distributors TV film.

Bernard S. Broidy & Associates

6425 Hollywood Blvd., Hollywood 28
HO 7-8189

Negotiation for film producers with music publishers.

Brandon Films, Inc.

200 W. 57th St., N. Y. C. 19
CI 6-4868

Distribution feature films.

Broadcast Pictures, Inc.

130 E. 40th St., N. Y. C. 16
MU 3-5840

Producers of TV and motion pictures.

C & C Television Corp.

445 Park Ave., N. Y. C. 22
PL 1-6800

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont.
WA 2-2103

Production and recording facilities.

Calhoun Studios

266 E. 78th St., N. Y. C. 21
LE 5-2120

Producers of TV motion pictures.

California National Productions, Inc.

(Subsidiary of NBC)
663 Fifth Ave., N. Y. C. 22
CI 7-8300

TV film program sales and syndication.

Carousel Films, Inc.

1501 Broadway, N. Y. C. 36
BR 9-6734

Distribution, Production of films.

Carson-Stempel Enterprises

9034 Sunset Blvd.
Los Angeles 46, Calif.
CR 4-8343

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35
WE 8-2101

Sound stage facilities for lease.

Cavalade Television Programs

7904 Santa Monica Blvd., Hollywood
46
OL 4-4144

Producers representative, distribution of motion picture film.

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46
CR 6-4174

Campus Film Productions, Inc.

14 E. 53rd St., N. Y. C. 22
PL 3-3280

Film production under contract.

Caravel Films, Inc.

20 West End Ave., N. Y. C.
CI 7-6110

Producer of TV commercials.

CBS-TV Film Sales, Inc.

545 Madison Ave., N. Y. C. 22
PL 1-2345

Distributor of TV film programs.

Hu Chain Associates

40 E. 40th St., N. Y. C. 16
MU 5-7220

Radio-TV and motion picture production, direction and script writing.

Bruce Chapman Co.

55 W. 42nd St., N. Y. C. 36
WI 7-9244

Production of TV films.

Charter Oak-Tele Pictures, Inc.

423 E. 90th St., N. Y. C.
TR 6-6800

Production facilities for TV films.

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood
HO 3-5106

Series and commercials.

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64
Producers, distributors of film.

Christensen-Kennedy Productions

3553 Farnam St., Omaha 31
AT 2977

TV commercials, production facilities.

Cineffects, Inc.

115 W. 45th St. N. Y. C. 36
CI 6-0951

Special optical effects.

Cinema Research

716 N. La Brea Ave., Hollywood 38.
We 3-9301

Optical printing, titles, etc.,

Cinema Service Corp.

106 West End Ave., N. Y. C. 23
TR 3-1411

Rental of studios for TV producers.

Cinema-Vue Corporation

243 W. 55th St., N. Y. C. 19
JU 6-1336

Producers and distributors of TV Film.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood
28
HO 5-3376

Production services for TV Film.

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
PO 2-4498

Motion picture production.

Lars Calonijs Productions, Inc.

45 W. 45th St., N. Y. C. 36
PL 7-0350

Full animation facilities.

Comedy Corp. of America

60 W. 64th St., N. Y. C. 36
PL 7-7417

Distribution of features and cartoons.

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28
HO 9-7502

Producers of TV and motion pictures.

Commonwealth Film & Television, Inc.

723 7th Ave., N. Y. C. 19
CI 5-6456

TV producers and distributors.

Condor Films, Inc.

1006 Olive St., St. Louis 1,
MA 1-8876

Producers of motion pictures and slides.

Frank Cooper Associates Agency

9145 Sunset Blvd., Hollywood,
CR 4-6321

Radio and TV Program Packagers.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28
HO 2-4448

Representatives for sale of tv packages.

Cousens-Blair Productions, Inc.

1600 Broadway, N. Y. C. 19
CO 5-7380

Production of TV Commercials.

Craven Film Corporation

330 E. 56th St., N. Y. C.
MU 8-1585

Production of motion pictures and TV commercials.

Creativision

1780 Broadway, N. Y. C. 19
CI 5-4830

TV Advertising consultants.

Criterion Film Laboratories, Inc.

33 W. 60th., N. Y. C. 23
CO 5-2180

Developing and printing of film.

Shamus Culhane Productions, Inc.

207 E. 37th St., N. Y. C. 16
MU 2-6812

Production facilities for motion pictures.

Cummings Productions, Inc.

4 W. 56th St., N. Y. C.
PL 7-6452

Production of radio and TV commercials.

Tom R. Curtis Productions, Inc.

1456 N. Bronson Ave., Hollywood 28
HO 2-6282

Television, motion picture producers.

Phil Davis Musical Enterprises, Inc.

1650 Broadway, N. Y. C. 19
CO 5-8148

Musical commercial production.

Robert Davis Productions, Inc.

21 E. 63rd St., N. Y. C. 21
TE 8-8410

Motion picture, TV film production.

Gordon M. Day Productions

256 Hollywood Ave., Douglaston 63
BA 9-6859

Writing-production of TV-Radio jingles.

D. P. M. Productions, Inc.

62 W. 45th St., N. Y. C. 17
Mu 2-0040

Industrial films, commercials.

Demby Productions, Inc.

Hotel Plaza, 1 W. 58th St., N. Y. C. 19
PL 9-2495

TV live and film production.

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood
38
HO 4-8331

Film commercial production, tv shows.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15.
BE 2-5722

Industrial and TV films.

Depicto Films, Inc.

254 W. 54th St., N. Y. C. 19
CO 5-7620

Motion picture and film producers.

Derel Producing Associates, Inc.

68 William St., N. Y. C. 5
BO 9-1550

TV Film packagers.

Louis DeRochemont Associates, Inc.

380 Madison Ave., N. Y. C. 17
OX 7-0350

Film producing services.

Desilu Productions, Inc.

846 No. Cahuenga Blvd., Hollywood
HO 9-5981

Film production facilities.

Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.
TH 5-3141

Dougfair Corporation

666 No. Robertson Blvd., Los Angeles
46
OL 2-7490

Producer filmed TV series.

Sherman H. Dryer Productions

667 Madison Ave., N. Y. C. 21
TE 8-5690

Dynamic Films, Inc.

Offices: 405 Park Ave.
Studios: 112 W. 89th St., N. Y. C. 24
TR 3-6221

Production and distribution facilities.

Eastern Effects, Inc.

333 W. 52nd St., N. Y. C. 19
CI 5-5280

Complete service to film.

Easten Films, Inc.

334 E. 74th St., N. Y. C.
TR 9-4830

Facilities for film productions.

Economee Television Programs

(a Div. of Ziv Television Programs)
488 Madison Ave., N. Y. C. 22
MU 8-4700

Distribution of TV Films.

Editorial Films, Inc.

10 E. 40th St., N. Y. C. 16
MU 6-3733

Production of non-commercial films.

Educational Films Corp. of America

1501 Broadway, N. Y. C. 26
PE 6-1780

Films for theatrical release.

Edward Productions Limited

5271 Western Ave., Montreal 28
HU 8-2545

Facilities for film production.

Peter Elgar Productions, Inc.

75 W. 45th St., N. Y. C. 36
JU 6-1870

Producers of industrials, tv films.

Elliot-Unger-Elliot, Inc.

414 West 54th St., N. Y. C. 19
JU 6-5582

TV filmed commercials.

Empire Production Corp.

480 Lexington Ave., N. Y. C.
PL 9-4500

Film production facilities.

Robert J. Enders, Inc.

1001 Connecticut Ave., N. W. Wash
6
St 3-2222

H'wood: M-G-M Studios, Culver City
10202 Washington Blvd.
TE 0-3311

N. Y. C.: 15 E. 48th St., N. Y. C.
PL 3-4966

Industrial and TV motion pictures.

Endorsements, Inc.

65 E. 55th St., N. Y. C. 22
PL 1-0315

TV endorsements and testimonials.

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D. F. (7)
Phone: 25-10-53

Production, distribution of films.

TV FILM PRODUCERS-DISTRIBUTORS

Jerry Fairbanks Productions

1330 N. Vine St., Hollywood 28
HO 2-1101

TV film producers.

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46
HO 2-1317

Production of dramatic broadcasts and religious films.

Fantasy Features, Inc.

(Subsidiary of Lance Productions)
353 W. 57th St., N. Y. C.
PL 7-6167

Production of children's films.

