

'SHOWS' LISTS 1800 AVAILABILITIES

Name Chesley ABC TV Prog. Coordinator

Castleman D. Chesley, former assistant athletic director at the University of Pennsylvania, has been appointed as program coordinator of the ABC TV sports department, it was announced Friday by Leslie G. Arries, Sr., director of ABC TV sports.

In his first assignment, Chesley will coordinate ABC's college TV programming which will be inaugurated this fall when ABC-TV will present 13 outstanding NCAA grid-iron games, beginning Sept. 18, and in addition a 26-week schedule cov-

(Continued on Page 6)

First Sponsor Signed For NBC TV 'Tonight'

Following Thursday's full announcement of plans for NBC TV's new "Tonight" program, it was revealed over the week-end by Sylvester L. (Pat) Weaver, Jr., president of the network, that the program's first sponsor has signed up.

Polaroid Company, Cambridge, Mass., through Doyle-Dane-Bernbach, Inc., Weaver stated has or-

(Continued on Page 169)

Cleghorn Is Named V-P Of General Teleradio

Election of John Cleghorn to a vice-presidency and membership on the General Teleradio, Inc., Board, is announced by Thomas F. O'Neil, president. Cleghorn is general manager of WHBQ and WHBQ-TV,

(Continued on Page 171)

ANA Survey Provides Important New Data

An Association of National Advertisers survey released today provides data which never before was available on advertising managers sales managers attitudes and

(Continued on Page 172)

Taggart Named Head Of Columbus Station

Columbus, O. — Appointment of Byron Taggart as general manager of WTVN radio (formerly WHKC),



TAGGART

recently acquired by Radio Columbus, Inc., is announced by Hulbert Taft, Jr., president. Taggart formerly was with WKRC radio, Cincinnati, also owned by the Taft interests.

At the same time, Sam T. Johnston was named sales manager of WTVN.

As general manager of the Columbus station, Taggart continues in a radio career that started in 1936 at

(Continued on Page 6)

Philco Elects Four To Board Of Directors

Philadelphia — Four vice-presidents of Philco Corporation were elected to the company's board of directors today at the annual meet-

(Continued on Page 6)

New Montreal-Quebec Microwave Relay Opened

Montreal—A new microwave relay chain is carrying CBC television programs from Montreal to Famous

(Continued on Page 171)

BMI TV Clinic Opens Today; Record Attendance Expected

The BMI TV Clinic, scheduled to be held at the Biltmore Hotel today and tomorrow, opens at 9:30 this morning with the announced agenda (RADIO-TELEVISION DAILY, July 19) enlarged by an address on "Color Television" to be made dur-

Added Four-Hundred Program Ideas In Three All-Inclusive Categories Highlight 15th Annual Edition

By WILLIAM NOBLE
Managing Editor
RADIO-TELEVISION DAILY

With more than 1,800 program ideas listed—some 400 more than last year—RADIO-TELEVISION DAILY's fifteenth annual "Shows of Tomorrow" issue published today, offers the most complete listing of the industry's availabilities in radio and television.

A significant development as shown in this year's issue is the large increase in the number of programs listed under the TV film category. At the same time proportionate increases were also recorded in both the Radio Shows and Live TV Shows sections.

Highlights of the issue include timely, factual articles by leaders of the industry together with symposiums in both program production and television film production which reflect the thinking of top industry men today.

The "Shows" issue presents program availability listings in three all-inclusive categories—Radio, Live TV and TV Films. Each section is sub-divided according to the various program types such as "Adventure," "Mystery," "Drama," "Musical," "Variety" and others.

According to the results of RADIO-TELEVISION DAILY's

(Continued on Page 6)

Ministers To Attend NBC Radio-TV Clinic

Sixty Protestant ministers from all sections of the country will attend an all-day clinic in religious television and radio broadcasting to be held by NBC here today. The clinic will be staged as part of a two-week Religious Radio and TV Workshop being held at Union Theological Seminary July 26-Aug. 6.

The morning session, devoted to

(Continued on Page 170)

'Mandrake' TV Series Readied For Aug. 15

A new TV film series, "Mandrake The Magician" was announced over the weekend by George T. Shupert, president of ABC Film Syndication and vice-president of Herald TV Productions, Inc.

Herald, jointly owned by John Gibbs, president, and ABC Film Syndication, will finance the series,

(Continued on Page 170)

Arnold And Opperman Upped At DuMont Net

Appointment of Louis Arnold as business manager of the DuMont Television Network and Henry J. Opperman as manager of program

(Continued on Page 169)

WSPD-TV
TOLEDO, OHIO



With 4 Amos and Andy Shows, Variety Club introduced a new soft drink to Toledo on WSPD-TV. The new drink accounted for 30% of the quart bottle sales for that month.



START WITH A
STORER STATION

15th Annual 'SHOWS' Issue — See Page 7



Established Feb. 9, 1937

Vol. 67, No. 22 Monday, Aug. 2, 1954 10 Cts.

JOHN W. ALICOATE : : Publisher
 MARVIN KIRSCH : Associate Publisher
 CHAS. A. ALICOATE : Exec. Vice-Pres.
 FRANK BURKE : : : : Editor

Published daily except Saturdays, Sundays, and Holidays at 1501 Broadway, New York (36), N. Y., by Radio Daily Corp., John W. Alicoate, President and Publisher; Chas. A. Alicoate, Secretary-Treasurer; Marvin Kirsch, Vice-President; Frank Burke, Vice-President; Chester B. Bahn, Vice-President; Arthur Simon, Adv. Mgr.

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 Daily, 1501 Broadway, New York (36), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

Ted Kellogg
 Office: 983 National Press Building
 Telephone: NATIONAL 8-9152
 Home Phone: Jefferson 2-5957

WEST COAST OFFICES

Paul K. Devoe, Western Division Manager
 Jerry Tidwell, Ethel Rosen
 6425 Hollywood Blvd. Phone: Hollywood 5-8436

CHICAGO BUREAU

Herb Kraus
 Suite 505
 140 No. Dearborn St.
 Phone: Randolph 6-3088

ROME OFFICE: John Perdicari, Ludovisi 16.
 PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Box 13, Setagaya Post Office, Tokyo, Japan.

FINANCIAL

(July 30)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|----------------|---------|---------|---------|----------|
| AB-PT | 177 1/8 | 173 3/4 | 177 1/8 | |
| AB-PT pfd. | 183 3/8 | 181 1/4 | 183 3/8 | + 1/8 |
| Admiral Corp. | 24 1/2 | 24 1/4 | 24 1/4 | |
| Am. T. & T. | 173 3/8 | 173 3/8 | 173 3/8 | - 1/4 |
| Avco Mfg. | 57 1/8 | 51 1/2 | 53 1/4 | + 1/8 |
| Avco Mfg. pfd. | 46 | 45 1/8 | 46 | + 3/4 |
| CBS A | 62 1/8 | 62 1/2 | 62 1/2 | - 1/2 |
| CBS B | 63 | 62 1/2 | 62 1/2 | - 1 |
| Gen. Elec. | 44 3/8 | 43 7/8 | 44 | - 1/8 |
| Philco | 36 5/8 | 36 1/8 | 36 1/4 | + 1/4 |
| Philco pfd. | 94 1/2 | 94 1/4 | 94 1/4 | + 1/4 |
| RCA Com. | 33 | 32 3/4 | 32 7/8 | - 1/8 |
| S. Warner | 22 1/2 | 22 1/8 | 22 1/4 | |
| S'berg-Carlson | 38 1/2 | 38 1/8 | 38 1/4 | |
| Sylvania El. | 37 1/2 | 37 1/8 | 37 1/4 | - 1/8 |
| Westinghouse | 70 1/4 | 69 5/8 | 69 3/4 | + 1/8 |
| Zenith Radio | 71 1/4 | 70 7/8 | 70 7/8 | + 3/8 |

AMERICAN STOCK EXCHANGE

| | | | | |
|---------------|--------|--------|--------|-------|
| Du Mont Labs. | 14 3/8 | 14 1/8 | 14 1/4 | - 1/8 |
| Hazeltine | 43 1/2 | 43 1/2 | 43 1/2 | - 1/4 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------------|--------|--------|
| Storer Broadcasting Co. | 27 7/8 | 28 3/8 |

SPECIAL WEEKLY

rates

FROM \$17.50

TRANSIENT ROOMS ALSO AVAILABLE

HOTEL **Winslow**
 A KNOTT HOTEL
 Madison Ave. & 55th St.
 Ralph Hamrick, Mgr. • New York City

BMI TV Clinic Opens Today; Record Attendance Expected

(Continued from Page 1)

forum (Clinic Bull Session) will be held.

BMI Clinics will also be held in Chicago at the Hotel Sheraton on Thursday and Friday, August 5-6, and in Los Angeles at the Hotel Statler on August 9-10.

Advance registration for the New York Broadcast Music TV clinic included:

Robert N. Adams, WNYC; Robert T. Adams, Brooklyn; Isabella Arden, WROW-TV, Albany; Patrick Arnoux, WTAR-TV, Norfolk; C. E. Augustine, WJAS, Pittsburgh; Charles A. Brecht, Brooklyn; Tom Buchanan, McGillyvra, Inc.; Donald Brice, WKBN-TV, Youngstown; Robert Burton, BMI; H. K. Brennen, WJAS, Pittsburgh; Kenyon Brown, KWFT-TV, Wichita Falls, Texas; John S. Booth, WTVE, Elmira; Bernard R. Buck, WNYC; Stan Lee Broza, WPTZ, Philadelphia; Bill Berns, WNBTV; Dwight Bruce, WTOC-TV, Savannah; Martin Bush, WNYC; A. H. Campbell, WNET, Greenville, N. C.; Victor Campbell, WBAL-TV, Baltimore; John Comas, WSJS-TV, Winston-Salem, N. C.; Walter Covell, WJAR-TV, Providence; Samuel Carey, WRVA, Richmond; Thompson Cassel, WTVE, Elmira; Robert Cochrane, WMBR-TV, Baltimore; Jim Curtis, WSBA-TV, York; Joseph K. Close, WKWY-TV, Kingston, N. Y.;

Willon E. Cobb, WMAZ-TV, Macon, Georgia; Ed Cooney, KOPR-TV, Baiton, Mont.; William Dawson, WARM-TV, Scranton, Pa.; George R. Dunham, WBNF-TV, Binghamton, N. Y.; John D'Autilo, WTRI-TV, Troy, N. Y.; John O. Downey, WGTB, Hartford, Conn.; Wallie Dunlap, WICC-TV, Bridgeport; Sean Dillon, Phoenix; Harold Essex, WSJS-TV, Winston-Salem, N. C.; Claude Frederick, Jenfred, Inc., New York, N. Y.; Grace Frederick, Jenfred, Inc., New York, N. Y.; Howard Fry, KFDX-TV, Wichita Falls, Texas; Dan Gallagher, WCBS-TV; Gordon Giffin, WKDN, Camden, N. J.; Norman Gittleman, WJAR-TV, Providence; Harry Goldman, WROW-TV, Albany, N. Y.; David Graves, WCNY-TV, Watertown, N. Y.; Peter Gravina, WNYC; Gordon Gray, WOR-TV; Ben Greer, WGVL-TV, Greenville, S. C.; Ansel E. Gridley, WWOR-TV, Worcester, Mass.; Phil Hedrick, WSJS-TV, Winston-Salem, N. C.; James W. Higgins, WCNY-TV, Watertown, N. Y.; John E. Hill, KDKA, Pittsburgh; George Hartford, WTOP-TV, Washington, D. C.; Mark H. Hawley, M. H. Associates, New York; Jay Heitin, WNBTV, New York; Hal Hough, WCBS-TV; Paul Jacobson, WTRI-TV, Albany, N. Y.; Mott Johnson, KFDX-TV, Wichita Falls, Texas; Norman Knight, WABD; Raymond Kohn, WFMZ-TV, Allentown, Pa.; Steve Krantz, WNBTV; Bill Lacey, WCBS-TV; Olga Lampard, M. H. Associates, New York; Craig Lawrence,

WCBS-TV; Al Levin, WNYC; James Lindemuth, WCAU-TV, Philadelphia; Harry Littler, WROW-TV, Albany, N. Y.; F. A. Lynds, WKCW, Moncton, N. D.; Clair McCollough, WGAL-TV; Lancaster, Pa.; Agnes McGillyvra, McGillyvra, Inc., New York; Joseph McGillyvra, McGillyvra, Inc., New York; Ben K. McKinnon, WGUL-TV, Greenville, S. C.; Tom McManus, UTP, New York;

