



TV Available Live Package Programs

TITLE	TYPE	APPEAL	TIME	COST	EXPLANATION	PRODUCER
ADVENTURES IN PERSONALITY	Fashions	Women	15 min., 1 wk.	\$250	Beverly Worth shown styles, table settings, etc.	Hal Wilson
A L ALEXANDER	Interview	Adults	30 min., 1 wk.	OR	Advice on family problems	Mutual
AMERICA SONG	Musical	Family	15 min., 1 wk.	OR	American folk songs, interpreted by guitarist, dancers	NBC-TV
ASSOCIATED PRESS NEWS & VIEWS	News	Family	15 min., 1-5 wk.	\$150	Still photos, news from AP and Post-Dispatch	KSD-TV, St. Louis
AT HOME WITH MARY SMALL	Variety	Family	30 min., 1 wk.	OR	Mary Small and hobby Vic Mizzi entertain guests	Edward Wolf
BARBERSHOP QUARTET	Musical	Family	15 min., 1 wk.	\$90	Live barbershop quartets, old-time harmonies	WFEN-TV, Buffalo
BASEBALL CLOSE-UPS	Interview	Men	15 min., 1-3 wk.	OR	Follows TV baseball. Round-table sessions on sports	WLWT, Cincinnati
BASEBALL ROUNDUP	Sports	Family	5 min., 7 wk.	OR	Major league results, complete score cards	WPTZ, Phila.
BEHIND THE SCENES IN FASHIONS	Fashions	Women	15 min., 1 wk.	\$215	Marjorie Wilton interviews and demonstrates. Guests	KSD-TV, St. Louis
BEWITCHING HOUR	Variety	Women	30 min., 1 wk.	\$300	Fashion with ballet music and comedy	John Mellor & Associates
BIRTHDAY PARTY	Variety	Juvenile	30 min., 1 wk.	OR	Aunt Grace acts as hostess to talented youngsters	DuMont
BOXING FROM JAMAICA ARENA	Sports	Family	2 hrs., 2 wk.	OR	Blow-by-blow accounts by Dennis James	DuMont
BOXING FROM QUEENSBORO ARENA	Sports	Family	90 min., 1 wk.	OR	Boxing bouts from outdoor arena	WPIX, N. Y.
HUBERT BRILL'S PLAYROOM	Variety	Family	30 min., 1 wk.	OR	Talented guests from the entertainment world	DuMont
BROADWAY JAMBOREE	Variety	Family	30 min., 1 wk.	OR	Blending contemporary with nostalgic variety	NBC-TV
BULLETIN TELEVISION NEWS	News	Family	10 min., 5 wk.	\$160	Complete coverage of world, local news	WCAU-TV, Phila.
CABARABIAN NIGHTS	Variety	Family	30 min., 1 wk.	OR	Danton Walker me's from the Versailles Club	WPIX, N. Y.
CAMERA HEADLINES	News	Family	15 min., 5 wk.	OR	Fastest news photo service available in TV news	DuMont
CARTOON CAPERS	Variety	Family	10 min., 1 wk.	\$25	Stuart Hanple, cartoonist, draws and amuses	WFEN-TV, Buffalo
CASH & CARRY	Aud. partie	Family	30 min., 1 wk.	\$750-\$1500	Comedy quiz show with stunts, gags, etc.	Charles Stark Prodn
CHAMPAGNE & ORCHIDS	Musical	Family	15 min., 1 wk.	OR	Svelte, sophisticated music and dance	DuMont
CHARADE QUIZ	Quiz	Family	30 min., 1 wk.	OR	Modern version of parlor game; me, Bill Slater	DuMont
COFFEE WITH THE CARTERS	Variety	Family	15 min., 1 wk.	\$70 first, \$25 suc	The Carters at home with guests. Chatter	WRGB, Schenectady
CANDANCE COLEMAN	Drama	Family	30 min., 1 wk.	OR	Situation comedy. Candance Coleman, precocious teen	Saift TV Features
COLEMAN BROTHERS	Musical	Family	15 min., 2 wk.	OR	Negro quartet, singing your favorites	WLWT, Cincinnati
CONCERT HALL	Musical	Family	15 min., 1 wk.	\$80 first, \$60 suc	Soloists and classical instrumentalists. Program notes	WRGB, Schenectady
TOM COREY	Drama	Family	15 min., 1-5 wk.	\$1250	Character sketches; events in the life of a milkman	Video Events
COURT OF CURRENT ISSUES	Forum	Family	60 min., 1 wk.	OR	Lively forums staged in a court of law	DuMont
ALLEN DALE SHOW	Musical	Family	15 min., 1 wk.	OR	Allen Dale sings old and new hits	DuMont
DARTS FOR DOLLARS	Aud. partie	Family	15 min., 1 wk.	\$70 first, \$35 suc	Team members score points by throwing darts	WRGB, Schenectady
DATE WITH MOTHER GOOSE	Aud. partie	Juvenile	30 min., 1 wk.	OR	Modern Mother Goose gives party	Saift TV Features
DEAR CHOLLIE	Drama	Family	15 min., 1 wk.	\$150	Homer writes amusingly to his friend Chollie	WRGB, Schenectady
ODORWAY TO FAME	Variety	Family	30 min., 1 wk.	OR	Young hopefuls perform. Johnny Olsen me's	DuMont
ODDINKLE, ATTORNEY	Drama	Family	30 min., 1 wk.	OR	Court room drama, based on Satevepost series	Basch Radio & TV Prodn
DRAWING GAME	Quiz	Family	30 min., 1 wk.	OR	A charade quiz game with Rube Goldberg and guests	WPIX, N. Y.