Don Fedderson Productions

120 El Camino, Beverly Hills
BR 2-8031
28 W. 44th St., N. Y. C.
OX 5-3060

Federal Telefilms, Inc.

1041 N. F.Mormosa Ave., Hollywood 46
HO 7-5111

Production of motion picture photoplays.

Paul J. Fennell Co.

404 N. LaCienega Blvd., Los Angeles 48
OL 2-2612
40 E. 40th Street, N. Y. C. 16
LE 2-2384

Fialkoff Theatrical Agency

1560 Broadway, N. Y. C. 36
JU 2-4037

Live entertainment.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
HA 7-3395
341 W. 44th St., N. Y. C.
PL 7-0900

Theatre, TV and industrial films.

Film Classic Exchange

8163 Santa Monica Blvd., Hollywood
OL 4-2222

Film library; package features.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46
OL 3-2430

TV program and commercial production.

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38
HO 9-5800

Film laboratory services.

Filmical Productions

650 N. Bronson Ave., Hollywood 4
HO 2-7141

Production of live and animation films.

Film Graphics, Inc.

245 W. 55th St., N. Y. C. 19
JU 6-1922

Producers of motion picture films.

Film Images, Inc.

1860 Broadway, N. Y. C.
CI 7-1877

Cultural film distributors.

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4
HO 2-7141

TV Film production.

Films of the Nations Distributors, Inc.

62 W. 45th St., N. Y. C. 36
MU 2-0040

Distribution of TV filmed programs.

Film Studios of Chicago

135 S. LaSalle St., Chicago
CE 6-8147

TV commercials, film production.

Filmvideo Releasing Corporation

333 West 52nd St., N. Y. C. 19
CI 6-4821

Servicing documentary shows.

Film Vision Corp.

1501 Broadway, N. Y. C.
LO 3-6187

Distributors of features and westerns.

Filmways, Inc.

241 W. 54th St., N. Y. C. 19
PL 7-1800

N. Palmas Ave., Hollywood 38
HO 5-9835

TV film production advertising.

Flamingo Films

509 Madison Ave., N. Y. C. 22
MU 8-4800

Production of TV films.

Flying A Productions

6920 Sunset Blvd., Hollywood 28
HO 9-1425

Production of TV films.

Fortune Features, Inc.

1501 Broadway, N. Y. C.
LO 4-5592

Distribution of TV features.

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
SY 6-2649

Production of religious films.

Four Star Films, Inc.

RKO Pathe Studios, 9336 W.
Washington Blvd., Culver City, Calif.
TE 0-2931

Production of TV film.

Fox-Marcus Productions

9157 Sunset Blvd., Hollywood 46
CR 1-9914

Packagers and producers.

Frazer Productions, Inc.

1040 No. Las Palmas, Hollywood 38,
HO 7-3111

Production of TV commercial films.

Fremantle Overseas Radio & Television, Inc.

366 Madison Ave., N. Y. C. 17
MU 7-4344

Foreign distribution of American radio and TV products.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wis.
HE 7-1307

Producers of TV spot commercials.

Gannaway International Corp.

4024 Radford, N. Hollywood
PO 2-1156

Producers of motion pictures and TV films.

Gateway Productions, Inc.

1859 Powell St., San Francisco
SU 1-8464

Educational film distributor.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
WI 4-5100

N. Y. C. LO 5-5978

6040 N. Pulaski Rd., Chicago 30

IR 8-4064

Eastman agent for film sale.

W. J. German, Inc. of California

6677 Santa Monica Blvd., Hollywood
HO 4-6131

Eastman agent for film sale.

General Film Laboratories

1546 North Argyle Ave., Hollywood 28
HO 2-6171

Film developing and printing.

Gerald Productions, Inc.

421 W. 54th St., N. Y. C. 19
PL 7-2125

Motion picture production.

Gibraltar Motion Pictures

Distributing Corp.

620 S. Burnside Ave., Los Angeles,
Calif.

WE 1-0618

Film distributor.

Glenar Studios

6618 Sunset Blvd., Hollywood 28,
HO 4-0406

Gold Medal Studios, Inc.

807 E. 175th St., N. Y. C. 60

Studios for film production.

Goldswan Productions, Inc.

730 Fifth Ave., N. Y. C. 19
JU 6-3675

Musical commercial production.

Governor Television Attractions, Inc.

151 W. 46th St., N. Y. C. 36
JU 6-3675

TV film distributor.

Harry S. Goodman Productions

19 E. 53rd St., N. Y. C. 22
PL 5-6131

TV filmed shows.

Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., N. Y. C. 17
LE 2-9041

Creative aspects of Radio and TV.

Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Hollywood
HO 9-7968

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 18,
WH 4-7440

Production of radio and TV commercials.

John Guedel Productions

8321 Beverly Blvd., Los Angeles 48
WE 6-6291

Radio and TV packaging and producing.

Guild Films Company, Inc.

460 Park Avenue, N. Y. C. 22
MU 8-5365

Production of filmed TV programs.

Jack Goetz

1148 San Ysidro, Beverly Hills
Lab. service for all TV requirements.

Gross-Krasne, Inc.

650 No. Bronson, Los Angeles 4
HO 9-8321

Studio facilities for TV and motion picture producers.

Hale & Baker, Inc.

55 W. 42nd St., N. Y. C. 36
LO 5-2795

TV-Radio consultants, public service and commercial spots.

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38
WE 6-5924

Film TV Shows and commercial production.

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11
TR 5-2450

N. Y. C. JU 2-4060

Producers of commercial films and spots.

Harriscop, Inc.

355 North Beverly Dr., Beverly Hills
CR 6-4632

Producer of tv motion picture film.

Hartley Productions, Inc.

339 E. 48th St., N. Y. C. 17
EL 5-7762

TV film production.

Hile-Damroth, Inc.

11 W. 42nd St., N. Y. C. 36
PYE 6-8161

Market management consulting.

Hoffberg Productions, Inc.

362 W. 44th St., N. Y. C. 18
CI 6-9031

Distributors of film series.

Holland-Wegman Productions

197 Delaware Ave., Buffalo 2,
MA 7411

TV commercials and films.

Hollywood Film Company

946 N. Seward St., Hollywood 38
HO 2-3284

Editing supplies and equipment.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood
HO 4-2181

Developing and printing.

Hollywood Television Service, Inc.

4020 Carpenter St., N. Hollywood
PO 3-8807

N. Y. C.—JU 6-1700

Distribution of motion pictures for TV.

Sandy Howard Productions

853 Seventh Ave., N. Y. C. 19
JU 6-6610

Production live and filmed TV programs.

Ideal Pictures, Inc.

58 So. Water St., Chicago 1,
FI 6-5480

Rental of entertainment, educational film.

United States Production, Inc.

5 E. 57th St., N. Y. C. 22
PL 1-1710

Production of all phases of motion picture work.

Institute of Visual Training, Inc.

40 E. 49th St., N. Y. C. 17
EL 5-1443

Producers and distributors of motion pictures.

International Film Foundation, Inc.

1 E. 42nd St., N. Y. C. 17
OX 7-6820

Production of documentary films.

United Press International

220 E. 42nd St., N. Y. C.
MU 2-0400

Telenews, daily, weekly, and sports film services.

International TV Programs, Inc.

530 Maxwell Ave., Cincinnati 19
UN 1-5000

Production of TV film world wide.

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27,
NO 2-9181

445 Park Ave., N. Y. C. 22

MU 8-2545

Production of motion pictures for TV.

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2
PL 4868

Distribution of U. S. and foreign films.

Jamieson Film Company

3825 Bryan St., Dallas 4
TA 3-8158

Scripts, storyboards, sound stage.

Jason Comic Art

480 Lexington Ave., N. Y. C. 17
PL 3-9370

Production of TV film cartoons.

Junfred, Inc.

36 W. 57th St., N. Y. C.
CI 7-1429

Stock pictures.

Jewell Radio & Television

540 N. Michigan Ave., Chicago 11
MO 4-5757

1040 North Las Palmas, Hollywood
HO 7-3111

3062 Penobscot Bldg., Detroit 26
WO 3-0617

Producers of educational and tv film.

K & W Film Service Corp.

1657 Broadway, N. Y. C. 19
CI 5-8081

Opticals, titals, special effects.

Katzka-Farrell-Gaige

Productions, Inc.
730 Fifth Ave., N. Y. C. 19
JU 2-9130

Independent producers.