Frank Megargee, WGBI-TV, Scranton, Pa.; Lawrence Menkin, WOR-TV, New York; John Mitchell, WABC-TV; A. J. Mosby, KGYO-TV, Missoula, Mont.; Eugene Munger, WCOV-TV, Montgomery, Ala.; Edward Obrist, WNHC-TV, New Haven, Conn.; Buddy Pappas, WBAL-TV, Baltimore; George Patterson, WAVE-TV, Louisville, Ky.; James Pattison, WTVE, Elmira; Edward Pearson, WMTG, Pittsfield, Mass.; John Pepper, WTAR-TV, Norfolk, Va.; J. Robert Pigott, Hicks & Greist, New York; Charles Poran, WROW-TV, Albany, N. Y.; Clark Pollock, WBNF-TV, Binghamton, N. Y.; L. J. Pope, WPIX; Garland Powell, WRUF, Gaines, Fla.; Burroughs Prince, NBC-TV, New York; John H. Reese, WATE-TV, Knoxville, Tenn.; W. Robert Rich, WPIX; Robert Rierson, WBT, Charlotte, N. C.; Lawrence Rogers, WSAZ-TV, Huntington, W. Va.; Irving Rose, WKNY-TV, Kingston, N. Y.; Leo Rosen, WPTV-TV, Albany, N. Y.; Mort Rosenthal, WGBI-TV, Scranton, Pa.; Robert L. Sabin, WKWY-TV, Kingston, N. Y.; Joseph Salasburg, WARM-TV, Scranton, Pa.; Thomas C. Sawyer, WWOR-TV, Worcester, Mass.; Edward M. Scala, WNBTV, Binghamton, N. Y.; Thomas Severin, WMAR-TV, Baltimore;

Also, H. A. Seville, WACH, New Port N., Va.; W. Hamilton Shea, WNBTV; Seymour Siegel, WNYC; Milton R. Slater, WWLP, Springfield, Mass.; Everett Smith, CFOS, Owen Sound, Ontario; Hugh M. Smith, WCOV-TV, Montgomery, Ala.; Charles Speer, NBC-TV; Harold Seldinger, WTAR-TV, Norfolk, Va.; Peter Swanson, Cherry & Webb, Providence, R. I.; John Tansey, WRVA, Richmond, Va.; Fred M. Thrower, WPIX; George Torge, WBEN-TV, Buffalo; Richard Torge, WBEN-TV, Buffalo; Donald Tuckerwood, Phoenix; Charles Vanda, WCAU-TV, Philadelphia; Fred Wakenvoord, WGTB, Hartford, Conn.; Joe Webster, WVPO, Stroudsburg, Pa.; Doris Weinger, WNYC; Richard Wheeler, WTRI-TV, Albany, N. Y.; Ben Williams, WTOC-TV, Savannah, Georgia; Walter Windsor, KCMC-TV, Texarkana, Tex.; Clarence Worden, WCBS-TV; Ed Young, KDKA, Pittsburgh; Samuel Zurich, WBT, Charlotte, N. C.

GOING ABROAD TO MAKE FILMS FOR TELEVISION

SEE BARNETT INTERNATIONAL FORWARDERS INC.

FOREIGN SHIPPERS FOR THE MOTION PICTURE INDUSTRY FOR 40 YEARS

AGENTS AND FACILITIES THROUGHOUT THE WORLD

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 Ho 4-8221

COMING and GOING

ERNIE HARTMAN of Ruthrauff & Ryan to Dallas on American Airlines business for one week.

BUDDY BASCH, publicist, back from a short business trip to Liberty and Parksville, N. Y.

JOSEPH HEROLD, general manager of KBT, Denver, and JAMES BROWN, national sales manager, are in New York this week, staying at the St. Moritz Hotel.

LIDA LIVINGSTON, manager of the New York office of the Ettinger Company, left yesterday for conferences in Detroit concerning the Chrysler Corp. TV show.

PHILIP MERRYMAN, general manager of WICC and WICC-TV, Bridgeport, Conn., and MRS. MERRYMAN off on a schooner vacation to Maine.

MORRIS NOVIK, back to New York following attendance at the UNESCO Radio-TV conference in London. While there he studied FM, AM and TV with members of the former Beveridge Commission.

WELLS CHURCH, director of news, CBS Radio, vacationing with rod and reel on Long Island Sound.

ILSE LOWELL, account executive with the Buddy Basch publicity office, left Friday for the three-week business trip to Los Angeles, San Francisco, Las Vegas, and Denver.

BOB LEWINE, ABC's Eastern program director will visit Hollywood August 16 to look at rough cuts of first Disneyland-TV show. While there, will also take a look at the shooting of the new Ray Bolger and Danny Thomas shows.



Where . . .

You're right next door to Everything —

Squarely . . .

In the Heart of Showbusiness.

and,

Provided With the Best in Comfort and Convenience.



HOLLYWOOD KNICKERBOCKER HOTEL
 Hollywood
 CALIFORNIA

TV Production Off, But Figures Vary

Production of TV sets during the first five months of 1954 was reported yesterday by the National Credit Office, Inc., as 44 per cent below the corresponding 1953 period. However, figures released earlier this month by RETMA showed a decline of approximately 33 per cent in the same comparative periods.

National Credit based its figures on financial statements of 40 manufacturers; RETMA bases its regular reports on figures provided to it by member manufacturers.

According to the National Credit figures, 63 per cent of the 7,214,000 receivers made last year were made during the first 8 months, a reversal of the usual practice which was largely due to decontrol early in the year of raw materials, but which was not accompanied by an increasing consumer demand.

As a result, there was an excess inventory by fall, which caused production rate and prices to be cut.

RETMA's first five month figures showed production of about 2.3 million sets this year as against about 3.3 million last year, a drop of about a third.

Radio Shipments

Washington—An increase in the number of radio set shipments to dealers during May over the previous month is reported by RETMA.

May shipments, exclusive of automobile receivers, amounted to 406,382 compared with 384,390 during April. This brings the 1954 five-month total to 1,775,539.

No comparable figures are available for last year since RETMA in prior years has compiled this information only on a quarterly basis.

Wins 40 et 8 Plaque

Huntington, W. Va.—TV station WSAZ here has been presented an award of merit by John H. King, national vice-commander of the 40 et 8 Society for its public service activity "in lending its unstinted aid and facilities from time to time and especially in being the first station in TV history to telecast the annual American Legion Memorial Services in 1951 and for its continued annual telecasting of the services since that date." Presentation was made to L. H. Rogers, II, vice-president and general manager, on a station news telecast recently.

PICTURE OF THE WEEK



At the special press conference at Toots Shors this week announcing the coming season's telecast of 15 top NCAA football games and 26 additional weeks of other top college sports events over the ABC TV net, the principals were photographed (above). Left to right they are Robert M. Weitman, ABC vice-president in charge of programming and talent; Asa Bushnell, TV program director of NCAA, and Robert H. O'Brien, executive vice-president of ABC.

New CBS Spot Sales Promotion Released

CBS Radio Spot Sales, today, releases a new presentation pointing up the importance of women's radio audiences to advertisers, according to an announcement by Henry R. Flynn, general sales manager.

Entitled "Radio's Ladies-In-Waiting," the presentation was prepared by the web's sales promotion department and is being distributed to the trade throughout the various offices across the country by account executives of the CBS Radio Spot Sales.

The presentation states that only through radio advertising is it possible to get an advertising message across to so many women so frequently and effectively and yet for so little cost.

Cite New York City

Citing New York City as an example, the brochure points out that women's radio programs reach more than one out of every three housewives in a single day.

The presentation cites several examples of successful women's programs in the markets represented by CBS Spot Sales and tells why these programs have been successful.

Sponsorship of local women's programs on stations represented by CBS Radio Spot Sales offers advertisers a unique opportunity of reaching large audiences at low cost, the presentation states.

Rochester Broadcasting Sold To Radio Group

Rochester, N. Y. — Sale of the Rochester Broadcasting Company, operator of WRNY-AM-FM, to a group composed of professional radio station operators, was announced by Bachman Enterprises, owner of several local establishments.

Control of the corporation was sold to new stockholders David A. Kyle, Edward N. Trudeau and Mrs. Toni Brady, who are president, vice-president and secretary, respectively, of Eastern New York Broadcasting Corporation, licensee of radio station WABY, Albany, N. Y., Harriet M. Kyle, Monticello, N. Y., Dr. Donald Corrill, McKinney, Texas, George K. Kaufman, Rochester, N. Y. and Laurence Sovick, Syracuse, N. Y.

Bachman Enterprises still retains its 50 per cent interest in the Genesee Valley Television Corporation which has the grant to construct a TV station on channel 27.

Promotions Pay Off

Boston, Mass.—Two radio promotions sponsored by S. S. Pierce Co., famed grocer in this city, on WEEI brought unexpectedly wide responses. An offer of a free copy of "Epicure," the firm's external house organ, brought 3,000 requests, some from as far away as Maryland and Canada. Three broadcast advertisements of pre-cooked tinned chicken item, tripled sales during the week it was advertised.

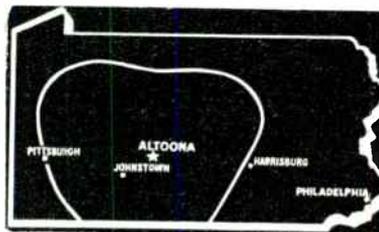
WTVN Appoints Gehring

Columbus, O.—Richard H. Gehring has recently been assigned sales representative of WTVN. Gehring majored in marketing at Ohio State University, and was an active member of the university football team.

WFBG-TV

Channel 10 316,000 Watts

You Need No Other Station to Cover the Rich Market in Pennsylvania Between Pittsburgh and Harrisburg



Retail Sales, \$1.9 Billion



THE GABLE BROADCASTING CO
ALTOONA, PA.

National Representative, H-R Television, Inc.

It's COMMONWEALTH for CARTOONS

38 FLIP THE FROG in Sound

13 WILLIE in Sound WHOPPER

13 MOLLY MOO COW in Sound

ALSO the famous group of 300 AESOP'S FABLES (silent)

Communicate with us for our latest list of
• Major Company Features
• Comedies • Serials • Westerns

COMMONWEALTH Film and Television, Inc.
MORT SACKETT, Pres.
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THINGS LOOK GOOD ON CHANNEL FIVE

kpix 5 CHANNEL

SAN FRANCISCO

REPRESENTED BY THE KATZ AGENCY





Adventures of
THE FALCON

**SURE TO BE THE HOTTEST SHOW
SINCE DRAGNET**

NOW ON TELEVISION
...39 brand new half-hour films

Thrilling adventure. Mike Waring, The Falcon, is an undercover intelligence agent for the government. His assignments take him all over the world—on both sides of the Iron Curtain. Wherever he goes, The Falcon meets mystery and adventure.

Outstanding production. Exciting foreign backgrounds add to the superb realism. Inspired production by Hollywood's Harry Joe Brown keeps the action trigger-fast!

A great new star. Charles McGraw, as Mike Waring, is the most dynamic personality on TV since Jack Webb. His pictures include "The Killers," "War Paint," and the soon to be released "The Bridges At Toko-Ri."

Ready-made audience. The Falcon has proved popular during nine great years on radio for such sponsors as Procter & Gamble, General Mills, and Kraft.

Low cost per thousand. Nielsen says, "Mysteries deliver the lowest cost-per-thousand in night-time television."* And the best new mystery-adventure show on the market is THE FALCON.

THE FALCON carries with it NBC FILM DIVISION'S exclusive merchandising package:

- to help bring in every possible viewer
- to help bring in every possible customer

For high-flying sales in your market, ride with THE FALCON. Call, write or wire *today*.

*Based on Sept.-Oct. 1953 Nielsen Television Index. Evening shows half-hour or longer.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual Street, Toronto • 1551 Bishop Street, Montreal

New Books

SELLING AND PROMOTING RADIO AND TELEVISION. Jacob A. Evans, Printers' Ink Books \$5.95.

Here is a volume which dispenses textbook in easily read prose, paced with thought and consideration. In writing of the problems of selling broadcasting time, Jacob A. Evans bases his approach on the interlocking relationships among programming, sales and promotion and the necessary complete interchange of ideas among the three departments. The techniques and technical information essential to selling such an intangible commodity as air time are clearly explained and the most effective tools for accomplishing the task are listed with their comparative values estimated.

Competition between radio and TV in the broadcasting field and, in particular, the growing prejudice against the former caused by the growth of TV, is considered thoroughly. The author treats each broadcasting field separately but does not forget the overlap and the powerful adjunct each is to the other when used in combination.

Evans quite evidently has the authority to write such a book as this, for, throughout each chapter he practices what he preaches—as he preaches. He is an excellent salesman no matter what idea he is selling; his enthusiasm alone is convincing.

The author leaves no facet of the field unprobed. He explains the challenge the salesman faces, the equipment he needs to meet it, the product being sold, how to prepare for the sales call, how to handle it, how to close the deal, how to service the account and the important but often shunted problem of retrieving lost business.

Of particular importance to station executives is the section of the book devoted to general promotion, promoting national sales, building station audiences and putting a station on the map.

The newest instrument of broadcasting, color TV, and its unique aspects form the wind-up of the book. The author speculates, but with studied perception, on the problems which will arise both in the "middle period" when color set ownership reaches 5 percent of the black-and-white ownership and in the "maturity period" when ownership reaches 15 percent of the monochrome market.

There is something in this book for everyone connected with the broadcasting industry, whether he is a salesman, promoter, executive, researcher, writer, performer, an advertising man or a sponsor, or just someone who has been assigned to review a book about the broadcasting field.—J. M. MORRIS.

WISH-TV Starts Operation

Indianapolis — WISH-TV, second TV station in this city, began telecasting on a permanent basis early this month. The station, owned by Universal Broadcasting Co., is affiliated with the ABC TV and NBC TV networks.

