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apple
for the
sponsor,
too!*

Miss Sally's Romper Room, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.



real lively daytime programming

wmal-tv

maximum power on channel **7** WASHINGTON, D.C.

AN EVENING STAR STATION
Represented by H-R Television, Inc.



IN REVIEW CONTINUED

Assoc.; feature editor: Mary V. Ahern. Cast: Peter Ustinov, Kenneth Haig, Sorrell Booke, Michael Clarke Laurence, Thomas Barbour, Catherine Dolan, Basil Langton, Ralph Sumpter, Eithne Dunn, Angela Thornton, Charles Francis, Ed Sherin, Clarence Derwent, Nancy Wickwire and Arthur Malet.

TRUTH OR CONSEQUENCES

The apparent success of the five-times-a-week daytime *Truth or Consequences* prompted NBC-TV to add a nighttime version on Friday evenings. No doubt this segment will appeal to the same audience as the daytime show, with the time period (7:30-8 p.m.) propitious for tuning in by housewives, teenagers and the man around the house (if he enjoys such tomfoolery).

It's the same old ToC format that has had success since 1940 on radio with Ralph Edwards as m.c. These chores now are handled capably by Steve Dunne. On the initial program, actor-dancer Dan Dailey was one of the guests and participated in one of the "consequences." The program can be fun for those whose tastes run to parlor games. It's a relatively painless prelude to more serious or more solid programming later in the evening.

Viewers who care may be disconcerted by the multitude of "plugs" on such programs—Mr. Dailey plugged several of his motion pictures plus an upcoming night club engagement, Mr. Dunne praised the various products given out as prizes. Presumably, the sponsor doesn't mind because his budget is comparatively low.

Production costs: Approximately \$20,000. Sponsored by Sterling Drug Inc. through Dancer-Fitzgerald-Sample on NBC-TV, Fri., 7:30-8 p.m. Started Dec. 13. Executive producer: Ralph Edwards; producer: Ed Bailey; director: Stuart Phelps; m.c.: Steve Dunne.

BOOKS

THE STRUCTURE AND POLICY OF ELECTRONICS COMMUNICATIONS, by Prof. Dallas W. Smythe. Published by U. of Illinois, Urbana, as No. 82 in its bulletin series. 103 pp. \$1.50.

At one time an economist with the FCC and now professor of economics and a research professor at the Institute of Communications, U. of Illinois, the author calls on a broad background to trace the evolution of the policy that now governs electronic communications both in the U. S. and abroad. He goes back to the beginning of wire telegraphy and wire telephony to recount circumstances and needs that dictated the establishment of such a structure. Prof. Smythe points out the drastic revisions occasioned by the advent of radio communications with an explanation of the nature and scope of the radio services. Four chapters are devoted to the international efforts toward an allocations policy.