Victor Kayfetz Productions

1780 Broadway, N. Y. C. 19
CI 5-4830

Motion picture producers, public service films.

Herbert Kerkow, Inc.

480 Lexington Ave., N. Y. C. 17
PL 1-1833

Sound stage, equipment for production of Public relation and TV films.

Kling Film Enterprises, Inc.

1058 W. Washington Blvd., Chicago 7,
SE 8-4181

TV packages and commercials.

TV FILM PRODUCERS-DISTRIBUTORS

Knickerbocker Productions, Inc.
1600 Broadway, N. Y. C. 19
CI 5-6710

Producers of motion pictures; commercials.

Lakeside TV Co., Inc.

1465 Broadway, N. Y. C. 19
LO 5-4582

Film production, TV distribution.

La Brea Productions, Inc.

915 N. La Brea Ave., Hollywood
OL 4-7400

TV film production.

Langlois Filmusic, Inc.

1755 Broadway, N. Y. C. 19
JU 6-5705

Music library.

Lance Productions, Inc.

353 W. 57th St., N. Y. C. 19
PL 7-6167

TV film production.

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood, Cal.
ST 7-0621

"Dragnet", "Pete Kelley's Blues."

The Marshall Organization

521 Fifth Ave., N. Y. C. 17
MU 7-2722

TV film production and commercial spots.

Master Films Distributors, Inc.

120 W. 42nd St., N. Y. C. 36
WI 7-9907

Spanish language films, feature films.

Masterpiece Productions, Inc.

45 W. 45th St., N. Y. C. 36
JU 2-4717

Re-issue feature distribution.

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood
HO 2-6027

"Lassie" series.

M. C. Pictures, Inc.

1501 Broadway, N. Y. C. 36
LO 3-6187

Distributors of TV feature films.

McCadden Corporation

1040 N. Palmas Ave., Hollywood 38
HO 4-2141

Production of filmed TV programs.

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28,
OL 4-0711

Commercials, shorts, features.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28
HO 2-6335

TV feature program series.

Meridian Pictures

c/o Samuel Goldwyn Studios
1041 N. Formosa Ave., Hollywood
HO 7-5111

Half hour films.

MCA-TV

598 Madison Ave., N. Y. C. 22
PL 9-7500

Distribution of feature TV films.

MGM-TV

(A Division of Loew's Inc.)
1540 Broadway, N. Y. C. 36
JU 2-2000

Library of feature films, TV programs and commercials.

Charles Michelson, Inc.

45 W. 45th St., N. Y. C. 36
PL 7-0695

TV film series, transcribed radio series.

Modern Teleservice, Inc.

219 E. 44th St., N. Y. C. 17
OX 7-2753

Filmed commercials and feature films.

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28
TH 5-7000

TV film programs, production.

Motion Pictures for Television, Inc.

270 Park Ave., N. Y. C.
PL 3-6500

NBC Film Library

729 7th Ave., N. Y. C. 19

CI 7-8300

Stock shots, over 30 million ft. of film.

National Screen Service Corp.

1600 Broadway, N. Y. C.
CI 6-5700

Production of TV films.

National Telefilm Associates, Inc.

10 Columbus Circle, N. Y. C. 19
JU 2-7300

TV film production.

NBC Film Division

(See California National Productions)

Official Films, Inc.

25 W. 45th St., N. Y. C. 36
PL 7-0100

Distribution of syndicated TV programs.

Olympia Film Productions, Inc.

112 W. 48th St., N. Y. C. 36
JU 6-1143

Motion picture production.

Paramount Television

Productions, Inc.

1501 Broadway, N. Y. C. 36
BR 9-8700

TV package programs.

Paul Parry Productions, Inc.

7417 Sunset Blvd., Hollywood 46
HO 7-4774

Production of program films.

Peerless Film Processing Corp.

165 W. 46th St., N. Y. C. 36
PL 7-3630

Servicing of syndicated TV shows.

Penthouse Sound Studios of

V. J. Nola

113 W. 57th St., N. Y. C. 19
JU 6-0040

Film, recording.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36
WE 8-2181

Motion pictures for training, education, etc.

Post Pictures Corp.

171 E. Post Rd., White Plains, N. Y.
WH 6-8161

Packages short subjects.

Princess Production Corp.

171 W. 42nd St., N. Y. C. 36
LO 3-7560

Motion picture production.

Princeton Film Center, Inc.

252 Nassau St., Princeton, N. J.
PR 1-3550

1456 N. Bronson Blvd., Hollywood

CA 2-6282

Motion picture producers and distributors.

Pyramid Productions, Inc.

221 West 57th St., N. Y. C. 19
JU 6-7040

Live and film TV shows.

Roland Reed TV Productions

650 N. Bronson, Los Angeles 4
HO 9-1628

Filmed TV production.

Reeves Sound Studios, Inc.

304 E. 44th St., N. Y. C. 17
OR 9-3550

Sound recording studios.

Regal Television Pictures Corp.

151 W. 46th St., N. Y. C. 36
JU 2-1877

Distribution of motion pictures.

Regis Films

1037 No. Cole Ave., Los Angeles 38
HO 5-5171

595 Madison Ave., N. Y. C. 22

TV film distributors and producers.

Republic Television Features

64 E. Lake St., Chicago 1
ST 2-0460

Live and filmed TV shows.

Revue Productions, Inc.

4024 N. Radford St., North Hollywood
PO 6-3871

Stuart Reynolds Productions

9110 Sunset Blvd., Los Angeles 46
CR 4-7863

Production and sale of film TV programs.

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19
JA 4-9653

Filming, distribution of features, shorts.

Riviera Productions

29 Miraleste Plaza, San Pedro, Calif.
DA 6-7676

Film production, varied.

RKO Television

1270 Ave. of the Americas, N. Y. C.
JU 6-5050

Distribution and production of feature films.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38
HO 7-7131

Motion picture producers.

Roy Rogers Productions

1041 N. Formosa Ave., Hollywood 46
HO 7-5111

Produces TV westerns.

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1
FR 2-4392

TV and Radio package programs.

Screencraft Pictures, Inc.

15 W. 44th St., N. Y. C. 36
MU 7-5011

5746 Sunset Blvd., Hollywood

HO 2-4448

Congress Hotel, Chicago

HA 7-9660

Distributor and syndication of features.

Screen Gems, Inc.

711 Fifth Ave., N. Y. C. 22
PL 1-4432

1334 N. Beachwood, Hollywood

HO 2-3111

Production.

Simmell-Meservey, Inc.

9113 W. Pico Blvd., Los Angeles
CR 4-6156

Film series production.

Square Deal Pictures, Corp.

Pines Bridge Road, Ossining, N. Y.
WI 1-2617

Producing films for own release.

Stage 5 Productions, Inc.

1040 N. Las Palmas, Hollywood
HO 7-3111

Production of "Adventures of Ozzie & Harriet"

Standard Television Corp.

745 Fifth Ave., N. Y. C. 22
EL 5-7566

Major feature films and shorts.

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28
HO 3-4173

TV filmed programs and syndicated radio

program productions.

Sterling Movies, U. S. A., Inc.

6 East 39th St., N. Y. C. 16
MU 3-6300

Distributors of TV film.

Sterling Television Co., Inc.

6 E. 39th St., N. Y. C. 16
ME 3-6300

Distributors of TV features and series.

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles
OL 4-8000

Superman TV series.

TCF Television Productions, Inc.

1417 N. Western Ave., Hollywood 27
HO 2-6231

TV production staff and facilities.

Telecast Films, Inc.

247 W. 46th St., N. Y. C.
JU 6-5480

Film TV producers and distributors.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24
CR 4-7266

Financing and production of TV series.

Tele-Pictures, Inc.

10125 W. Washington Blvd., Culver
City, Cal.
VE 9-2293

Syndication of motion picture features.

Telescene Film Productions Co.

287 10th Ave., N. Y. C.
CH 4-0122

TV film series.

Television International Co.

25 W. 45th St., N. Y. C. 36
PL 7-0100

Lease and/or sale of TV rights to series, etc.

Television Features of America

37 W. 46th St., N. Y. C. 36
JU 2-5130

TV film programs, productions.

Television Programs of America,

Inc.

488 Madison Ave., N. Y. C. 22
PL 5-2100

5420 Melrose Ave., Hollywood 28

HO 2-6525

612 N. Michigan Ave., Chicago

DE 2-0123

Motion pictures for television.