1800 Program Ideas Listed In 15th Annual Shows Edition

(Continued from Page 1)

TELEVISION DAILY's questionnaire, distributed to stations, networks and program producers, the major program types in each of the three sections are as follows:

Radio—"Disc Jockey," "Musical" and "Women's Programs"

Live TV—"Children's Programs," "Women's Programs" and "News."

TV Film—"Drama," "Mystery" and "Sports."

Other program categories which earn themselves extensive coverage in the "Shows" issue include, under radio, "News," "Sports" and "Variety." Whereas in the live TV section "Musical," "Variety" and "Audience Participation" shows brought heavy returns. In TV film "Documentaries," "Adventure" and "Musical" programs also brought heavy response.

The "Shows" issue, in addition, has a complete listing of the nation's TV film producers and distributors giving addresses and product description, thus providing a handy

Taggart Named Head Of Columbus Station

(Continued from Page 1)

WFBM, Indianapolis. He was on the road for a year (1938) with the "Lum and Abner" show, served for a time at WINN, Louisville, did sports at the Indianapolis station again, and went to WKRC in 1943.

Johnston was an account executive at WKRC-TV until appointment as sales manager of WHKC, prior to which he had been a salesman at WSAI and WCPO.

Call letters of the two newly acquired Columbus properties were changed this week, with WHKC becoming WTVN Radio and WTVN becoming WTVN-TV.

Philco Elects Four To Board Of Directors

(Continued from Page 1)

ing of stockholders here, last week.

Increasing the board membership from 17 to 21, those elected were: Raymond B. George, vice-president, merchandising; Frederick D. Ogilby, vice-president and general manager, television division; Samuel N. Regenstrief, vice-president, manufacturing, appliance division, and Raymond A. Rich, vice-president and general manager, appliance division.

WAIT To Air Panel Probe

Chicago—An educational panel on "What's Wrong with the Chicago Public School System," with Ralph Newman, owner of the Abraham Lincoln Book Shop, as moderator, is being aired over station WAIT for five weeks, Robert Miller, station manager, has announced.

Three different city school teachers will be featured each week. The final broadcast in the series will be held on the floor of the American Federation of Teachers convention in the Knickerbocker Hotel on August 16.

and informative directory for both the U. S. and Canada.

Twenty-four leaders in the industry, as reported in the TV film symposium, without exception see the coming season as a banner one for filmed properties. However, a note of warning on the epidemic of price-cutting and short-run deals was voiced by Carl M. Stanton, vice-president in charge of the NBC film division.

A total of ten reports on the present status of radio and "live" TV programs are included in the "Shows" issue, with the reports on radio taking an optimistic view as well as for the future of the "on-the-spot" part of the television side.

For radio, especially, all agree that the medium is presently making a spectacular come-back in the minds of agency men and advertisers and that the future is one in which great gains will be made during the coming year.

The "Shows" issue also includes fifteen articles by leaders in the industry discussing such diverse topics as color television, network "spectaculars," and program prospects on the network level.

Name Chesley ABC-TV Program Coordinator

(Continued from Page 1)

ering other top collegiate sports events.

Chesley was selected for the post because of his extensive background in sports, television and promotion work dating back to 1933 as an undergraduate at the University of Pennsylvania.

As assistant athletic director at Pennsylvania since Sept. 1950, Chesley was in charge of radio and television along with his other duties in connection with the University's athletic program.

Prior to returning to his alma mater, Chesley was vice-president for three years of the Tel Ra Company, a pioneer firm in the telecasting of sports events on film. With this firm, he directed the filming of sports events and also was active in the sale and promotion of the shows.

WCCO Adds To Staff

Minneapolis—Bayliss (Jim) Corbett and Rollie R. Williams, have recently joined the staff of WCCO, according to Larry Haeg, general manager. Corbett has joined the news bureau staff, and Williams has been appointed an account executive in the sales department. Williams was formerly general sales manager of KSOO, Sioux Falls, S.D.

Disc Stars On WMGM

Headliners on the Bill Silbert program to be broadcast tonight over WMGM, 8-10 p.m., EDT, from Palisades Amusement Park, will include Tommy Edwards, Alan Dale, Jerri Adams and Jerry Vale, all ranking recording stars, who are heard on Coral, MGM and Columbia labels.

VOA Observes First USIA Anniversary

The Voice of America yesterday marked the first anniversary of its incorporation into the U. S. Information Agency under Reorganization Plan No. 8 as recommended by President Eisenhower and approved by Congress. Prior to August 1, 1953, the VOA was under the direction of the Department of State.

Outstanding among its accomplishments during the past year have been:

- Bringing into operation three of the most powerful radio transmitters in the world, each one million watt strong. They are near Munich, Germany; in the Philippines and on the island of Okinawa, all sending America's voice through the Iron and Bamboo curtains.

- Opening of the Paris Service Center of the Voice through which short wave broadcasts from the United States are recorded and fed to the radio networks of Norway, Sweden, Denmark, Holland, Belgium, France, Spain, Italy, Germany, Austria, Greece and Turkey.

- Reduction of its annual budget from \$22,427,000 to \$16,600,000.

- Increasing the number of its language programs from 34 to 38 by adding Hindi, Tamil and Bengali by short wave to India and Urdu to Pakistan, both "sensitive" areas in the troubled Far East.

- Shifting of emphasis to news and commentaries on the news and increasing broadcasts to Communist and satellite areas, which now hear some 75 percent of the Voice's output.

Meanwhile the phased moving of the Voice's operations from New York to Washington has been continuing on schedule and is expected to be completed by November 1. The move was ordered by Congress to bring the Voice into closer proximity with the other elements of the U. S. Information Agency, whose headquarters are in Washington.

White House Greetings

Washington Bureau of RADIO-TV DAILY
Washington — The White House Friday sent congratulations on "substantial" achievements of the USIA, to be read at an informal birthday party marking end of the agency's first year as an independent agency.

One of these achievements, Theodore Streibert, USIA director, pointed out, is that the Voice of America, operating 77 radio transmitters has turned to factual reporting in overseas broadcasts rather than dispensing propaganda-type of material.

Another change is the moving of the broadcasting arm to Washington from New York. The move is under way and will be completed by November 1.

Sillerman To Speak

Columbia University's graduate school seminar of educators will be addressed this morning by Michael M. Sillerman, executive vice-president of Television Programs of America. Sillerman, who will speak on TV, with emphasis on TV film, is the first industry figure to appear before the seminar.

★ ★ ★ RADIO ★ ★ ★
TELEVISION

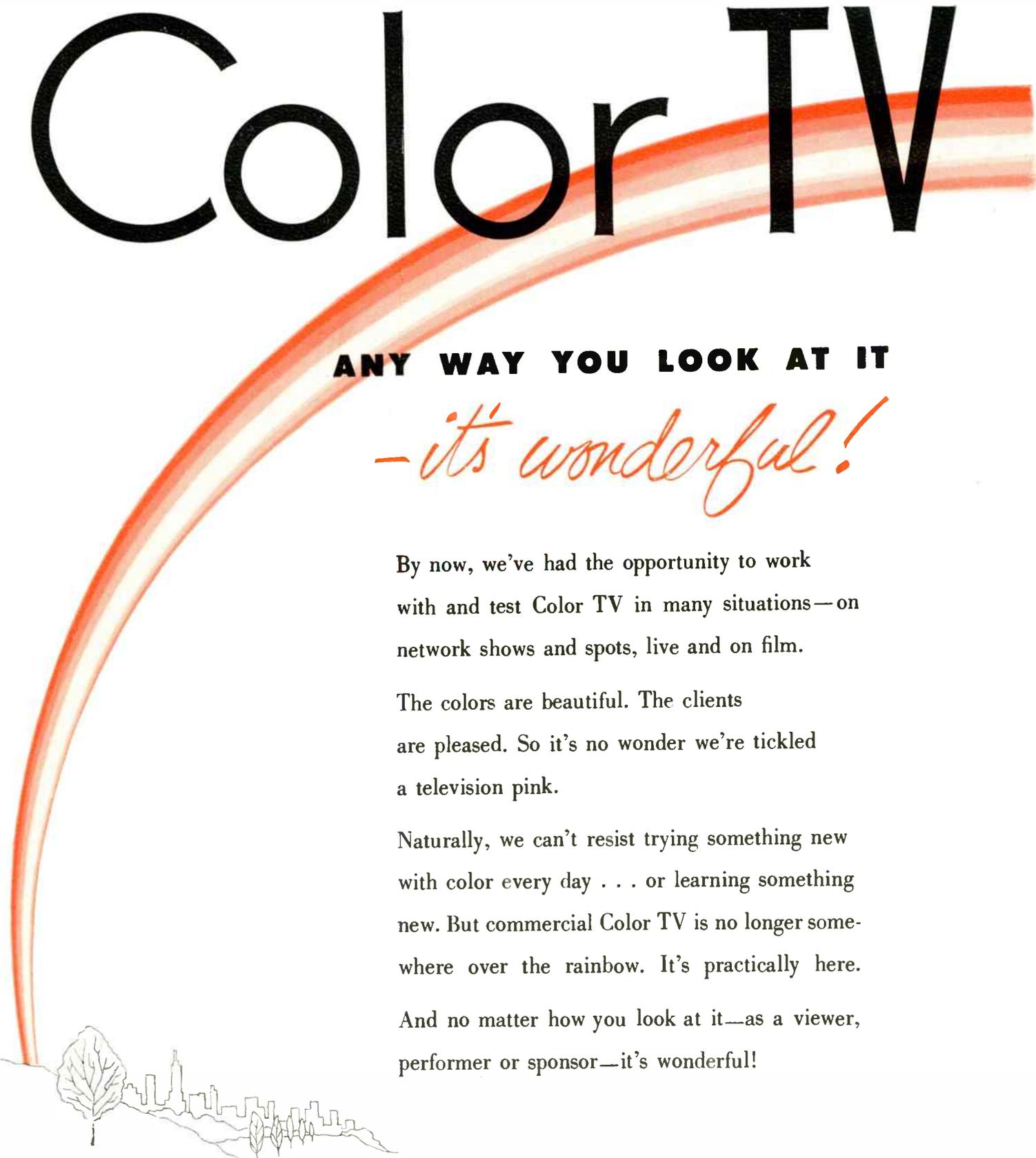
Shows of Tomorrow

1954 RADIO-TELEVISION DAILY PROGRAM BUYER'S GUIDE

SHOWS

FIFTEENTH EDITION

Color TV



ANY WAY YOU LOOK AT IT

-it's wonderful!

By now, we've had the opportunity to work with and test Color TV in many situations—on network shows and spots, live and on film.

The colors are beautiful. The clients are pleased. So it's no wonder we're tickled a television pink.

Naturally, we can't resist trying something new with color every day . . . or learning something new. But commercial Color TV is no longer somewhere over the rainbow. It's practically here.

And no matter how you look at it—as a viewer, performer or sponsor—it's wonderful!

BBDO

Batten, Barton, Durstine & Osborn, Inc.
Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS
SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS • ATLANTA

F O R E W O R D

ALL of us have been imbued with the old saw that "There's Nothing New Under the Sun."

MAYBE not, as far as matter and physical things are concerned—but there's certainly no ceiling on novelty of ideas, or even on adaptation of successful O.D. ideas to a changing world.