DREAM GIRLS	Variety	Family	30 min., 1 wk.	\$1000	Men in audience pick their Dream Girl	Charles Stark Prodn
JACK EIGEN SHOW	Interview	Family	15 min., 1 wk.	OR	Broadway and Hollywood news, views, and stunts	DuMont
FOR YOUR PLEASURE	Variety	Family	15 min., 1 wk.	OR	Kyle MacDonnell me's an intimate revue	NBC-TV or Spot Sales
GINNY & ROGER	News	Family	10 min., 1 wk.	OR	Breakfast program, local news, gossip	WFIL-TV, Phila.
GOOD OLD U. S. A.	Travel	Family	15 min., 2 wk.	\$75	Film highlights of U. S. cities	WCAU-TV, Phila.
GREAT TALENT HUNT	Variety	Family	30 min., 1 wk.	OR	Jim Backus satirizes talent shows	Mutual
HANG THE CONTESTANT	Aud. partie	Adult	30 min., 1 wk.	\$1500	Quiz show, with comic cartoon angle	Wynn Wright Assoc.
HAREM SCAREM	Aud. partie	Family	30 min., 1 wk.	OR	Screwball quiz. Prizes and excitement	Basch Radio & TV Prodn
HARNNESS RACING	Sports	Family	40 min., 1 wk.	OR	Harness racing from Roosevelt Raceway	WPIX, N. Y.
HARVEST MOON BALL	Variety	Family	2 1/2-hr., 1 time	OR	Famous dance competition held at Madison Sq Garden	WPIX, N. Y.
HEART'S DESIRE	Aud. partie	Women	30 min., 1 wk.	OR	Grants "heart's desire" of listener	Mutual
GABRIEL HEATTER	News	Family	15 min., 5 wk.	OR	News and comments by Heatter	Mutual
RUSS HODGES' SPORTS PAGE	Sports	Men	15 min., 5 wk.	OR	News, views, and chats with sports notables	DuMont
HOW DOES YOUR GARDEN GROW	Hobby	Family	15 min., 1 wk.	\$125	Amos Kirby shows actual gardening methods	WCAU-TV, Phila.
HOWDY ODODY	Variety	Juvenile	15-60 min., 3 wk.	OR	Bob Smith and puppet Howdy Doody; cartoons movies	NBC-TV or Spot Sales
HUNTING AND FISHING	Hobby	Men	15 min., 1 wk.	OR	Joe O'Byrne gives tips on field and stream sports	WPTZ, Phila.
INS NEWS	News	Family	10 min., 6 wk.	OR	INS news and photos, WLWT newscaster	WLWT, Cincinnati
IF I HAD MY WAY	Aud. partie	Family	30 min., 1 wk.	OR	Participants air their pet schemes	Roy de Groot
BOB INGHAM, SPORTS	Sports	Family	20 min., 1 wk.	\$150	Sports highlights, demonstrations, interviews	KSD-TV
IT'S A HIT	Quiz	Family	45 min., 1 wk.	\$200 plus talent	Contest between two teams from schools and clubs	L. Westheimer