Television Screen Productions,

Inc.

17 E. 45th St., N. Y. C. 17
MU 2-8877

Film programs and spots.

Teleworld, Inc.

527 Madison Avenue, N. Y. C.
PL 9-6940

TV distributor.

TV Sports, Inc.

1037 N. Cole Ave., Los Angeles 38
HO 5-5171

595 Madison Ave., N. Y. C. 22

PL 5-0416

520 N. Michigan Ave., Chicago 11

WH 4-0196

Producer of animation for TV commercials.

Texas Rassin' Films

Cadiz & Industrial Blvd., Dallas, Texas
RI 8-2083

Wrestling films.

Trans-Lux Television Corp.

625 Madison Ave., N. Y. C. 25
PL 1-3114

Distribution of TV film shows.

Twentieth Century-Fox Television

Productions, Inc.

444 W. 56th St., N. Y. C.
CO 5-3320

1417 Northwestern Ave., Hollywood 27

HO 2-6231

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo
CL 2066

2133 N. W. 11th Ave., Miami

301 S. Kingsley, Los Angeles

Production of animated commercials.

Universal Pictures Co., Inc.

Television

445 Park Ave., N. Y. C. 22
PL 9-8000

Universal City, Calif.

ST 7-1211

FULL HOUSE

BUT WILL IT PAY OFF?

To pack the house, you don't take chances — you depend on entertainment specialists.

And to *sell* the TV audience *in* the house, you need advertising experts who can create commercials that pay off by moving the viewers — your way!

Specifically,



Specialists in Visual Selling
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

TELEVISION COMMERCIALS



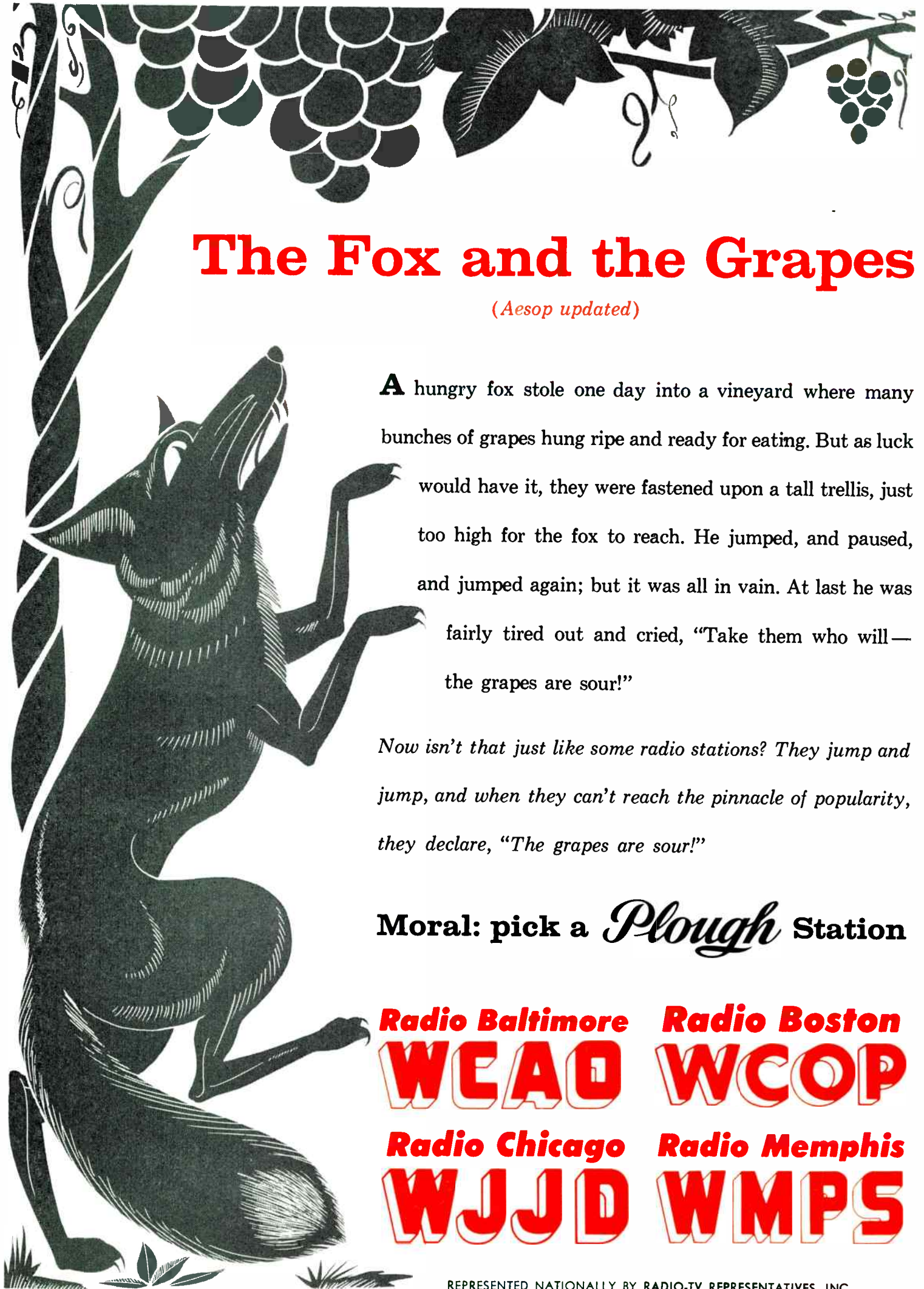
PHOTOGRAPHIC ILLUSTRATION



MOTION PICTURES



SOUND SLIDE FILMS



The Fox and the Grapes

(Aesop updated)

A hungry fox stole one day into a vineyard where many bunches of grapes hung ripe and ready for eating. But as luck would have it, they were fastened upon a tall trellis, just too high for the fox to reach. He jumped, and paused, and jumped again; but it was all in vain. At last he was fairly tired out and cried, "Take them who will—the grapes are sour!"

Now isn't that just like some radio stations? They jump and jump, and when they can't reach the pinnacle of popularity, they declare, "The grapes are sour!"

Moral: pick a *Plough* Station

Radio Baltimore

WEAD

Radio Boston

WCOP

Radio Chicago

WJJD

Radio Memphis

WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

ADDITIONAL RADIO SHOW LISTINGS

RADIO AGRICULTURAL, GARDENING

The Morning Market

Farm news, market reports, university extension news.
Availability: Live talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Audition Facilities: Tape.
Produced by: Ray Whitworth.
Submitted by: KIDO, Inc., Box 390, Boise, Idaho.

Grain Market Reports

Grain market reports direct from local grain elevator giving Chicago future markets as well as local cash markets.
Availability: Live talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Audition Facilities: Tape.
Submitted by: WSIV, Arcade Bldg., Pekin, Ill.

Farm Service

At 5:50 a.m. daily, KWFT airs farm service announcements in which requests-for and supplies-of all types of farm and ranch products and personnel are listed as sent in by listeners. This buy-and-sell, help wanted series is handled by Bill Mack.
Availability: Live talent.
Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: KWFT.
Submitted by: KWFT, Wichita Falls, Texas.

True to the Farm

Colonel J. Scott True conducts show, now in its 11th year. Six days per week, 12:30-1:30 p.m. Agricultural specialists, home demonstration

agents and soil conservationists are interviewed daily. Features markets, news, humor and "down home" philosophy by Col. True.
Availability: E.T.
Running Time: 30 minutes., 60 minutes.
Cost: \$20 and \$35.
Number Available: Unlimited.
Audition Facilities: Tape.
Produced by: J. W. Betts.
Distributed by: WFTM.
Submitted by: WFTM, Tobacco Sq., Maysville, Ky.

The Farm Barometer

Program deals with local agricultural activity — when to plant, best time to begin preparing soil. Includes current information on weather outlook for immediate future — and news of pest infestation when it arises — along with suggestions for licking this problem.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$40 per week.
Number Available: 104 per year.
Audition Facilities: Tape.
Produced by: Jim Carlisle.
Distributed by: WLAG.
Submitted by: WLAG, LaGrange, Ga.

WVMI Farm Hour

WVMI Farm Hour incorporates farm news, local and national, combined with country & western type recorded music. Each week, the local County Agent is on the program, as well as home demonstration clubs.
Running Time: 30 minutes.
Cost: \$10 per show.
Number Available: 260.
Audition Facilities: Tape.
Produced by: WVMI.
Submitted by: WVMI, Box 152, Biloxi, Miss.