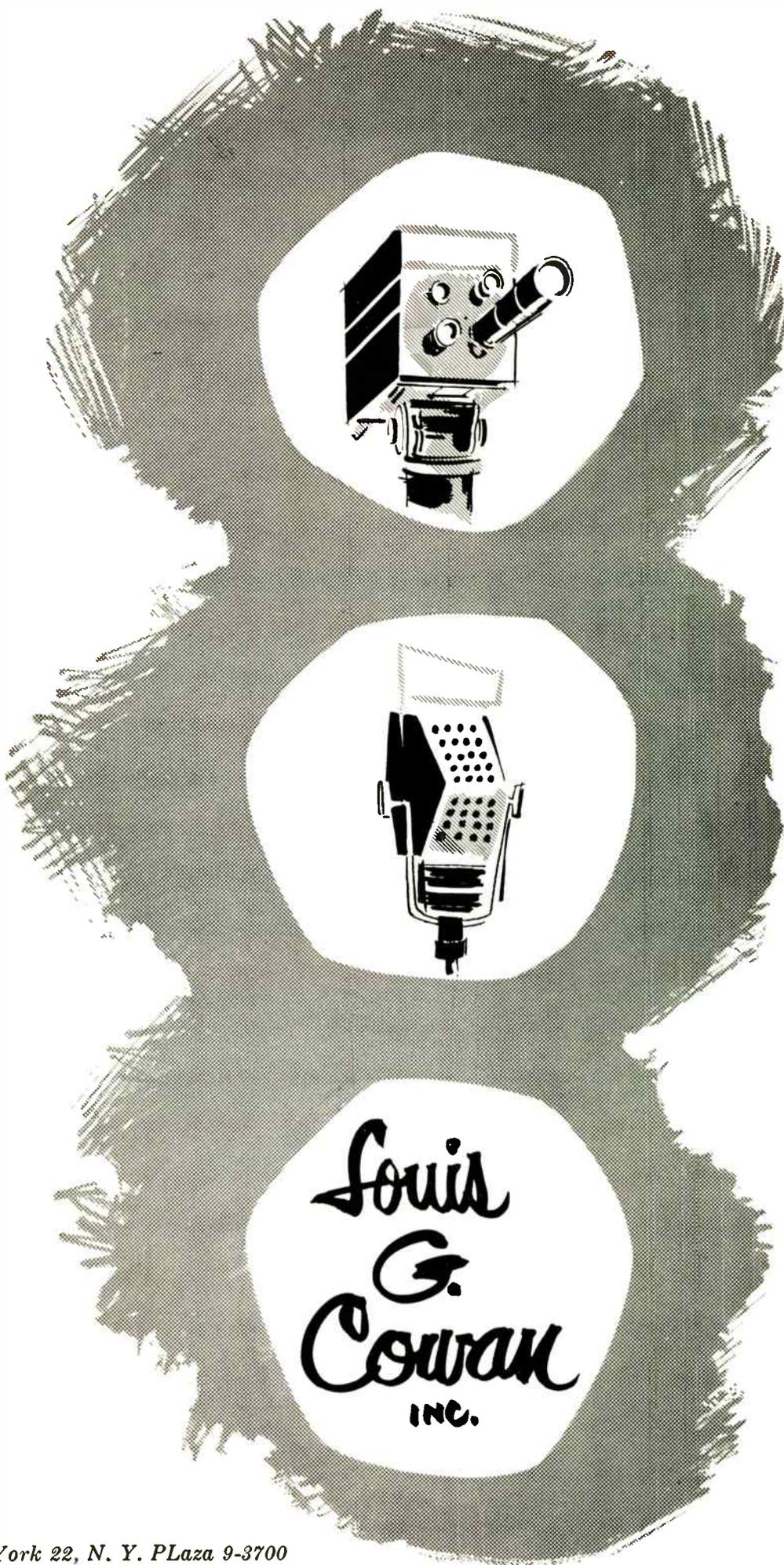
MANY new ideas, and a plethora of adaptations of ideas that have paid off in the past, are to be found in this 1954 edition of the RADIO-TV DAILY "Shows" issue—most of them available for sponsorship now—"as is" or with farther adaptation.

NO MATTER what the problem, stations, sponsors, agencies, time buyers, and everyone who has anything to do with providing radio or television fare, will find the answer here, whether they want to reach a select audience of scientists at Yucca Flats (which is unlikely) or a widespread coverage of American housewives, executives, or whodunit fans.

WE ARE sure that careful consideration of the listings herein, the business news and the special articles, will prove even more invaluable than has the content of past fact-packed "Shows" issues. Our staffs spared no effort to get the material from all available sources; the response was gratifying, and we are happy to be able to present the information this issue brings to you.

Jack Alicoate

Publisher



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700

CHICAGO 8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022



Radio-TV Program Patterns for 1954

By Frank Burke

Editor, Radio-Television Daily

SOME developments that may influence the program patterns of radio and television during 1954 are the U. S. Supreme Court ruling which legalized giveaway shows and the Federal Court decision in San Francisco which affects the re-creation of major league baseball games on radio.

The Supreme Court decision which held that the Federal Communications Commission "overstepped the boundaries of interpretation and . . . exceeded its rule making power", virtually opens the door to the return of all giveaway shows to the networks and stations. "Stop The Music", which voluntarily went off the air when the FCC giveaway ban was declared, is already making plans for early return to radio and TV.

Re-creation of major league baseball games suffered a setback in San Francisco in April when the U. S. District Court to Northern California ruled that KYA, San Francisco, could not stage unauthorized broadcasts of the Chicago Cubs games. The station had been sued by the Cubs and the Mutual Broadcasting System for re-creation broadcasts of games during the 1952 and 1953 seasons. This decision, Mutual executives declare, means that no station has the right to broadcast a big league game without the team's authorization.

While giveaways and baseball re-creations were topical items in programming during the BMI clinics held this spring the most significant development among broadcasters was the reaffirmation by station operators that news, music, drama and variety programs are the programming categories that spell successful operations.

In radio, platter spinners, (disc jocks, to you) are riding high in the realm of program popularity. They are the dispensers of recorded musical entertainment who drop in spot announcements at will and regale their audiences all day long with personality gossip and glamor as provided by the record flak departments.

News programming both in radio and television never rated higher with radio still turning in a better job of news reporting than the television operations. The success of radio newscasting can be attributed to two things—know-how born of years of experience and spontaneity. Television saddled with a format of newscasting which is a cross between a filmed magazine feature and reporting of the news never seems to really get off the ground in reporting except when covering some special event. One such special event was the recent coverage of the Army-McCarthy hearings in Washington.

Senator Mundt, chairman of the hearing, who sported TV-neckties throughout and displayed a flare of showmanship at times in the conduct of the hearings, by his actions emphasized that television has brought a new theatrical dimension to the halls of Congress.

While music and news ride high on the airwaves there is also great demand for the transcribed dramatic and variety shows and the filmed programs that are being produced for television. As an example of this trend witness the \$9,000,000 seven-year deal made by Eddie Cantor with Ziv Television Programs, Inc., recently. This calls for the comedian to produce 39 half-hour films annually and a similar number of taped radio programs during the next seven years. Other agencies such as Music Corporation of America have also set their sights for increased TV film and taped radio program production.

Increased use of kines and special TV films as repeats for summer TV audiences is new this year. Among the shows who have made use of repeat performances of some of their hit half hours are Groucho Marx, Ethel and Albert, "I Love Lucy"

and Burns & Allen. The idea of repeating the programs is good if the quality of the kines and films can be improved. The kines, especially, fall short of producing a good picture and reflect on the transmitting station or network as well as the sponsor.

Sports programming both in radio and television never was heavier than it is today and with the increasing TV coverage indications are that this program category will reach an all time high in sponsorship and time commitments this year.

The tape recorder, as utilized in interviews and coverage of sports events, has been a boon to the sportscasters and has contributed much to development of more interesting programs. These tape recorded interviews are used at will both on the network and local station level and usually are a part of some sponsored sports show. In television the TV filming of such sports events as football, basketball and fights for delayed telecasts has become an important segment of programming. Delayed telecasts of major collegiate football games such as those played by Notre Dame have been presented on film under sponsorships.

Relaxation of the International Boxing Association's rule which prohibited the broadcasting of round by round reporting of championship fights has been a commercial victory for stations throughout the nation. During the last Marciano-Charles heavyweight championship bout the stations broadcast round-by-round descriptions as furnished them by the wire services and ABC radio network carried the Gillette sponsorship of the event direct from ringside.

More and more sports on the local level are being broadcast and telecast by stations who find local sponsorships easy to obtain for basketball, football and other scheduled sports. In many instances boards of education have sold the broadcast rights to stations in the areas.

Farm program directors of stations throughout the country will advise you that agricultural programming especially in the grass roots areas never was more prosperous. The same can be said of programs appealing to women, especially on television. Women commentators and homemakers are holding down sizeable segments of programming both on radio and TV stations.

The weather forecast which once was a lowly bit of vital statistics dropped in somewhere in a newscast both on local radio stations and network programs has become an important program category in both radio and television. Weather reports are given under commercial sponsorships in one-minute, five-minute and even ten-minute summaries. In television such programs as NBC's Today and CBS's Morning Show make much of their weather maps and the forecast not alone for the New York area but for the whole nation. It is on the CBS-TV show that attractive Carol Reed sells automobiles, cameras and even beer while she gives you her living room rundown on the weather outlook. Similar enthusiasm is registered by Dave Garroway as he talks with Jimmy Fidler of the Washington weather bureau daily and projects the forecast on a large weather map.

What's new in programming? A lot of things. The new personalities with new enthusiasm who have taken their place in radio and television. The creative writers who have found acceptance of their works in both radio and TV and the new generation of radio and TV viewers who are willing to accept a new recording of "Goodnight Sweetheart" or the film feature, "The Count of Monte Cristo" as new programming. Radio and television as media of communication and entertainment are doing right well, thank you. If you don't believe us take a look at the ratings and circulation reports.

Announcing the curtain-raiser in

NO TALENT COSTS... N

The Revolutionary
New World

COMET PLAN



**1st Time Together on
the Air....** America's No. 1 pin-up
and America's No. 1 music-maker

Your Golden Opportunity
to put this profitable pair to work for you
EXCLUSIVELY in your market!

NO PROGRAM COSTS FOR WORLD-AFFILIATES!

A FULL HOUR SHOW
(ON COMPLETE OPEN-END TRANSCRIPTION)

FIVE DAYS A WEEK
A NEW SHOW EVERY DAY, 52 WEEKS A YEAR

THE

BETTY GRABLE HARRY JAMES

SHOW

A Variety-Filled musical treat sparkling with "star-talk" of music, movies and show people.

SALES-BRIGHT!

BIG-NAME BANDS!

ENCHANTING MUSIC!

STAR VOCALISTS!

FASCINATING DIALOGUE!

Never in the history of library service has anyone dared to make an offer like this. Mail Coupon below for full details.

Already more than
325 Stations
have become
WORLD COMET STATIONS



WORLD
SALES AND
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WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

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HOLLYWOOD

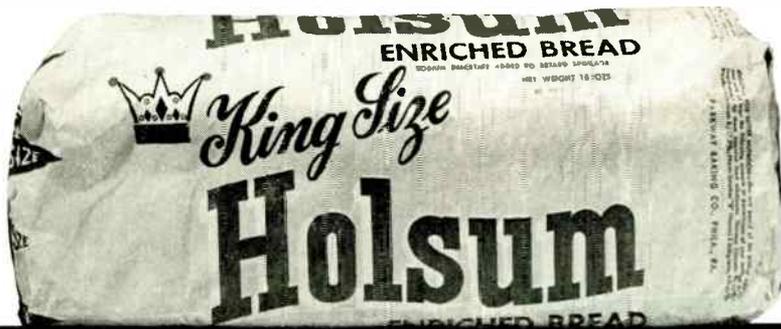
CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD BROADCASTING SYSTEM, INC.
488 Madison Ave.
New York 22, N.Y.
Rush money-making details of your
NEW COMET PLAN.

(YOUR NAME AND TITLE)

(COMPANY NAME)

(COMPANY ADDRESS)



RESULTS



are the daily



bread of our



work...

THE STATION OF PERSONALITIES

WPEN dial 950

Represented Nationally by GILL-PERNA, INC. • New York • Chicago • Los Angeles • San Francisco

R A D I O S H O W S

STILL the medium that reaches the maximum at minimum cost, **RADIO** has much to offer in the way of brand new programming ideas and, because of its long experience in the entertainment, educational, political, and a dozen other fields, the latest refinements of time-tested formulae.

IN ACCORDANCE with our previous custom—and because of the importance of radio as an independent medium—the radio shows are listed separately in this edition, just as TV film shows and TV live shows are listed separately in subsequent sections.

AS CAN be seen readily, some of the shows listed herein are produced with the idea in mind—of a single station or sponsor using them in a local market; almost as many are geared for national use by a high-budget national sponsor, by a combination of local or regional sponsors, or almost any sort of combination that can be imagined.

A PROGRAM to fit every need seems to have been the combined intent of the producers whose offerings are listed in the following pages—from the screamingly hilarious to the deadly serious; from the Bobby Soxers Delight to the brilliance of Paganini.

WE'VE combed the country for these listings; if you need a radio show you'll find it here.

LAWRENCE TIERNEY IS A COP!

*Lawrence Tierney, one of Hollywood's best known tough guys, stars as Lt. Bob Chaney of the New York City Police in a brand new **RADIO SERIES** called "CONCRETE JUNGLE". This latest in exciting, fast moving, suspenseful dramatic shows was created from Col. Maurice A. Fitzgerald's famous book—"HANDBOOK OF CRIMINAL INVESTIGATION" as edited by **INSPECTOR PAUL B. WESTON** of the **NEW YORK POLICE DEP'T.** Written by **GEORGE AND MARTIN FASS**, the half-hour program has original live music composed and conducted by **JACQUES BELASCO**. **TOP Stars, TOP Scripts, AUTHENTIC Police Cases, TOP Production—the NEWEST in dramatic ideas for Radio—"CONCRETE JUNGLE."***

Wire or Phone for "CONCRETE JUNGLE"

RAY GORDON PRODUCTIONS, INC.

271 Madison Avenue, New York 16, N. Y.

Telephone ORegon 9-1060





Programming For Sales

By William H. Fineshriber, Jr.
Vice President in Charge
NBC Radio Network

THE increasingly competitive buyers' market in all major phases of American business is reflected in today's radio market. In network radio particularly, hard selling is a must and the latest PIB figures indicate that total network business in 1954 is now running about 9% behind that of 1953. To meet this problem and reverse this trend calls not only for intensified sales efforts but for programming concepts geared to today's changing listening habits and selling plans geared to advertising needs.

It is no longer enough merely to build a potential hit program and wait for a sponsor to place his order. Success stories these days come from selling campaigns that are carefully planned for a long-range goal and integrated in respect to advertising, merchandising and sales policies. There is no well-defined vogue for any single category of programs. The basic staples of radio network programming all remain popular: news, music, general drama, mystery, quiz, audience participation.

