

**ANNOUNCER BROCHURE**

SHORT biographies and photographs of its nine announcers, who combined represent a total of 123 years of broadcasting experience, make up a promotional brochure sent to agencies and advertisers by WAVE-AM-TV Louisville, Ky. Emphasizing "quality," WAVE points out that the 123 years the announcers represent are years of "know-how in entertaining, informing and selling."

**DATES WITH MARILYN**

CALENDAR featuring near-life-size picture of Marilyn Monroe and described as "one of the BIGGEST calendars ever produced" is being distributed by Westinghouse Broadcasting Co.'s WBZ Boston WBZA Springfield to point up the stations' claim that WBZ-WBZA "is the BIGGEST advertising buy in New England."

more; 12,200 on a home food freezer, etc. Copies are available to those who write on company letterheads to: Victor Hawkins, Director of Research, Capper Publications Inc., 912 Kansas Ave., Topeka, Kan.

**KROW NAMES CUCKOO**

THE MASCOT of the KROW Oakland, Calif., *Nick and Noodnick* program, a mythical cuckoo whose call is used as time signal, is no longer nameless. He will be known as "Cuthbert the Cuckoo," the name judged the winner in a contest conducted by disc m.c.s.

**AGGIES GAMES RE-RUN**

KTVQ (TV) Oklahoma City has found a solution to the problem of showing its viewers the Oklahoma A&M basketball team in action. Because distance prohibits live telecasts, films of past contests are run after being carefully pre-

plete tour of the station transmitter and studios was held, and programs could be watched from television receivers set up in studios as well as in the Hotel London during a cocktail reception. The party returned to Toronto on the evening train. Hosts were CFPL-TV and All-Canada Television Facilities, the station's representatives.

**'THREE LIVES' PROMOTION**

KFSD San Diego's monthly program schedule emphasizes its Tuesday, 7 p.m. program, *I Led Three Lives*, which the station claims to be the only such promotion in San Diego. The red and yellow, easy-to-read pamphlet is divided into eight sections, half of each page devoted to promotion of the program dealing with Herbert Philbrick's ordeals as citizen, FBI man and Communist.

**'FIDELICIDE' CAUTION**

AN AD placed in Los Angeles *Times*' Audio Fiesta edition for KFAC that city, carries the plea, "but don't filter your music." The ad points out that KFAC's effort and equipment for the broadcasting of fine music are wasted unless the listener's receiver is capable of reproducing that music in its full range and perspective. The ad concludes: "We hope you're enjoying KFAC's superb music to its last delicate decibel. We hope your radio isn't committing that cardinal sin of this hi-fi-conscious era—fidelicide!"

**MUSIC FOR MANY**

WTTM Trenton is helping to teach music to 2,700 students of the overcrowded Pennsbury, Pa., public schools by an experimental project in educational radio. A local music teacher teaches a class of 20 pupils in the station's studios while 2,700 others listen with their regular classroom teachers in their respective schools. Fred E. Walker, WTTM director of public affairs, worked out the series hoping to alleviate the overcrowded school conditions. The series will be extended to include other public schools in the listening area if all goes well, according to Fred L. Bernstein, general manager of the station.

**COMIC BOOK CENSURE**

AN ASSAULT on the horror type comic books has been launched by Ruth Welles, women's commentator on KYW Philadelphia. Mrs. Welles began her attack by reading portions from books she had purchased at a newsstand and she plans to explore the effect of these books from the point of view of the child psychologist, as well as interviewing representatives of the PTA and other groups. The station reports favorable public reaction and promises of support from listeners.

**FREE TRUCKING BOOKLET**

A FREE, documented study of the trucking industry, titled "Trucks in 1975," is available on request to the American Trucking Assn., Washington 6, D. C. The booklet, by Carroll J. Roush, contains facts relating to employment, salaries, expenditures, expectations and trends in the trucking industry.



REVISED program format featuring "good music" throughout the broadcast day has been put into effect at WRNY Rochester, N. Y. Discussing the new program plan are (l to r) Rochester's Mayor Samuel B. Dicker, Tom O'Neill, WRNY sales staff; Jack Shefrin, general manager; George Li Butti, chief announcer, and Bert Colletta, sales staff. A two-color tabloid newspaper announcing the new format was sent to all homes in WRNY's listening area.

**PROGRAM NAMING CONTEST**

A CONTEST to name a new public service program, open to all military and civilian personnel at Bergstrom Air Force base, is being conducted by KVET Austin, Tex. The program, made up of informal music and news, is designed for the listening pleasure of Bergstrom personnel, their families and friends. Two table model radios will be awarded for the best program names submitted.

**'KANSAS FARMER' SURVEY**

THE RESEARCH Dept. of Capper Publications Inc. has published a 21-page report of 2,505 *Kansas Farmer* subscribers, titled "Readers, Family Characteristics and Household Equipment." The study is based on the answers to a questionnaire sent to one out of every 25 of the farm paper's 114,000 subscribers. In addition to facts on readership, family characteristics and household equipment, the survey lists the subscribers' buying plans projected against the total circulation, for example: 9,120 readers have decided on a television set as their next major purchase costing \$64 or

viewed before presentation so announcers can provide accurate, instantaneous play-by-play description during the hour-long show. The station reports great audience interest in the Saturday afternoon programs.

**CHAPLAINS COMMEMORATED**

ABC RADIO was to present yesterday (Sunday) the American Legion's *Back to God* program (9:30-10 p.m. EST), commemorating the 11th anniversary of the death of four chaplains aboard the troopship *Dorchester* on Feb. 3, 1943. The inter-denomination program was to feature a statement by President Eisenhower and special talks by Bishop Fulton J. Sheen, the Rev. Norman Vincent Peale, Rabbi Norman Salit, Thomas Clark, the American Legion's national chaplain, and National Commander Arthur J. Connell.

**ONTARIO OPEN HOUSE**

OPEN HOUSE was held by CFPL-TV London, Ontario, on February 4 for close to a hundred advertising agency and broadcast industry executives. Two special railway cars were attached to the Toronto-London morning train to take executives to the station where a com-