The Bill Shaut Show

Emcee, Bill Shaut, active member of farm organizations, does the typical morning farm show plus quotes, tapes, first-hand participation in the field. Names and voices of area farm leaders on every show. Special attention to dairy interests.
Running time: 60 minutes.
Cost: On request.
Number Available: 6 per week.
Produced by: Bill Shaut.
Submitted by: WRUN, 258 Genesee St., Ulica, N. Y.

Cherokee Poultry Roundtable

This program originates in the heart of one of the world's largest broiler chicken-growing areas. Brings together leading broiler growers, producers, hatcherymen before a moderator who has 25 years of poultry experience.
Availability: Live talent.
Running Time: 30 minutes.
Cost: \$28 per show including talent.
Number Available: 52 per year.
Audition Facilities: Tape, Live talent.
Produced by: Mike McDougald.
Submitted by: Cherokee Broadcasting Company, Inc. (WCHK), Canton, Ga.

API Extension News

Daily news program of farm news produced by the Alabama Extension Service.
Availability: Live talent.
Running time: 5 minutes.
Cost: On request.
Number Available: 6 per week.
Audition Facilities: Tape.
Produced by: API Extension Service.
Distributed by: API Extension Service.
Submitted by: Auburn Broadcasting Co., WAUD, Box 391, Auburn, Ala.

Northwest Arkansas Farm Views

Intensive coverage of the local agricultural scene covering growing of broiler chicken and turkeys, both specialties of this area. Also covered in season are reports on strawberries, tomatoes for northern markets, beans, peas and cucumbers.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E. T., Tape.
Produced by: KBRS.
Distributed by: KBRS.
Submitted by: KBRS, Box 29, Springdale, Ark.

Farmers' Partyline

W. D. "Farmer Bill" Click, farm director, veteran of 38 years as County Agricultural Agent, gives a homey but authentic rundown of farm and market news, with interviews live and tape.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E. T., Tape.
Produced by: WSAZ.
Submitted by: WSAZ, 201 Ninth St., Huntington, W. Va.

The Farm Radio Journal

A local-interest farm service feature with seven continuous years on the air, Monday through Friday 12:30-12:45 p.m. Each program contains seven-minute interview largely recorded in the field with leading local farmers, County Agent, home demonstration agent, ranger, ASC office manager, plus localized farm markets and weather.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Up to 260.
Audition Facilities: Tape.
Produced by: James O. Hardin, Jr.
Submitted by: WCOH, Box 581, Newnan, Ga.

RADIO AUDIENCE PARTICIPATION

Swap Shop

Listeners phone in if they have anything to sell, trade, buy, etc. Their voice is transmitted on the air. In addition, some letters and cards are read from people who haven't been able to get through on the phone lines.
Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Gene Valentino.
Distributed by: WATR.
Submitted by: WATR, 440 Meadow St., Waterbury, Conn.

Party Line

Half-hour live broadcast; telephone calls accepted collect; listeners phone in questions or comment; MC, Warren Nielson, acts as moderator only; if a question is asked, he asks other listeners to supply the answer.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: E.T., Live talent.
Produced by: KMA.
Submitted by: May Broadcasting Company (KMA), Lowell & Elm Sts., Shenandoah, Iowa.

Voice of Fortune

A quiz program utilizing facilities of World Library. Listeners can obtain registration sheets only from participating firm, or from firm selling sponsor's product. Calls will be placed three times daily to registered listeners, who earn prize for answering phone plus chance to win "jackpot" if they identify "Voice of Fortune."
Running Time: Variable.
Cost: On request.
Audition Facilities: Tape.
Produced by: World Broadcasting System.
Submitted by: WCNT, Box 428, Centralia, Ill.

Breakfast With the Daileys

Remote to local cafe — mainly interviews with tourists — completes program with interviews with local customers. Program is emceed by Ward Hatcher, former MBS announcer-producer. Runs 7:45-8 a.m.
Availability: E.T., Live talent.
Running Time: 15 minutes.
Cost: \$1.50 per day for co-sponsorship, five days per week.
Audition Facilities: Tape.
Produced by: Ward Hatcher.
Submitted by: KLRS, Route 4, Mountain Grove, Mo.

You Find the Slogan

Store places slogan in different place each week. Telephone contestant wins merchandise and cash jackpot if he knows slogan for the week. Phone calls made at random. Jackpot increases if no winner.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Les Williams.
Distributed by: Les Williams.
Submitted by: WYTI, Inc., Box 471, Rocky Mount, Va.

Radio Want-Ads

The program permits the general public, by means of telephone, to advertise its wants free of charge. Telephone callers' voices are amplified and broadcast as they describe what it is they want to sell, buy, trade.
Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Herman Kelly.
Submitted by: WWKY, Box 535, Winchester, Ky.

Problems and Solutions

Audience phones in problems which are broadcast direct, and listeners phone in solutions to problems, which are also broadcast. "Mighty Joe" Young is moderator.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Tape.
Submitted by: KBUR, Roosevelt Ave., Burlington, Iowa.

How Crazy Are You?

Personal appearances and dramatized vignettes based on experiences of listeners and their families, friends and acquaintances, and offering cash awards for such participants appearing either in person or by proxy. Good-humored, light-hearted, fast-paced comedy show; it hands the listeners laughs of the kind he most enjoys — laughs at the ridiculous which is at the same time human.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: Live Talent.
Produced by: Oliver W. Nicoll Productions.
Submitted by: Radio Features of America, N.Y.C. 36.

RADIO DISC JOCKEY

The Herb Oscar Anderson Show

A morning show designed to entertain as well as keep listeners informed on weather, time, traffic conditions, places of interest to visit. Featuring veteran D.J. Herb Oscar Anderson, listeners are assured of a pleasant early morning start.

Availability: Live talent.
Running Time: Three hours.
Cost: On request.

Number Available: Six per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.

Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

Music With Muni

Young Scott Muni, a newcomer to New York hosts two shows daily, each afternoon and early evening, featuring the music that appeals both to teenagers and adults.

Availability: Live talent.
Running Time: Two hours.
Cost: On request.

Number Available: 12 per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.

Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

**Ted Steele Show
The Bandstand**

The two-hour morning segment, featuring Ted Steele, long favorite radio-TV personality, is paced to help the housewife through her morning chores by presenting her favorite music. The late-afternoon program caters to the musical tastes of all New York, including the driver on his way home and the housewife preparing dinner.

Availability: Live talent.
Running Time: Two hours each.
Cost: On request.

Number Available: 12 per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.

Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

Music Makers**New York's Top Hits**

Joe O'Brien and Bert Knapp alternate to bring New Yorkers the music popular in the metropolitan area.

Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.

Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.

Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

The Record Shop

Two-hour shows featuring shopping and household hints for the homemaker, as well as New York's more popular music.

Availability: Live talent.
Running Time: Two hours.
Cost: On request.
Number Available: 11 per week.
Audition Facilities: Tape.
Produced by: WMCA Program Division.
Distributed by: WMCA Program Division.
Submitted by: WMCA, 415 Madison Ave., N. Y. C. 17.

Traffic Jam

Popular music "for people ensnared in traffic jams." Impressions of famous personalities of recording, stage and movie fields. Humorous introductions to commercials. Guests include "Walter Brennan," various "Chinese Philosophers," "Peter Lorre," etc. (all impressions done by Dave Wright).

Availability: Live talent.
Running Time: 60 minutes.
Cost: On request.

Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WSJS.
Submitted by: WSJS, 419-421 N. Spruce St., Winston-Salem, N. C.

The Ed Coles Show

As a 10-year veteran behind a microphone, Ed Coles possesses an innate ability to talk with people, rather than at them. His friendly delivery and manner make his commercials believable.

Availability: E.T.
Running Time: Five hours.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: E.T.
Produced by: WSBA.
Submitted by: WSBA, Box 910, York, Pa.

The Al Saunders Show

Al Saunders knows which music has the greatest appeal for all segments of his audience. He has a ready wit, and skillfully blends it with vital information such as frequent time checks and weather reports to keep his audience informed as well as entertained — and above all, he sells.

Availability: E.T.
Running Time: 3½ hours.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: E.T.
Produced by: WSBA.
Submitted by: WSBA, Box 910, York, Pa.