The fundamental difference between this season and last lies, I believe, more in the form of network selling than in basically changed programming. The magazine concept has joined the traditional half-hour and quarter-hour strip format. Advertisers are buying circulation; they are interested in maximum reach, large unduplicated audiences and frequency of impact. Many of them are spreading their messages around among different programs, at different times of the day to reach greater cumulative audiences. This is the reason for NBC's Three Plan, Weekend, Roadshow, Sunday with Garroway—the big participation programs in which a sponsor can buy as little as one minute—or as much as four hours per week. They afford him maximum flexibility to reach mass audiences of different types and at different hours of the day throughout the week.

While radio's basic program appeal has not changed essentially, there are new trends developing to meet changed listening habits. With radio moving rapidly away from the living room to the kitchen, the den, the bedroom and the automobile (two out of every three radios bought in 1953 were purchased for use outside the living room), programming must keep step with the new climate of listening. This is the reason for a relaxed music and fun program like NBC's new "Bob Smith Show" from 10:00 to 10:45 a.m., Mondays through Fridays. The housewife can enjoy Bob Smith and his supporting groups while she does her work around the house; the vital element of secondary listening enters and the radio becomes an accompaniment to her domestic chores.

Despite television and despite the trend away from the living room, nighttime radio remains strong in its established half-hour and even full-hour formats for drama, mystery, music, comedy and audience participation. With such perennial top-rated shows as the "Lux Radio Theatre" and "People Are Funny" joining "Dragnet", "You Bet Your Life", "The Big Story", Bob Hope, Roy Rogers, "Grand Ole Opry", "Walk a Mile", Dinah Shore, and the Monday night music line-up, NBC will again have outstanding strength in all the basic categories of program appeal. The most important nighttime innovation now planned is a further increase in nightly strip programming. Having enjoyed top rating honors in multi-weekly programs throughout the past year with "News of the World", "One Man's Family", and "Fibber McGee and Molly", NBC is adding "The Great Gildersleeve" this fall as a fourth nighttime strip. It will follow "Fibber" across the board, Sundays through Thursdays at 10:15 p.m., New York time.



No Room For Gloom

By J. Glen Taylor
Vice President
Mutual Broadcasting System

THE story of Mutual's success in the recent past is a good yardstick for measuring what the future holds in store for this network. It is the story of increased billings and increased program strength, resulting in an increased share of audience.

Mutual is the network with stations nearest the most people. This is the way we planned it in the beginning, and as a result, we have the most TV-proof type of operation. Add to this the healthy picture of a record volume of summer business, a gross billings increase for the first five months of 1954 showing an increase of 5.1% over the same period last year.

Taking still another look into the future, Mutual will open its Fall season with more sponsored program units and more sponsored program minutes than during radio's lush pre-television days. In addition, our program strength is pointed up by Nielsen figures which show, for example, that in the 8 to 9 p.m. weekday period, MBS increased its share of network listening by 15 per cent.

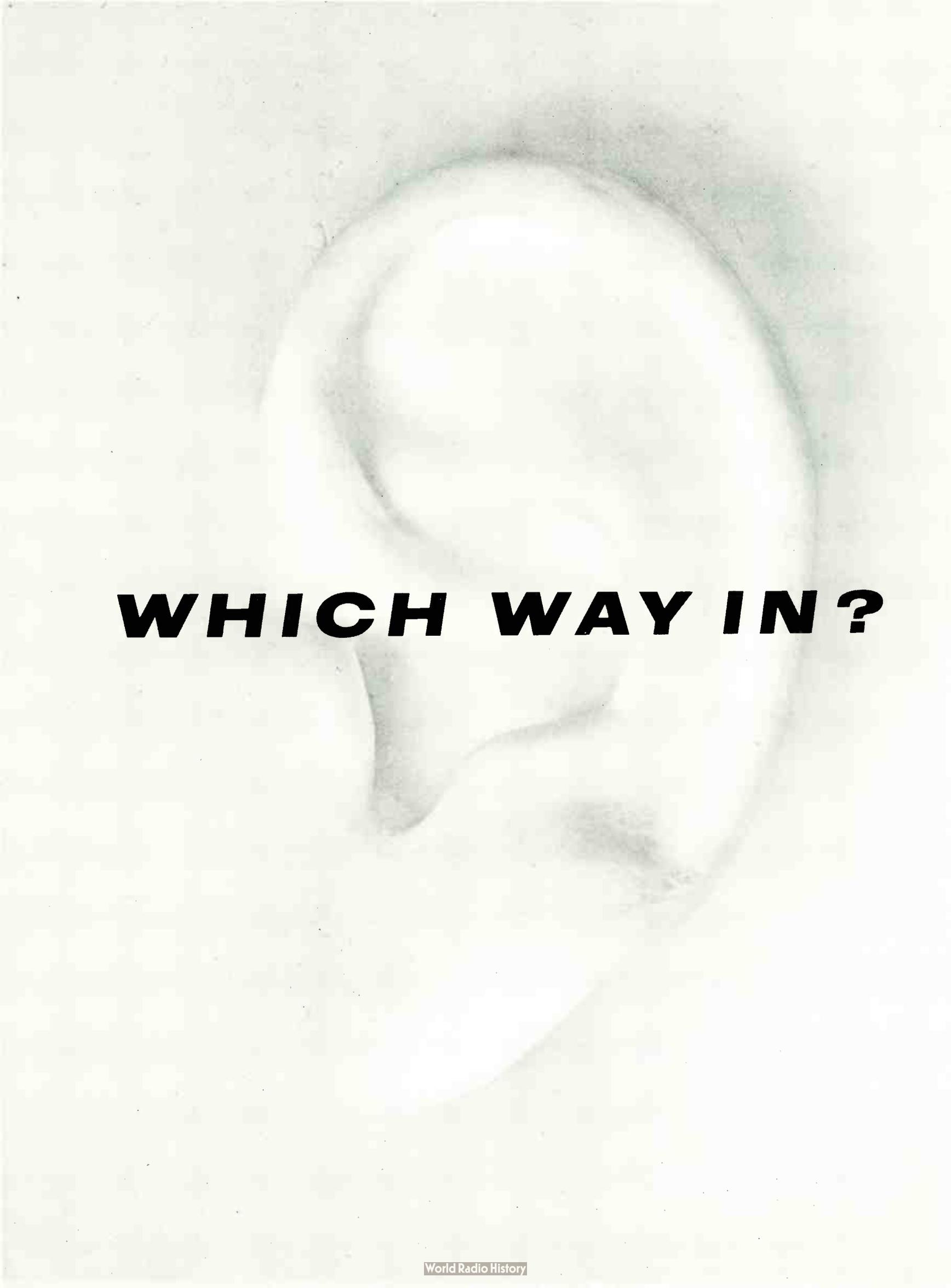
A part of Mutual's recent success lies in the trend toward larger hook-ups for the client. It is easy to understand therefore why MBS, with its 570 stations, forming the world's largest network, has been able to sign sponsors of big TV shows. Examples are the Eddie Fisher and Perry Como programs. In this manner, we find Mutual performing an additional service to television advertisers.

Now then, what about TV America? Here there are more radio homes, more multi-set homes and more radios than ever before. We have felt, for some time, the urgent need by the industry to establish, through proper research, the tremendous listenership in the area of auto radio sets, kitchen, den and bedroom sets. We, therefore, have recently concluded the field work for the first nation-wide study of daily living habits, with particular emphasis on listening and viewing to all sets, both in and out of the home, in the car, public places, etc. This analysis of listening and viewing habits will show the pattern of listening and viewing done, according to various age groups, sex, income levels, education, occupation, marital status, etc. Mutual believes that the vast amount of information available from this survey will help both agencies and advertisers.

Whenever there is talk that radio is "dead", it is quite simple to remind the would-be obituary writer that today in America there are 115 million radios—in 47 million homes, 27 million automobiles and 9 million public places. Radio advertising dollars are being stretched for the benefit of the sponsor. For this year the network radio dollar at Mutual buys 32 per cent more time than it did two years ago!

Radio is the best way of moving goods. But we can neither speak proudly of our successes, nor emphasize our optimistic look into the future without passing on deserved credit to those who have been alert enough to find new ways to use radio. Mutual is also dedicated to providing as many ways to use this medium as a great selling force. Those agencies, sponsors and packagers that have continued to come up with new ideas in radio programming and uses of advertising dollars have played an important role in radio's effectiveness today.

It is not necessary for us to have tongue in cheek when we say "we expect to be around for a long time." A look at the ledger confirms our stand. A radio network like Mutual cannot very well have other than an optimistic outlook in view of continued gross billings, new program strength and new types of sponsorship.



WHICH WAY IN?

How to make the most memorable impression on the human mind is the subject of a now classic debate among the advocates of mass advertising media.

It started with the advent of radio and the thesis that the living voice best moved men to action because it could tell your story with human persuasiveness, give it the precise emphasis your message required, and make every line a headline.

The partisans of the printed page have cited arguments as old as Confucius and held that in addition to the authority of the printed word, the use of pictures could arrest, clarify, evoke a mood and a desire to buy that the spoken word alone could never achieve.

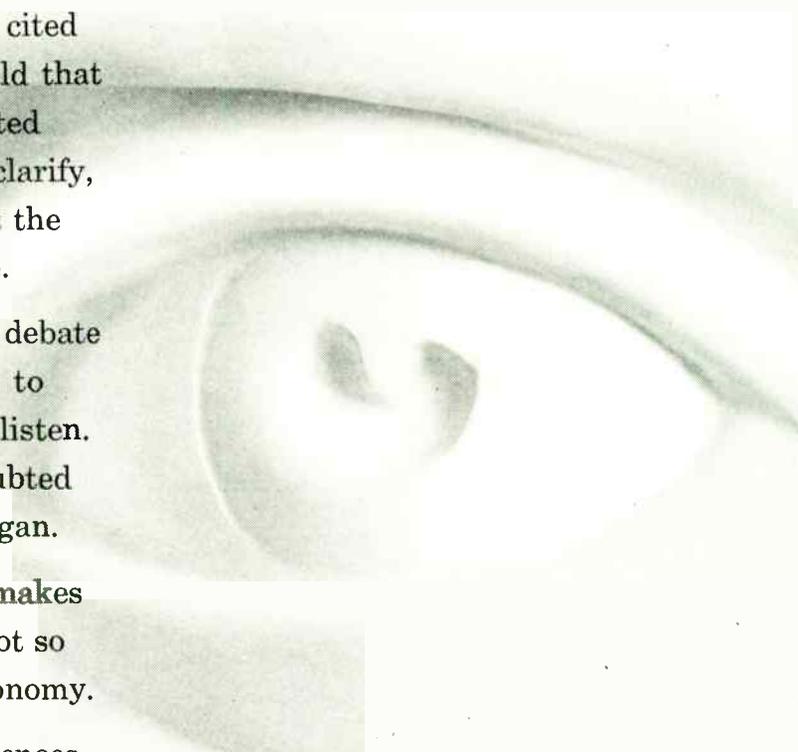
Since the appearance of television, the debate seems somewhat academic. We'd like to participate in it, but nobody wants to listen. For we've never found anyone who doubted television's impact... even before it began.

It was obvious at once that television makes the strongest impression. But it was not so certain to make it with comparable economy.

Yet television already wins larger audiences than any other mass medium. And it already reaches more people per dollar than printed media. To deliver the same total circulation today, television costs half as much as a group of magazines and a quarter as much as a group of newspapers.

And in all television, the network with the lowest cost per thousand is CBS Television — 20% lower than the second network.

Advertisers, convinced that the eye and ear work best together, seem to have settled the debate with some finality. In the first four months of 1954, they made a greater investment in the facilities of CBS Television than in any broadcasting network or national magazine.



CBS TELEVISION



The Negro Market

By Ralph N. Weil
Exec. V.P.
WOV, New York

WHAT is new with the Negro Market . . . its value? No. It's been a valuable quality conscious market for years. Well, isn't broadcasting directed at the Negro listener new? No. That's been going on without fanfare in some quarters for a long time.

So what is new? My answer is that the only really new thing about the Negro Market is the comparatively recent general recognition of its worth. (Some canny advertisers and forward looking broadcasters have long been giving the specialized service that has earned them enduring loyalty. I think it is logical to assume that the success of the early starters was the eye-opener that inspired competition and turned on the publicity spotlight.)

WOV's own programming with Negro appeal started back in 1938, but we don't start our counting until 1942. That's because in 1942 we established a policy of specialized programming for specific population groups. The Negro community of New York City and its environs was one of our chosen groups. Proper programming serving the tastes of the Negro Community was our most effective early audience promotion. Pat as it sounds, "service" and "community" can't be over-stressed. You have to earn a loyal audience before you have a market to influence. "Service" certainly isn't grim. It doesn't mean all vitamins and no ice cream. In specialized programming, however, be it light or serious, specific flavor is a must. You must naturally appeal to the majority taste of the group you're aiming for.

As audience growth warranted expansion, station hours were extended and special audience attractions devised and enlarged. In 1950 when the station extended its day past midnight with a 3 hour remote from Harlem's Palm Cafe, our Negro audience was ready and waiting.

