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## PROGRAMS & PROMOTION

### WAPA-TV INTERVIEW SERIES

WAPA-TV San Juan, P. R., is currently conducting a series of programs titled *Actualidad Insular*, which deals with present day issues concerning the island. The program features interviews by Jose A. Benitez, chairman of the Democratic Party of the Commonwealth, who interviews prominent Puerto Rican dignitaries. A set design of "government office and rostrum" is employed to capture an authoritative effect and films, photographs and charts are used to graphically illustrate the speakers' messages. Also, music, directed by American Milton Lehr, is used to lend to the background of the series.

### MARTB ROUND-UP

MICHIGAN BROADCASTERS are heading for a round-up Sept. 30—the Michigan Assn. of Radio-Television Broadcasters' Jamboree in St. Clair, Mich. The association is sending to broadcasters and guests a red, white and black "49er" neckerchief and advising, "Bring this with your levis and your happy party disposition and join the 'Sell-Out' crowd at the MARTB Round-Up..." Although MARTB members and guests have filled up the St. Clair Inn there (since Sept. 3) for the event, Jim Quello, of WJR Detroit and convention chairman, reports, "overflow reservations are being well accommodated in nearby modern motels with river view... so there's room for everyone to join the fun."

### LIVE BIRTH TELECAST

LIVE telecast of a Caesarian operation was carried simultaneously last week by WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio (both Crosley Broadcasting), as part of their *Let There Be Life* series. The program, titled "Miracle of Birth," was televised from Cincinnati Hospital by an "outstanding but anonymous doctor." A model of a human body was used to explain organs affected and viewers were told why a Caesarian delivery is sometimes necessary. The program was staged in cooperation with the Cincinnati Academy of Medicine and the Montgomery County Medical Society of Dayton.

### 'TALLEST TOWER' CONTEST

TO PUBLICIZE its new tower, "the world's tallest man-made structure," KWTV (TV) Oklahoma City staged "Amateur Photographers' Field Day." Photographers were invited to take pictures of the tower from any angle and then submit their prints for competition. Photographic merchandise items, donated by local camera stores, were awarded as prizes. The pictures are being used to publicize the construction. An estimated 5,000 persons attended the event, KWTV reports.

### MAN WITH A RECORD

"GET THAT MAN. He's Jeffrey Jones—a man with a record. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits. And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase." That, out of context, is part of the sales message in the brown brochure being sent to stations, advertisers and agencies by CBS Television Film Sales Inc., New York. The company claims the series has attained a 49.8 rating in New Orleans and has beat out all competition in its time slot in Philadelphia. "Here are all the clues you need," says the folder, which includes a picture of Jeffrey Jones. It continues, "To get your

man—and top sales results—just call CBS Television Film Sales and ask to see *The Files of Jeffrey Jones*."

### WKY-TV 'FIRST NIGHTERS'

BUSINESS AND CIVIC LEADERS of Oklahoma City were treated to hors d'oeuvres and "Satins and Spurs" by WKY-TV there when that station invited them to be "first nighters" for the premiere telecast of NBC-TV's spectaculars. "Charter Membership Certificates" for being first nighters were given to the attending guests. In addition, WKY-TV, equipped for color origination, is inviting local leaders to closed circuit demonstrations and their six hours of regularly scheduled color programming. The station believes that the exposures to the color medium will stimulate set sales in the Oklahoma City area, since their guest list for the most part includes families in an income group which can afford new receivers at existing price levels.

### TV COMES TO DURHAM

HERALDING its recent start of operations, WTVD (TV) Durham, N. C., ran a full-page advertisement in the *Durham Morning Herald*. The ad, which showed an angular view of the station's tower, stated "Television Comes to Durham... WTVD Channel 11."

### TAP-A-COLA CAMPAIGN

PABST BREWING CO., to introduce its new Tap-a Cola soft drink in the Washington area, is conducting on WNBW (TV) there the heaviest spot saturation of the year for the station. The campaign calls for a schedule of 43 spots each week. Tap-a Cola, marketed in flat-top cans and billed as an ideal drink for persons who have to watch their weight because of its claimed three-calorie-per can content, was first introduced in the Capital at a swimming party for WNBW personalities at the Sheraton Park Hotel. The product is being featured with a "Tap-a Cola Fun Diet" conducted by Inga Rundvold on *Inga's Angle* program.

### WISH-TV CARRIES VP SPEECH

WISH-TV Indianapolis last week carried the final speech of Vice President Nixon on his eight state pre-campaign swing. The address highlighted a state-wide Republican party rally. The station also presented two telecasts of the FHA-Capehart hearing being held in Indianapolis.



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