The Top 40 Show

The "Top 40" format has more than mere teenage appeal. DJ takes special care to include a well-balanced program, which gives a good cross section of today's most popular music. Although the program features records exclusively from the Top 40, the pacing and variety give it a flavor which is pleasing to listeners of all age groups.

Availability: E. T.
Running Time: 1½ hours.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: E. T.
Produced by: WSBA.
Submitted by: WSBA, Box 910, York, Pa.

The Ed Lincoln Show

Ed programs his music with a generous sprinkling of standards and

old favorites. Listeners know they will hear many of their favorites. There is music for all ages: whether it be at home, in the car or at work.

Availability: E. T.
Running Time: Five hours.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: E. T.
Produced by: WSBA.
Submitted by: WSBA, Box 910, York, Pa.

Rock 'n Roll Kingdom

Emory Saunders plays the hottest Rock 'n Roll records and also rhythm and Blues records. His show is enjoyed by both adults and teenagers.

Availability: E. T., Live Talent.
Running Time: Five hours.
Cost: On request.
Submitted by: WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pa.

Hap Holiday

Hap is WZIP's Jolly Morning Man 6 to 8:30 a.m. and 1:30 to 3:30 p.m. when he returns on the air with his early afternoon show. Both are formatted in the same manner with family fun features. The morning show has more time and temperature signals, though both shows feature time, news, and tunes. Music from Hollywood on sound track and Memory Melody.

Availability: E. T., Live Talent.
Cost: On request.
Number Available: Participating spots.
Audition Facilities: E. T., Tape, Live Talent.

Produced by: John Bruce.
Submitted by: WZIP, Vernon Manor, Cincinnati, Ohio.

Fabulous Four

Our four DJ's get together on Sunday afternoon and each presents an hour of his kind of music. Aims at Sunday afternoon drivers with music, news and highway traffic information. Bob Chase, Bob Sievers, Jack Underwood and Marv Hunter are the four DJ's on a Sunday afternoon, 1-5 p.m.

Availability: E. T., Live Talent.
Running Time: Four hours.
Cost: \$265 per hour.
Number available: One per week.
Audition Facilities: E. T., Tape.
Produced by: WOWO.
Submitted by: WOWO, 124 W. Washington Blvd., Fort Wayne, Ind.

1290 Club

Ruffled nerves and depression disappear at 1290 on the radio dial each day at 1 p.m. when Don Mathewson and Jimmy Lynn bring a full measure of listening pleasure.

Availability: E. T., Live Talent.
Running Time: 5½ hours.
Cost: On request.
Number Available: Six per week.
Audition Facilities: E. T.
Produced by: WTUX.
Distributed by: WTUX.
Submitted by: WTUX, 14th & Market St., Wilmington, Del.

Carolina Reveille

Early morning listening music with news, weather, etc. injected at intervals. Wally Williams is host, occasionally joining in with lyrics. Easy,

light entertainment 5-9:45 a.m.
Availability: Live Talent.
Running Time: Four hours.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WSJS.
Submitted by: WSJS, 419-421 N. Spruce St., Winston-Salem, N. C.

Tony Richards Bandstand

Rock 'n Roll program in the truest sense, featuring the top 25 numbers daily, along with carefully selected Rock 'n Roll music having past popularity.

Availability: E. T., Live Talent.
Cost: \$25 per 15 minutes.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Tony Richards.
Submitted by: WLVA, 2320 Langhorne Rd., Lynchburg, Va.

Fran Russell Show

Popular music program incorporating many special services, including prayer for the day, thought for the day, hints to the homemakers, and guest celebrities.

Availability: E. T., Live Talent.
Running Time: 55 minutes.
Cost: \$60.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: Fran Russell.
Submitted by: WLVA, 2320 Langhorne Rd., Lynchburg, Va.

The John DeYoung Show

One of the city's oldest disc men. Friendly-type voice, good music along with weather, news, temperature, special announcements, etc. Runs 6-9 a.m., 10:05-12 noon.

Availability: E. T.
Running Time: Various.
Cost: On request.
Number Available: Various.
Audition Facilities: E. T., Tape.
Produced by: WGL.
Submitted by: WGL, 201 W. Jefferson, Fort Wayne, Ind.

The Joe Niagara Show

"The Rockin' Bird" Joe Niagara features top tunes of the most popular artists. News is at 25 after the hour and five minutes before. Along with top tunes Joe features "Rock 'n' Roll" type music mixed with standards. 7:30 p.m.-midnight.

Availability: E. T., Live Talent.
Running Time: 4½ hours.
Cost: On request.
Submitted by: WIBG, Suburban Station Bldg., Philadelphia 3, Pa.

Carnival

WSB's nightly musical midway in hi-fi with MC Frank Stiteler. One hour and 15 minutes of musical oddities musical selections often overlooked in the normal run of programs.

Availability: E. T., Live Talent.
Running Time: 75 minutes.
Cost: On request.
Number Available: Five per week.
Audition Facilities: Tape.
Produced by: WSB.
Submitted by: WSB, 1601 W. Peachtree St., NE, Atlanta, Ga.

RADIO MUSICAL

Midnight With Music

A new series which is an invitation to the listening audience to spend the midnight hour listening to restful, melodic music from the recital repertoire.

Running Time: 55 minutes.
Audition Facilities: Tape.
Produced by: WQXR.
Submitted by: WQXR, 229 W. 43rd St., N.Y.C. 36.

The Big Decision

Pre-release records judged — but prizes are won only by listening audience. Emceed by America's exciting new sensation—Christopher Hersey.

Running Time: 25 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Wes McWain.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

The Melachrino Musicale

The Melachrino Orchestra and Strings. A repertoire of modern orchestrations ranging from light novelty numbers to familiar semi-classics. Listeners will hear Melachrino in performances never before heard in the U. S. Verlye Mills, solo harpist on the show, is heard in numerous selections.

Availability: E. T.
Running Time: Five minutes.
Cost: On request.
Number Available: Three weekly, continuous.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Panorama

A series based on current or topical musical events in the operatic, symphonic, chamber music, ballet and folk-music fields from everywhere in the world of music. Conducted by the knowledgeable Martin Bookspan, the programs give listeners a vivid picture of events with musical illustrations.

Running Time: 55 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: WQXR.
Submitted by: WQXR, 229 W. 43rd St., N.Y.C. 36.

Kate Smith Show

Kate Smith, "America's Sweet-heart"—with favorite music, interviews top personalities from motion pictures, broadcasting, the stage. Kate has movie reviews and book reviews. There's something for all members of the family to enjoy.

Running Time: 25 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Sam Schiff.
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

The New Lawrence Welk Show

The famous bandleader and his regular troupe of TV performers star in a radio show featuring the latest Welk tunes in a format which follows

his TV show. Featured soloists are the Lennon Sisters, Alice Lon, Myron Floren, Tiny Little, Jr., and others in the Welk band.

Availability: E. T.
Cost: On request.
Number Available: One weekly, unlimited.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Frontiers of Sound

The hi-fi enthusiast is especially attracted to this series because it is broadcast in stereophonic sound. The fine quality of the tape recordings used, however, makes it a treat also for music lovers who tune in on either AM or FM only.

Running Time: 55 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: WQXR.
Submitted by: WQXR, 229 W. 43rd St., N.Y.C. 36.

The Freddy Martin Show

Featured on the bandleader's all-star program are baritone Merv Griffin, pianist-vocalist Murray Arnold, and the Martin Men—a top flight vocal group that provides mellow backgrounds for many of the solo numbers.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five weekly, continuous.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

The Wayne King Serenade

"The Waltz King" and his orchestra featuring baritone Harry Hall, vocal soloists Gloria Van and Jacqueline James, and the Wayne King Chorus.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: One weekly, continuous.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

Sons of Pioneers

Starring Tim Spencer, Bob Nolan, Lloyd Perryman, Pat Brady, Karl and Hugh Farr. Country classics such as "Tumbling Tumbleweeds," "Cool Water," "The Timber Trail" (these were written by the "Sons"), and many other favorite Western and Cowboy songs are heard.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five weekly, continuous.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.

Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

The Sammy Kaye Show

"Swing and Sway" music by Sammy Kaye continues to be popular with old and young alike. The tunes Sammy plays always delight everybody—old favorites and popular hits.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five weekly, continuous.
Audition Facilities: E. T.
Produced by: RCA Thesaurus.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., N.Y.C. 10.