What is probably true in most cities is certainly of prime importance in metropolitan New York: that is an accurate definition of what constitutes a community. In the case of New York, limiting your definition to the strictly urban group leaves you with a single neighborhood and excludes better than two-thirds of the group including the upper-income citizens who have gravitated towards the suburbs of Long Island and Westchester, and the stable middle-class group of Northern New Jersey. Our 1947 survey of known audiences confirmed this trend and subsequent special station promotions have proven that it is on the increase. All these localities have been well represented in the various talent contests presented by WOV. Our 1946 Jazz Piano Scholarship was won by a New Jerseyite. Westchester's Diahann Carroll won a top spot in our 1953 Boro Belle contest from a field which included high representation for Long Island and New Jersey.

As I said at the beginning, the new thing about the Negro Market is not its worth, but rather the recognition of its worth. If stations over the country had not expended steady effort on audience promotion there would have been no National Negro Network today. Similarly, the present excitement over the Negro Market might have been misunderstood and resented by the Negro citizenry itself had it happened overnight a dozen years ago. However, since both the broadcast medium and advertisers first earned their confidence, the Negro consumers themselves are proud of composing a valuable market which is recognized as such.



Promising Trend

By Oliver Treyz
Director
ABC Radio Network

RADIO DAILY asks "How does the 1954 business trend shape up?" In the daytime, radio trends have been very encouraging. At this writing, three months from the beginning of the 1954-55 radio season, our anticipated daytime gross for this Fall is already up to the level of a year ago. The current Nielsen pocketpiece (June 1, 1954) shows ABC with an average commercial rating of 4.1 between 9:00 A.M. and 12:00 Noon. It is gratifying that this average is substantially above that of either NBC or CBS, but most heartening is the fact that it is 24% above our ratings of a year ago.

Significantly, this ABC commercially-sponsored lineup consists of good solid time segments. All are multiple week programs; all are at least a quarter-hour in length. In fact, four of our Fall morning program sponsorships will be longer than the traditional daily daytime quarter-hour.

However, in evening radio there is a significant contrary trend of which the alert advertiser should be well aware. This is the trend toward the tiny buy, the purchase of small units of time when the massive dominant full hour of radio network time is now the best buy in the history of broadcasting.

Radio's unique flexibility, I fear, has fostered a self-defeating trend toward multiple co-sponsorship of programs. To "saturate" the market, too many radio advertisers are using a thimble instead of a bucket. Many advertisers who scored smashing radio successes with dominant units of time have resorted to minute participations (either pronunciation or meaning of "minute" is appropriate). Curiously, these same advertisers have not abandoned the dominant units of space advertising for fourteen line ads. Yet in radio many advertisers whose tradition has been big space and big units of time have cut back to what, in comparison, is feeble impact.

And this trend continues.

Lack of advertiser interest cannot be explained by evening radio's audience. But lack there is, and this lack has done two things which make evening radio the best buy now available in any media.

- 1) It is driving down the price for the third time to approximately half the pre-TV level.
- 2) It has eliminated the heavy competition; the advertiser cannot get lost.

Evening radio (and its audience, as the Politz study showed, is considerably larger than daytime) is the only medium which can be dominated (repeat dominated) for \$50,000 per week. \$50,000 is less than the cost of a four-color double spread in Life. It will buy one full page ad in only 27 of the largest daily newspapers of the U. S. And then leave 173 of the top 200 markets completely uncovered.

But \$50,000 will buy four evening hours (time cost approximately \$36,000, leaving \$14,000 for top stars and a top-drawer program) per week. For \$50,000, an advertiser can buy the full 8:00 to 9:00 P.M., N.Y.T. hour on the full ABC network Tuesday, Wednesday, Thursday and Friday. And \$14,000 will bring in four weekly hours of programming selected on the basis of how good, *not* how cheap, it is.

For the first time, evening radio offers a clear track to massive dominance of a major medium. The first advertiser to seize this new opportunity can earn rich sales rewards.

Adventure Hour

One-hour daily, Monday through Friday, strip of transcribed half-hour dramas by Ziv—Boston Blackie, Bold Venture, Favorite Story, Philo Vance starring such names as Lauren Bacall, Humphrey Bogart, Dick Kollmar, Ronald Coleman, Jackson Beck.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$18 per participation (one minute) or \$96 per half hour.
Number Available: 26 weeks, five weekly.

Audition Facilities: Transcription.
Produced by: Shows by Ziv.
Submitted by: WBAP, Fort Worth.

Adventures of Frank Race

Joel Murcott scripted this outstanding series of detective-adventure dramas that was notable for its fine cast of Hollywood players. Frank Race was a suave, hard-hitting hero that reveled in doing the impossible and solving the "unsolvable" crime.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 40.
Audition Facilities: Transcription.
Produced by: Bruce Eells.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

American Story

Dramatic, documentary 52-week series of once-a-week broadcasts telling the Story of America, from the Age of Columbus to the Age of the atom. Written by the greatest historians of America. Released in script form by BMI.

Running Time: 25 minutes.
Cost: Available on request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: WSB Radio.
Submitted by: WSB Radio, Biltmore Hotel, Atlanta, Ga.

Behind the Story

Marvin Miller, a fine actor, using dozens of voices and characterizations makes this an exciting fifteen minutes.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KHJ, Hollywood.

Blair of the Mounties

Each program is a complete story. Just the show to reach men and boys. From a lifetime of exciting and thrilling adventures on a wide variety of fronts with the Mounties and similar groups, Colonel Rhys Davies, famous soldier, adventurer and writer, has selected a few personal highlights and through this fascinating series makes them happen all over again.

Availability: E. T.
Running Time: 15 minutes.
Cost: Minimum, lease basis, \$3.00 each program.
Number Available: 39 episodes.
Audition Facilities: Transcription.
Produced by: Walter Biddick Co.
Submitted by: Walter Biddick Co., 1151 So. Broadway, Los Angeles 15, Calif.

The Cisco Kid

A loved and feared hero of American literature steps from the pages of O. Henry and comes to life as Hollywood stars portray The Cisco Kid. This famous "Robin Hood of the Range" creates excitement, humor, romance. Recreates all the drama of when the West was young.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Over 4 years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Contraband

Stories of custom agents—their informers, their mode of operation, their successes and their failures. Each program a complete story; each story based on fact. Here's the big-time international smugglers in action with custom agents from every country cooperating to put them out of business.

Availability: E. T.
Running Time: 30 minutes.
Cost: Syndicated, based on population.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Artransa, Ltd.
Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York, N. Y.

Crime Fighters

"Crime Fighters," a dramatic salute to the men and women, who for all of us, fight the criminal activity of a few. They're city cops working in teams, Country sheriffs covering lonely regions, Federal men who police the nation—all, including the private citizens who seek to stamp out crime.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Wynn Wright.
Submitted by: Wynn Wright Associates, 17 W. 57th St., New York, N. Y.

Deadline for Danger

An adventure-thriller. Each program complete: each with a logical ending that makes the audience come back for more. Typical story: Your submarine is disabled. You have been chosen by lot to remain with the ship and work the escape mechanism for your mates. Your air will be exhausted in six hours. Do they rescue you in time? Write for an audition disc and find out!

Availability: E. T.
Running Time: 30 minutes.
Cost: Based on population.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Harry S. Goodman Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

Dear Folks

A dramatic show with a different slant. Each half hour program a complete story—each with an O. Henry twist. Combines heart-throbs and comedy.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.
Audition Facilities: Live Talent.
Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Doctor Six Gun

A western dramatic series. The adventures of a gun toting doctor who practiced medicine and brought law and order to a wild and rugged "Territory" in the 1870's.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: William Welch.
Submitted by: National Broadcasting Co., New York, N. Y.

Edward Arnold's Spotlight Story

A story of the great and sometimes the little people with unusual endings is told by famed screen star Edward Arnold.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Varies with market.
Number Available: Five a week.
Audition Facilities: Transcription.
Produced by: Bob Jennings.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Fact or Fantasy

Tales of mental and psychic phenomena, all investigated and confirmed.

Availability: E. T.
Running Time: 5 minutes.
Cost: 25 per cent of the one time station rate at time of broadcast, \$3.00 min.
Number Available: 100.
Audition Facilities: Transcription.
Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Favorite Story

Ronald Colman as host-narrator of a dramatic series featuring the world's great popular and classic literature. Guest stars of stage, screen and radio. Each program is a complete adaptation of a well-known story selected for presentation by a well-known personality.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 117 programs.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Freedom, U. S. A.

An informative, non-partisan series, dramatizing world-forming events that take place every day in the United States Senate. Tyrone Power stars in the lead role as Senator Dean Edwards. Edwin C. Hill is the commentator. Announcer is Jimmy Wallington. Original music composed and directed by David Rose.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.

Number Available: One year.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Frontier Town

The fabulous "story cities" of the Old West—Leadville, Tucson, Dodge City, Santa Fe, Hangtown, Butte, Virginia City—are the settings for this great series of true action-adventure dramas of pioneer days. Jeff Chandler and Reed Hadley alternate in the leading role.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 40.
Audition Facilities: Transcription.
Produced by: Bruce Eells.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Gaslight Theatre

This series of standard classics has the flavor of "A Connecticut Yankee in King Arthur's Court." The introduction of an American character in the old setting gives us a comedy angle of literature. Name star in the role.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Script.
Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

High Adventure

High above the earth, across the iron curtain, into tropic jungles goes George Sanders each week to bring an adventure packed with suspense.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Varies with market.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Bob Monroe.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Hollywood Sound Stage

Romance, adventure, comedy—all combined in one series. Features top screen and radio personalities in each program. Howard Duff, Roy Rogers, Elliott Lewis and many others give excellent performances that are bound to please your radio audience—and your sponsor.

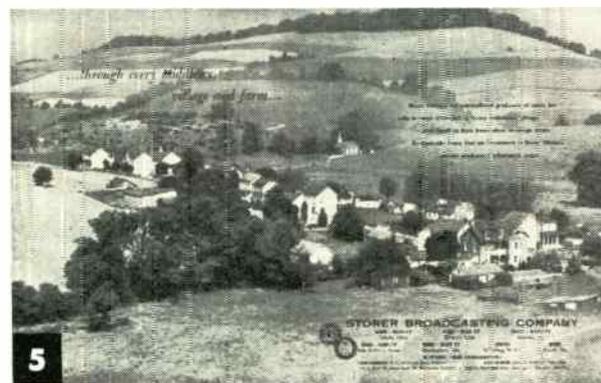
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: C. P. MacGregor.
Submitted by: C. P. MacGregor Company, 729 So. Western Ave., Los Angeles, Calif.

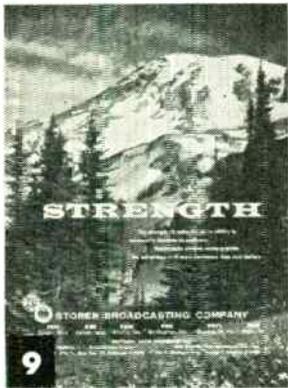
Hollywood Theatre of Stars

Presenting Hollywood personalities featured in this transcribed series. Each star appears as the lead in each completed program. Stars that appear are: Roy Rogers, Joan Bennett, Dana Andrews, Robert Mitchum, Ann Jeffreys, and



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BOB WOOD, Midwest National Sales Mgr.
 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

many more. This series was written by some of the finest writers in Hollywood and can bring to your station a top personality to attract a good listening audience.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Audition Facilities: Transcription.
Produced by: C. P. MacGregor.
Submitted by: C. P. MacGregor Company, 729 So. Western Ave., Los Angeles, Calif.

I Was a Communist for the FBI

A documentary-drama starring Dana Andrews portraying the lead role in a series based on the actual experiences of FBI undercover man Matt Cvetic, who posed as a communist for the FBI for nine years. During those nine years, Matt Cvetic made over 20,000 reports to the FBI on communistic activities in the United States.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Two years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Inheritance

Weekly dramatic series designed to build deeper public understanding of the heritage and character that underlie the nation's freedom. Based largely on great decisions along the road to freedom, produced in cooperation with the American Legion.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Submitted by: National Broadcasting Co., New York, N. Y.

Inside the Doctor's Office

Dramatized office visits with a well-known physician, appearing in person, are acted in "soap opera" form. Each episode is a complete dramatic story taut with emotion and suspense. This program had a successful run for 165 consecutive performances. The total run has been 215 performances on major network stations.

Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: \$200.00 live or transcribed.
Number Available: Unlimited.
Audition Facilities: Transcription and Live Talent.
Produced by: Frederic Damrau, M.D.
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

It Takes a Woman

In narrative dramatic technique, Frances Scott tells the story of an average woman who did something important for her family, community, nation or mankind in general.

Availability: E. T.
Running Time: 5 minutes.
Cost: 25 per cent of the one time station rate at time of broadcast, \$3.00 min.
Number Available: 208.
Audition Facilities: Transcription.
Produced by: Basch Radio & Television Productions.

Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Jim Ameche, Storyteller

Exciting narration of little-known events in the lives of great people or the story behind important discoveries. Jim Ameche combines narration with dramatics to make this a most entertaining series.