The World of Jazz

Authentic jazz of all ears and styles is presented by the noted jazz critic, John S. Wilson, in this series which covers the span of jazz as a characteristically American art form.

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: WQXR.
Submitted by: WQXR, 229 W. 43rd St., N.Y.C. 36.

At Arrowhead Springs

One-hour remote show from famed Arrowhead Springs Hotel. First half-hour music and dancing with intro by MC. Second half-hour interviews with guests and celebrities. Program time 11 p.m.-12 midnight each Saturday evening. MC is hotel's general manager, Larry Benton.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$200.
Number Available: 26.
Audition Facilities: Tape.
Submitted by: KFXM Broadcasting Company, 512 Fifth St., San Bernardino, Calif.

Rendezvous With David Ross

David Ross, the Golden Voice of Radio, presents heart-warming poems and human interest stories leading into music by such masters as Kern, Gershwin, Hammerstein, etc. The music comes from the station library.

Running Time: 15, 30 minutes
Cost: On request.
Number Available: 260—15 minutes; 130—30 minutes.
Produced by: Harry S. Goodman Productions.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N.Y.C. 22

Illinois Opera Auditions of the Air

The "Illinois Opera Auditions" is an endeavor to find the most outstanding operatic voice in the five-state Chicagoland area. WGN will present new operatic talent in an on-the-air contest with the winner receiving a \$1,000 prize awarded by The Illinois Opera Guild to further his or her operatic singing career.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live talent.
Produced by: Richard Jones.
Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

Radiomatic

Distinctive, fresh, sparkling full fidelity instrumental arrangements of popular standards, interspersed with occasional vocals by choral groups and well-known soloists and spiced with modern instrumental treatments of today's popular favorites. No jazz, no Rock 'n' Roll, no blatant vocals, no spoken words. Produced for use in conjunction with Radiomatic Playback Equipment with time synchronism and commercial injection handled automatically.

Availability: Tape.
Running Time: Eight hours.
Cost: On request.
Number Available: New programs daily.
Produced by: Muzak Corporation.
Distributed by: Associated Program Service.
Submitted by: Associated Program Service, 229 Fourth Ave., N. Y. C. 3.

Waltz Fantasy

The excitement of Heidelberg, the grandeur of the palace courts of the "Old World" recreated with this daily program designed for easy listening and relaxation. Sway to the rhythms of I. J. Strauss, Waldteufel, etc.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WHLI-AM-FM.
Submitted by: WHLI-AM-FM, 384 Clinton St., Hempstead, N. Y.

Musical Playhouse

Each day at 3 p.m. the curtain goes up on the big musical shows of yesterday and today. The top music of the big hits from Hollywood and Broadway—"My Fair Lady," "Oklahoma," "Show Boat," etc.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WHLI-AM-FM.
Submitted by: WHLI-AM-FM, 384 Clinton St., Hempstead, L. I., N. Y.

Melody Caravan

Musical program featuring melodies of "yesterday and today," songs treasured through the years. Herbert, Kern, Gershwin, et al.

Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Number Available: Seven per week.
Audition Facilities: Tape.
Produced by: WHLI-AM-FM.
Submitted by: WHLI-AM-FM, 384 Clinton St., Hempstead, L. I., N. Y.

Not So Long Ago

Travel down memory lane with the flavor of "the old days" recaptured by the songs of Ruth Etting, Al Jolson, Beatrice Kaye, etc. Once a week the "Roaring 20's" comes to life, musically, with all its excitement and flamboyance. Broadcast Sunday afternoons.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: One per week.
Audition Facilities: Tape.
Produced by: WHLI-AM-FM.
Submitted by: WHLI-AM-FM, 384 Clinton St., Hempstead, N. Y.

RADIO EDUCATIONAL

Signal Ten

A new and significant public service program designed to assist in the promotion of safety on our highways. Features tape recorded interviews with traffic violators. Dramatic material is collected by Indiana state troopers using pocket-type wrist microphones. Carl Greyson provides the narration.

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Tape.
Produced by: Bob Prestegaard.
Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

Science Is My Beat

Informative interviews with science leaders, detailing latest research and experimental developments in the wide science field. Program conducted and moderated by Earl Ubell, science editor for the New York Herald Tribune.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: Broadcast weekly on Sundays.
Audition Facilities: Tape. Live Talent.
Produced by: Mutual Network (News Dept.).
Distributed by: Mutual Broadcasting System.
Submitted by: Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18.

Car Counsellor

Information on what makes your car tick, how to keep it running at top efficiency and at lowest cost.

Running Time: Five minutes.
Cost: On request.
Number Available: 156.
Produced by: G. Norris MacKenzie.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

Answer, Please!

Douglas Edwards answers questions submitted in letters by listeners.

Availability: E. T.
Running Time: 10 minutes.
Cost: On request.
Number Available: On request.
Produced by: Sandra Nemser.
Distributed by: CBS Radio.
Submitted by: CBS, 485 Madison Ave., N.Y.C. 22.

Tell Me, Doctor

Consists of interesting questions and answers about illnesses.

Running Time: Five minutes.
Cost: On request.
Number Available: Approx. 1,000.
Produced by: Michigan State Medical Society.
Distributed by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. 22.

TV MISCELLANEOUS

LIVE TRAVEL

Treasure!

Live narration with film by Bill Burrud documenting the stories of over 1,000 lost or buried treasures throughout the world, presenting known facts, legends and myths regarding each treasure location.

Running Time: 30 minutes.
Cost: \$2,850.
Number Available: Continuing series.
Produced by: Bill Burrud Productions.
Submitted by: KCOP, 1000 N. Ca-huenga Blvd., Hollywood 38, Calif.

Vacationtime

Film and live, interviews and stories of places to go and things to do on your vacation. Jack McElroy, prominent sportsman and traveler in local area, flies own plane, shoots own pics. Tips on what to take, costs and what to see spice the program.

Running Time: 60 minutes.
Cost: On request.
Number Available: One per week.
Produced by: Jack McElroy.
Submitted by: KRCA, Sunset & Vine, Los Angeles 28, Calif.

Wanderlust

Travel films narrated "live" by Bill Burrud. Camera crew filming both "vacation" spots and world tours.

Running Time: 30 minutes.
Cost: \$2,850.
Number Available: Continuing series.
Produced by: Bill Burrud Productions.
Submitted by: KCOP, 1000 N. Ca-huenga Blvd., Hollywood 38, Calif.

Seven League Boots

World travel films featuring the bizarre and unusual. Narrated by Jack Douglas (winner of two 1957 Emmys, for "I Search for Adventure" and "The Golden Voyage"), filmed by Douglas's Camera Caravan. Live narration over film.

Running Time: 30 minutes.
Cost: \$2,850.
Number Available: Continuing series.
Produced by: Jack Douglas Enterprises.
Submitted by: KCOP, 1000 N. Ca-huenga Blvd., Hollywood 38, Calif.

FILM DRAMA (SERIAL)

Joe Palooka

Joe Kirkwood stars in this series, based on the famous cartoon character. Situations involve action, comedy and romance, and include authentic boxing sequences.

FILM RELIGIOUS

A Minute of Prayer

Consists of 365 separate prayers representing all denominations. Has been produced especially for TV and is an excellent sign-on and sign-off program for stations.

Running Time: One minute.
Cost: Barter.
Number Available: On request.
Distributed by: C & C Films, Inc.
Submitted by: C & C Films, 445 Park Ave., N.Y.C.

FILM VARIETY

Lilli Palmer Show

Lilli's guests at her home in Hollywood include Thornton Wilder, Agnes De Mille, Bea Lillie, Walter Hampden, others.

Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced by: Charles Kebbe.
Distributed by: Victory Program Sales.
Submitted by: California National Productions, 663 Fifth Ave., N. Y. C. 22.

Oriental Varieties

Films of top vaudeville acts from Japan, shot against their Oriental background. Stars include jugglers, balancing acts, tight-rope walkers, sword acts, etc.

Running Time: 5 minutes.
Cost: On request.
Number Available: 15.
Produced by: Television Screen Productions, Inc.
Distributed by: Television Screen Productions, Inc.
Submitted by: Television Screen Productions, Inc., 17 E. 45th St., N. Y. C. 17.

George Jessel's Show Business

George Jessel chats with top entertainment personalities and then introduces some of the all-time great comedy, musical and variety acts. Stars include Eddie Cantor, Burns and Allen, Ethel Merman, Sophie Tucker, etc.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Desilu Productions, NTA.
Distributed by: National Telefilm Associates, Inc.
Submitted by: NTA, 10 Columbus Circle, N.Y.C. 19.

FANTASTIC THINGS
THE MAN DOES

with voices, sounds, and music at KCBO San Diego and Bartell Family Radio.

Electronics, molded and disciplined by creative imagination, produces a programing of constant charm.

Thoughtful study, plus a devotion to perfection stamps his product with unmistakable professionalism.

AL HEACOCK, BEHIND SCENES

in the unfolding drama of Bartell Family Radio leadership in modern radio.

BARTELL FAMILY RADIO

WOKY MILWAUKEE, KCBO SAN DIEGO, KYA SAN FRANCISCO

WILD BOSTON, WAKE/ATLANTA, WYDE BIRMINGHAM,

AGENCIES

THE DEPARTMENT OF DEFENSE Reserve Award, highest peacetime citation for industry, has been presented to BBDO for "outstanding cooperation with the Armed Forces Reserve." An award certificate and blue pennant were presented to Charles H. Brower, BBDO president, by Maj. Robert D. Altman, acting commander of the New York Air Reserve Center.

CY EICHMAN has been appointed Director of Advertising and Publicity of National Screen Service Corp., according to an announcement by Burton E. Robbins, vice president in charge of sales.

LEE-MYLES ASSOCIATES have announced the completion of a 50 per cent expansion of its offices. The increased space enables an enlargement of the company's copy and sales promotion departments.

DAN J. DUFFIN has been named manager of the client public relations department at EWRR. The agency is now equipped to handle public relations campaigns on a continuing basis for clients. Duffin was formerly manager of client public relations in the agency's Philadelphia office.

HOWARD S. WESSON has joined the staff of EWRR as a copy supervisor. He was formerly associated with Paul Clemner and Company, Newark advertising agency.

ROBERT A. TALPAS, former advertising manager of the Refrigerated Foods Division of General Mills, has been named to head the division's newly organized marketing department. The marketing department will handle all advertising, merchandising, and sales promotion within the division.

ROSE-MARTIN has added Universal Spray Can Corporation, of New York, manufacturers of Speed Shine, an aerosol shoe polish, to its list of accounts.

STUDEBAKER-PACKARD, major spender in radio and television, is in the midst of quite a shakeup, with the recent dropping of the Packard automobile, and the current rumors of management changes within the firm. A. M. Sonnabend, Boston realtor, financier, and hotel magnate, will be elected a director of the firm, and will assume many executive responsibilities, a spokesman for the tycoon stated at the Hotel Roosevelt here yesterday.

New Program Availabilities For 1958-59 Soar To Peak

(Continued from Page 1)

to mushroom; the challenge of picking the right program; the importance of public service programming—these are some of the subjects treated and they are indicative of the inquisitive self-appraisal broadcasting is making.

The heavy response to questionnaires which accompanied forms for show listings has brought forth some interesting statistics.

The average station, in apportioning its local programming, uses 45 per cent feature film, 40 per cent syndicated film, and 15 per cent live programming.

On types of programming most in demand by local sponsors, stations reported 63 per cent preferred live, 20 per cent feature film, and 17 per cent syndicated film.

Favor Syndicated Film

Where national spot sponsors are concerned, 60 per cent favor syndicated film, 38 feature film, and two per cent live programming.

Preferences in types of location in the schedule were equally divided between ID's, feature film, syndicated film participation, and live show participation.

The average TV station staff, according to the survey, employs 16.6 staffers in the technical department, 3.8 in the news department, 3.1 employees on film and 15.9 in programming.

Color plans for next year are inconclusive of the station level but there is much color planning

Metropolitan Appoints Fishburn In Mid-West

Appointment of Junius R. Fishburn as mid-western sales manager for Metropolitan Broadcasting Corporation's WABD-TV, here, and WTTG-TV, Washington, was announced here. He will make his headquarters in Chicago.

Fishburn was in charge of the Chicago office of Simmons Associates, Inc., radio and TV representatives, and prior to that had been a senior account executive for Edward Petry & Co.

International Licenses

Washington Bureau of RADIO-TV DAILY

Washington—The FCC yesterday issued the first regular licenses for international broadcast stations under the new rules adopted in 1955. WRUL received licenses covering four transmitters for its international broadcasts, but a grant for the station's fifth transmitter was held up pending amendment of the application to meet the minimum power requirements. International stations are required to transmit with not less than 50 kw.

on the national level for the coming season.

Stations were queried as to whether they had a color TV set or not. Of the total, 41.1 per cent reported they had at least one and in some cases there were several owned.

The roster of shows included this year in SHOWS OF TOMORROW, the PROGRAM BUYERS GUIDE speaks for itself in both quality and quantity. The 1,700 programs reported hit a new peak in availabilities for a future season. There is no better basis on which to lure added advertising dollars into broadcasting than to have a broad selection of varied shows ready to meet any specific needs of a sponsor, a campaign, a scheduling problem or any other barrier which must be surmounted in the course of business.

SHOWS OF TOMORROW is the key which can be used to unlock any problem in the field of programming radio and television.

Sterling, Brillo Renew Contracts With NBC-TV

(Continued from Page 1)

Manufacturing Company, according to an announcement by Walter D. Scott, vice president, television network sales, for NBC.

Some 52 weeks in renewals, start with Sterling, which calls for sponsorship of alternate week quarter hour-segments in four Monday through Friday programs, starting Sept. 17: "Today Is Ours", on alternate Mondays, Wednesdays and Fridays; "Modern Romances", on alternate Mondays, Wednesdays and Fridays; "The Price Is Right", on alternate Mondays and Wednesdays; and "Treasure Hunt", on alternate Fridays.

Brillo's renewal, also effective Sept. 17, calls for sponsorship of alternate Wednesday quarter hour segments in three Monday through Friday daytime programs: "Treasure Hunt", "It Could Be You", and "Haggis Baggis".

The advertising agency for Sterling is Dancer-Fitzgerald-Sample, and J. Walter Thompson represents Brillo.

Would Hike Power

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has proposed a new rule under which TV translator stations would be permitted to go to a top power of 100 watts to improve service and extend it to new areas in which there is little or no TV reception at present. The present maximum power is 10 watts. The Commission invites the submission of comments by interested parties.

TELE TOPICS

"The Story of Television," a film made for Radio Corporation of America, has been telecast 406 times during the two years it has been in distribution, reports William J. Ganz, president of the Institute for Visual Training, which made the film for RCA and has been distributing it.

The 406 showings have amassed a television audience-count of 52,769,000, as compiled by Ganz from reports to his office from station managers. Analysis further showed that 23 per cent of the telecasts were in Class A time, 29 per cent were B time, and 48 per cent in C time.

WLEX-TV, Lexington, Ky., has appointed Elizabeth Beckjorden as personal and station network representative here, effective today. She will work with the Bolling Company, the outlet's national spot rep. WLEX-TV starts picking up NBC-TV's "Today" show this morning and will be greeted on-camera by Dave Garroway.

Mel Bourne, former set designer for Maurice Evans and the Theater Guild, has joined Robert Lawrence Productions as staff scenic designer. Bourne will supervise and coordinate artistic and visual aspects of Lawrence Films for industry and television in terms of design, decoration, and construction.

Sandy Howard, Producer and director of "Night Court." for Banner Films, completed four half-hour segments yesterday between 8 a.m. and 4:20 p.m., believed to be a record. Speed is achieved, it is reported, by using three cameras, synchronized, in a triple-hookup devised by Al Stensvold.

A-Buy Radio Network Appoints New Ad Agency

(Continued from Page 1)

radio stations, Robert Dumm, of KROY here, and president of the A-Buy network, announced.

A-Buy plans an expanded trade publication and direct mail advertising program nationally, Dunn revealed. Other radio outlets in the group are KGEE, Bakersfield; KPAY, Chico; KHUM, Eureka; KARM, Fresno; KFIV, Modesto; KIDD, Monterey-Salinas; KVIP, Redding; KITO, San Bernardino; XEAK, San Diego; KSTN, Stockton; KIST, Santa Barbara.



**Nothing else quite like it
in Greater New York**

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J. — covering New York and New Jersey

Handwritten signature in red ink, possibly reading 'M. J. Lopez'.