Availability: E. T.
Running Time: 5, 10, or 15 minutes.
Number Available: 156 5 or 10 minute shows; 260 15-minute shows.
Audition Facilities: Transcription.
Produced by: Harry S. Goodman.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

Lady of Liberty

Dramatic stories, each one complete in itself, of the tale of immigrants to this country. The struggle in the "old country," the difficulty of getting approval to come here, the trip itself, and the joy of arrival, etc. This deals with modern day arrivals. They are overjoyed when they see the Lady of Liberty in the N. Y. harbor.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$400 per half hour show.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Richard H. Hoffman Associates, 675 West End Ave., New York 25, N. Y.

Leading Ladies' Playhouse

A galaxy of Hollywood leading ladies in a series of half hour plays adapted for radio from published well accepted work. Stories are new to radio and varied. Drama, comedy, situation, character studies, mystery.

Availability: Tape.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Submitted by: NBC, New York.

Lightning Jim

An all-star network cast in Western adventure action, each program a complete story. With Francis X. Bushman as "Lightning Jim" and Henry Hoopel as Deputy Whitey Larson, the greatest U. S. Marshal ever to roam the Western plains and his equally famous deputy comes to life for the modern day lover of the old West.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Over two years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

The Lives of Harry Lime

Starring Orson Welles, America's most popular and colorful radio personality, in a series of thrilling half-hour shows that dramatize world-wide adventures of Harry Lime, the fabulous character of "The Third Man" motion picture. Danger, romance, intrigue and mystery combine in each episode.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available on request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Harry Alan Towers.
Submitted by: Lang-Worth Distributing Corp., 113 W. 57th St., New York 19, N. Y.

Marvin Miller, Story Teller

Marvin Miller, the great character delineator, depicts a typical or exciting, but true, incident in the life of one of the world's greatest citizens — from Alexander the Great to Jack Dempsey.

Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Transcription.
Produced by: Marvin Miller.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Movietown Radio Theatre

Romance, mystery, comedy, drama and adventure are presented in this series. Top Hollywood personalities such as Pat O'Brien, Ann Rutherford, Eddie Bracken, Cesar Romero, Jane Russell, George Brent, and others.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 65 programs.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Official Detective

"Official Detective," dedicated to the men who guard your safety and protect your home . . . your police department. Fine mystery entertainment provided by Detective Lieutenant Dan Britt and Sergeant Morse as they perform their duties in crime detection.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Wynn Wright.
Submitted by: Wynn Wright Associates, 17 W. 57th St., New York, N. Y.

Robert Montgomery Presents

A new dramatic series for radio, each performance a complete story in itself—sometimes gay comedy, sometimes serious drama, fantasy and stark realism with the Montgomery director producer touch.

Availability: Tape.
Running Time: 30 minutes or 60 minutes.
Cost: On request.
Produced by: Robert Montgomery.
Submitted by: National Broadcasting Co., New York, N. Y.

Romance of Famous Jewels

Exciting tales about fabulous gems of history. This series is offered exclusively to retail jewelers.

Availability: E. T.

Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

The Spoken Word

"The Spoken Word" presents prose, poetry and plays, read or enacted by well-known authors, poets, actors and actresses. Many of the programs feature famous personalities in recreations of their finest moments which have been preserved on recordings. Pola Chasman, conductor of the series, sets the scenes for each offering.

Squad Room

"Squad Room," true to life enactments of startling contemporary criminal cases in the files of our law enforcement agencies. Thirty minutes of breathtaking excitement as we follow Detectives R. J. Scanlon and James Grady from the moment they're assigned to a case until they "wrap it up."

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Wynn Wright.
Submitted by: Wynn Wright Associates, 17 W. 57th St., New York, N. Y.

Stand By . . . For Crime!

This series was lengthened in April '54 from 26 to 52 episodes, in order to fill the needs of many stations that have already used the first 26 episodes and wanted an added supply to satisfy the sponsor demand. Glenn Langan is the "star." Adele Jergens and "Pappy" Cheshire are prominent in the supporting cast which consists entirely of topmost Hollywood players.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Bob Reichenbach.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Tapestries of Life

Human-interest dramas about widely-known people and events. Scripts, by David Hanna, are the same as those used on KNX, Los Angeles, with great success, by Forest Lawn Memorial Park. Series not available in Southern California.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Dixie Farm Review

Remote broadcast direct from farm. Opens with local, regional weather report, followed by brief roundup of news, especially of local interest. Three musical selections: a stirring march; a song with birthday, anniversary announcements; sacred song which concludes program. Market reports, farm news, other information. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: 52 weeks, 5 times weekly. Audition Facilities: Live Talent. Produced by: John Lamar. Submitted by: WMGY, Montgomery, Ala.

Farm to Market Time

Half-hour block of five-minute farm segments. Available for 5, 10, 15 and 20 minute sponsorship. Segments run: markets, weather, Nebraska news, national and international news, farm features, and bulletin board (calendar of coming events of particular interest to farmers). Availability: E. T. Running Time: 30 minutes. Cost: 5 min., \$16 each; 10 min., \$24 each; 15 min., \$32 each; 20 min., \$48 each. Number Available: Six per week (Monday thru Friday). Audition Facilities: Transcription and Live Talent. Produced by: WJAG. Submitted by: WJAG, Norfolk, Neb.

Farm Topics

Complete coverage of local, regional and national farming activities—with emphasis on country-wide farm news and features. Local farm personalities interviewed daily in the field. Proper farm management practices stressed through series of discussions on livestock disease problems, etc. 4-H and FFA activities stressed. Availability: Live Talent and E. T. Running Time: 15 minutes. Cost: \$15.75 per week. Number Available: 13 weeks. Audition Facilities: Transcription and Live Talent.

Produced by: KXOB.

Submitted by: KXOB, Stockton, Calif.

Farming with Sam Black

Informal program of an "over the fence" conversation nature slanted toward a rural audience; however, Sam's personality sells many city listeners. Composed of music, farm news, practical ideas, interviews, personal comments on experiences on his own Berks County farm, plus news releases by national and state agricultural departments. Availability: Live Talent. Running Time: 60 minutes. Cost: Per participation per week: 1T, \$12; 2T, \$22; 3T, \$30; 4T, \$38; 5T, \$45; 6T, \$50. Audition Facilities: Transcription. Produced by: WEEU. Submitted by: WEEU, Reading, Pa.

Garden of the Week

A certificate is awarded weekly to the Gardener of the Week, selection made by local Garden council. Garden hints and music are included. Availability: Live Talent. Running Time: 15 minutes. Cost: \$9.50 on a 13 week basis. Number Available: One time a week, Sunday—52 weeks. Produced by: Virginia Wade. Submitted by: KJIM, P. O. Box 2376, Beaumont, Tex.

KSFO Farm Page

Wally King, who has been in radio since crystal sets, does "KSFO Farm Page." This informative program includes daily vital statistics, market quotations, seasonal information applying to our listening radius, a round-up of straight news slanted toward agricultural interests. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: Limitless. Audition Facilities: Transcription and Live Talent. Produced by: KSFO. Submitted by: KSFO, San Francisco, Calif.

DRAMA**Theatre Royal**

Adaptations of outstanding plays, novels and short stories with Sir Ralph Richardson as host and star. The series has produced works by Maugham, Kipling, Conrad, Dickens, Pushkin and other noted writers. Running Time: 30 minutes. Cost: On request. Submitted by: National Broadcasting Co., New York, N. Y.

Thirty Minutes To Go

Suspense, adventure, intrigue with just "30 Minutes To Go" to reach an exciting conclusion. Each program a complete story. Acclaimed by critics in America's major cities. Available for local or regional sponsorship. Availability: E. T. Running Time: 30 minutes. Cost: Based on population. Number Available: 52.

Audition Facilities: Transcription. Produced by: Harry S. Goodman Productions. Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York 22, N. Y.

Under Arrest

"Under Arrest" means criminals behind bars. The story of Captain James T. Scott's fight against crime: from headquarters—police department—division of homicide. From Captain Scott comes reports of stories behind the most fateful words a criminal can hear, "You are Under Arrest!" Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 52. Audition Facilities: Transcription. Produced by: Wynn Wright. Submitted by: Wynn Wright Associates, 17 W. 57th St., New York, N. Y.

**Murray & Polly Co.—
"Mr. & Mrs. RFD"**

A husband and wife breakfast program broadcast direct from the home of Mr. and Mrs. Cox. Murray has been farm director of WFAA since 1947. Polly, a former home demonstration agent is a graduate of Oklahoma A&M College. Availability: Live Talent. Running Time: 20 minutes. Cost: On request. Number Available: On request. Audition Facilities: Transcription. Produced by: Murray Cox. Submitted by: WFAA, Dallas, Tex.

On the Farm

Herman Stebbins, WSBA Farm Director, presents up-to-the-minute news on the farm front everyday, Monday through Saturday. In addition he presents the latest markets, state and national Department of Agriculture news, weather, and news of events of interest to farmers in the rich WSBA farming area. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Submitted by: WSBA, York, Pa.

Radio Rancher

Our Farm director gives all pertinent agricultural information, soil conditions, weather, discusses new methods, interviews noteworthy fruit-growers, does ranch remotes. Show is aired M-F at 12:15. Has terrific audience in this locality. Availability: Live Talent. Running Time: 30 minutes. Cost: \$60 (or participating). Number Available: 5 per week—TFN. Audition Facilities: Transcription. Produced by: Tom Templeton. Submitted by: KPQ, Wenatchee, Wash.

Sierra Sidewinder

A farm program using western and hill music—show is by Noble Crew, who bills himself "only Western disc jockey" without a Western accent. Monday through Friday, 6:15-7:00 a.m. Running Time: 45 minutes. Cost: Participations only—\$3.00 plus station time—regular rates. Audition Facilities: Transcription. Produced by: Noble Crew. Submitted by: KOLO, Reno, Nev.

Tarheel Farm Hour

Weather—2½ minutes—Farm news and topics of interest to N. C. farmers. Direct from campus N. C. State College. Running Time: 15 minutes. Cost: On request. Number Available: 52 weeks—5 days a week. Audition Facilities: Transcription. Produced by: N. C. State College Agricultural Dept. Submitted by: WADE, Wadesboro, N. C.

**What's New in
Agriculture?**

Information concerning the latest developments in agriculture from a practical and beneficial standpoint. The material used on

the program is developed from information received from agricultural colleges, United States Department of Agriculture, and other reliable sources.

Availability: Live Talent. Running Time: 5 minutes. Cost: \$62.50 per week, time and talent (52 week basis). Number Available: Mon. through Fri. Audition Facilities: Transcription. Produced by: Harold J. "Smitty" Schmitz. Submitted by: KFEQ, St. Joseph, Mo.

WIZZ Farm Hour

"Farm News You Can Use," is the slogan of Eddie Daubs, WIZZ farm director. A University of Illinois graduate, former agriculture instructor, operates own 140 acre farm, Eddie gives news, markets and weather as they affect WIZZ-land, north central Illinois. Availability: Live Talent. Running Time: 30 minutes. Number Available: 6 days a week. Produced by: WIZZ. Submitted by: WIZZ, Streator, Ill.

The WJTN Farmer

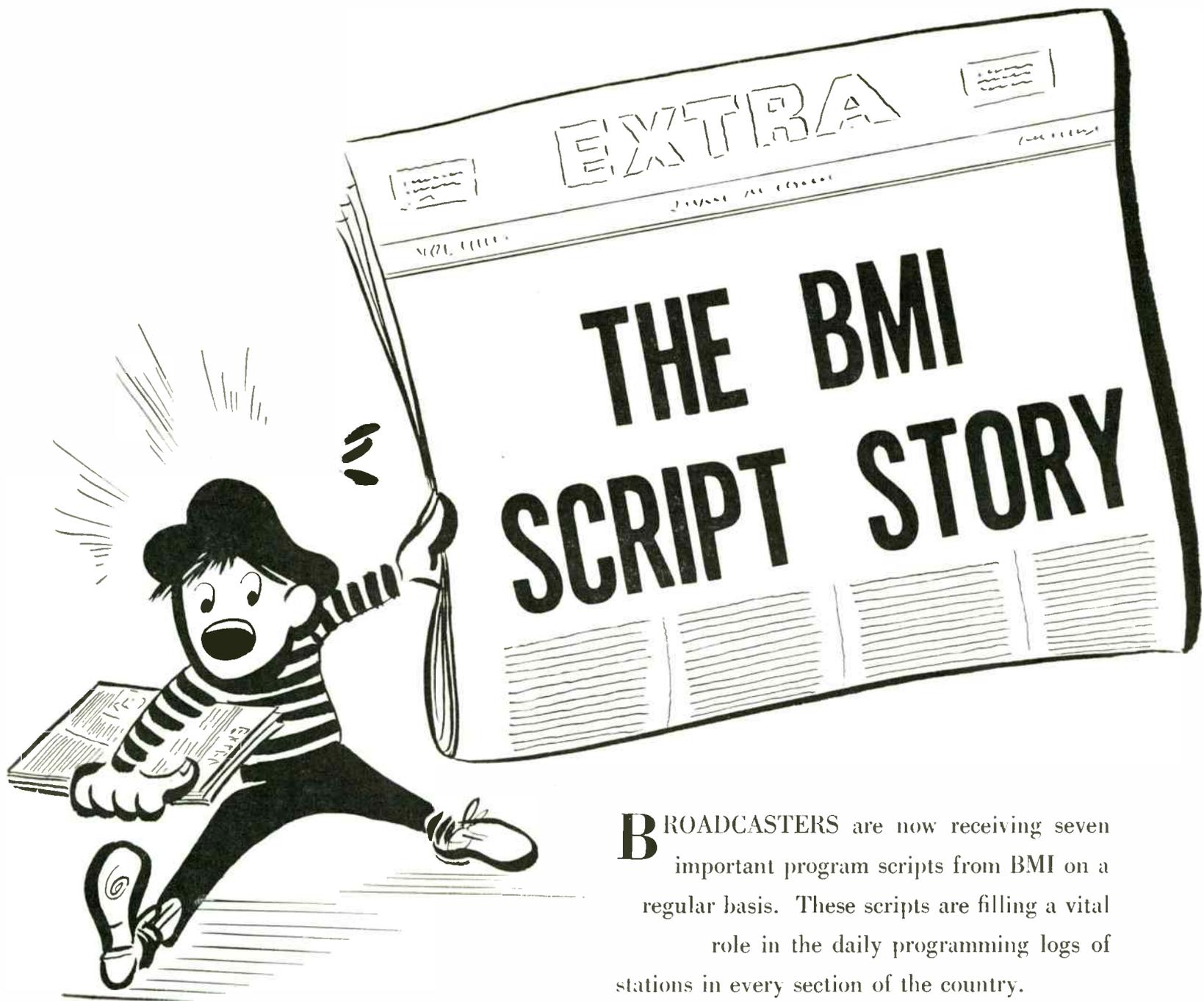
This program, directed by Doc Webster, our farm director, features latest farm information, market reports, weather forecasts, plus music and human interest stories. Availability: Live Talent and E. T. Running Time: 105 minutes. Cost: \$9 per minute participation. Audition Facilities: Transcription. Produced by: Robert "Doc" Webster. Submitted by: WJTN, Jamestown, N. Y.

Your Farm Report

Farm and home program with County extension Agent, County Home Demonstration Agent, County Weed and Forestry Agents, State College Farm Reporter, University Department of Forestry and U. S. and State Department's of Agriculture all contribute weekly to program. Each day is taken by one of the above-mentioned departments. Local and Northwest coverage. Availability: Live Talent and E. T. Running Time: 15 minutes. Number Available: 52 weeks, 5 times weekly. Audition Facilities: Transcription. Submitted by: KLOG, Kelse, Wash.

Your Garden

Every homeowner wants to know how to plant and care for his own vegetable and flower gardens, lawn, trees and shrubs. That's why WTIC engaged the foremost horticultural expert in its area, Peter Cascio, to give talks and conduct interviews on its Tuesday and Thursday morning series, "Your Garden." Mr. Cascio is president of the American Association of Nurserymen. Availability: Live Talent. Running Time: 10 minutes. Cost: Station time (\$70.00 base), plus \$20.00 net per program on two-a-week basis. Station time plus \$30.00 net per program on one-a-week basis. Audition Facilities: Transcription. Produced by: WTIC. Submitted by: WTIC, Hartford.



BROADCASTERS are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

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BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

Your program manager is receiving all seven of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.

Birthday Party

An actual birthday party with well-known stars as guests; quizzes on famous dates and a \$500 prize (birthday prize) to the lucky listener whose birthday is picked. Availability: Live Talent and E. T. Running Time: 30 minutes. Produced by: Alton Alexander Productions, Inc.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

Block Party

There are many community activities going on in N.Y.C. all the time. These are either block parties or their equivalent. These are neighborhood social activities and local events in various boroughs in which people of all races, religions and creeds joins together. Covered with tape or wire recorder. Running Time: 30 minutes. Cost: \$100 each 30 minute show. Number Available: Unlimited. Audition Facilities: Transcription or Live Talent.

Submitted by: Richard H. Hoffman Associates, 675 West End Ave., New York, N. Y.

Bulletin Board

Trading Post type program. Articles for sale, trade, to rent, give away. Items to be aired are put on list and taken to local grocery store, sponsor of show. Meeting notices and local events are also announced on program. By having public take items to store, foot traffic is considerably increased.

Availability: Live Talent. Running Time: 15 minutes. Cost: Rates on request. Number Available: 52 weeks, five times weekly. Audition Facilities: Transcription. Produced by: KLOG. Submitted by: KLOG, Kelso, Wash.

Fox and Hounds

A portion of the audience actually participates. One of the group—as the fox—matches his wits against remainder—the hounds. The fox, if winner, takes all; if he loses, it's divided among the hounds.

Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Live Talent. Produced by: Basch Radio & Television Productions. Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Gold-Mine Playhouse

Audience participation program featuring dramatizations of well-known literary works of every type with home and studio audience competing for cash prizes in identifying book, play, or movie, points about the plot, etc. Top quality dramatizations sustain interest throughout and are rewarding in themselves. Added lure of prize give-aways. Contest between home and studio audience provides excitement.

Availability: Live Talent. Running Time: 45 or 30 minutes. Cost: Available on request.

Number Available: Half-hour weekly.

Audition Facilities: Live Talent. Produced by: Oliver W. Nicoll Productions.

Submitted by: Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Guest Time with Bill Green

New type of audience participation program featuring Bill Green as MC. Women guests are invited to program and are given merchandise give-aways for relating most memorable incident, favorite memory tune and most embarrassing moment in their life. Bill also spins their favorite tune of the day on guest time. Studio audience. Availability: Live Talent. Running Time: 60 minutes. Cost: Time and talent upon request. Audition Facilities: Transcription. Produced by: Elmer Knopf. Submitted by: WFDF, Flint, Mich.

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 guest 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 ridiculous which is at the same time human.

Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly.

Audition Facilities: Live Talent. Produced by: Oliver W. Nicoll Productions. Submitted by: Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Interviewing the Public

Here is a program designed after the fashion of most men on the street programs. Each day (Monday through Friday) we will interview people on the street. A question will be asked each day. Winners get prizes and losers get a prize. Sponsors will be merchandised over the air and by visual aids. Time will be from 12:30 to 12:45 p.m.

Availability: Live Talent. Running Time: 15 minutes. Cost: Cost per daily 15 minute show will be \$21.60 for 13 weeks.

Number Available: At least half of show now available. Produced by: Bill Emard. Submitted by: WBAT-CBS, Resneck Bldg., Marion, Ind.

Kitchen Kapers

Top audience participation and merchandising show in Philadelphia. Shows are recorded at high schools, churches and civic centers in a 15 mile radius of this city. Products are samples, prizes are given, and promotional tie-ins are offered.

Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: 5 times a week.

Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

Ladies' Day with Bill Stulla

Participants are at home and mail entries giving titles of popular tunes in the four categories of the old wedding superstition "Something old; something new; something borrowed and something blue," to win the prizes of the day. Availability: Live Talent. Running Time: 30 minutes.

Cost: On request. Minute participations available. Number Available: 5 per week, 9:15-9:45 a.m.

Audition Facilities: Transcription. Produced by: Bill Stulla and KFI. Submitted by: KFI, Los Angeles 54, Calif.

The Party Line Show

An unusual person-to-person program during which Ed and Wendy King talk to listeners by phone, and with the aid of other listeners solves problems of all kinds. Party Line has a loyal following, pulls mail from 46 states and Canada.

Availability: Live Talent. Running Time: 90 minutes. Cost: Ed and Wendy King and announcer.

Number Available: 52 weeks, six times a week. Audition Facilities: Transcription. Produced by: KDKA. Submitted by: KDKA, Pittsburgh 19, Pa.

Second Chance

Johnny Olsen emcee-host of an audience participation show. Interviews with people having success stories about their "second chance in life." Quiz contest.

Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: 5 a week. Submitted by: National Broadcasting Co., New York, N. Y.

Spend a Million

A quiz show with a new twist. Contestants get 1 million dollars in "cash" (stage money) to spend at the earliest opportunity. Opportunity knocks in the form of right answers to questions asked each contestant in turn. Joey Adams, peppy comedian of night-club and radio fame is emcee.

Availability: Tape. Running Time: 30 minutes. Cost: On request. Produced by: Lester Lewis. Submitted by: National Broadcasting Co., New York, N. Y.

This Is Your Life

Reconstructs the lives of unsuspecting people. "Guest's" life is related and old friends, relatives and acquaintances introduced. Ralph Edwards is host and emcee. Availability: Live Talent or Tape. Running Time: 30 minutes. Cost: On request. Submitted by: National Broadcasting Co., New York, N. Y.

Truth or Consequences

Half hour audience participation show involving people in stunts with unpredictable results but always in fun. Ralph Edwards is emcee.

Availability: Live Talent or Tape. Running Time: 30 minutes.

Cost: On request. Number Available: On request. Audition Facilities: Live Talent or Tape. Submitted by: National Broadcasting Co., New York, N. Y.

Turnabout

Someone in town is chosen to play disc jockey for the day. Person is taped for playback on Saturday evening 7:00 to 7:30 p.m. Introductions to selections and reasons for choosing.

Availability: Live Talent and tape. Running Time: 30 minutes.

Cost: On demand. Produced by: Ken Chase and F. B. Preble.

Submitted by: WTVL, Waterville, Me.

The Waking Crew

The Waking Crew is emceed by Dave Overton with songs by Buddy Hall, Dottie Dillard and staff orchestra led by Beasley Smith. Every participant has opportunity to answer questions and win valuable prizes. Top features are readings and anecdotes of Dr. Philologue and antics of comedian Elmer Alley. Coffee and doughnuts are served to audience in WSM's big auditorium studio.

Availability: Live Talent. Running Time: 75 minutes. Cost: Rate card applies. Audition Facilities: Transcription and Live Talent.

Submitted by: WSM, Nashville, Tenn.

Your Lucky Numbers

A different kind of quiz in which the audience at home plays the game and wins the prizes. This is a comedy presentation with legitimate prizes.

Availability: Live Talent. Running Time: 30 minutes. Produced by: Alton Alexander Productions, Inc.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

Yours for the Asking

Interview at Drive-in Theatre and Ice Cream bar are fed to transmitter on wire and taped. Then played back in a few minutes followed by request tune so that interviewee hears himself a few minutes following the prior request tune.

Running Time: 60 minutes. Produced by: F. B. Preble and Ken Chase.

Submitted by: WTVL, Waterville, Me.

Business Clinic of the Air

People with business and professional problems (no legal, medical or personal questions) bring up their questions and have experts there ready to help them with concrete solutions, contacts, etc. The authorities present are all specifically chosen each week to fit the needs of the particular queries presented.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$250.

Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: Richard H. Roffman
Submitted by: Richard H. Roffman Associates, 675 West End Ave., N. Y. 25, N. Y.

Junior Critics

Teen-agers covering activities in the entertainment world, moderated by a well-known personality.

Availability: Live Talent or E. T.
Running Time: 30 minutes.
Cost: Inexpensive.

Number Available: Many.
Audition Facilities: Transcription and Live Talent.

Produced by: V. S. Becker.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

New Worlds to Conquer

This is a vocational guidance program for community service. Dramatic interviews of people in art and unusual professions, jobs which they have created for themselves, as well as job counseling and personality testing by recognized experts.

Availability: Live Talent or E. T.
Running Time: 30 minutes.

Produced by: Alton Alexander Productions, Inc.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., N. Y. 22, N. Y.

Psychological Foundation Forum

Psychiatrists, psychoanalysts, psychologists and other experts in the mental health field who belong to the Psychological Foundation and Psychoanalytic Centre will discuss the meaning of dreams, the value of group therapy, and other interesting questions relating to this field, a different subject each week.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$200 each show.

Number Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Richard H. Roffman Associates, 675 West End Ave., N. Y. 25, N. Y.

Tell Me Doctor

Interesting questions and answers about illness and disease. Produced in conjunction with the Michigan State Medical Association.

Availability: E. T.
Running Time: 5, 10, or 15 minutes.
Cost: Based on population.
Number Available: Over 1,300 five-minutes; over 400 quarter-hours.

Audition Facilities: Transcription.
Produced by: Michigan State Medical Association.
Submitted by: Harry S. Goodman

Productions, 19 E. 53rd St., New York, N. Y.

This Is McKeesport

A brief description of the home city, with appropriate music, and interview with a prominent city figure or official questions concerning local business establishments or city . . . with prizes (cash certificates) for correct answer.

Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Live Talent.
Submitted by: WMCK, McKeesport, Pa.

WCOG Party Line

A ninety minute evening program by 7 second delayed tape where listeners call in to discuss issues of local, state, national and international interest. Only racial and religious issues are barred. Delayed tape permits other listeners to hear both ends of telephone conversation. Moderator maintains neutral position on all issues.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: WCOG National rate card, The Bolling Co.

Number Available: 5 evenings per week, Mondays through Fridays, 52 weeks a year.

Audition Facilities: Transcription or Live Talent.
Submitted by: WCOG, Greensboro, N. C.

World's Affairs

Informally done in cooperation with Foreign Correspondents Association of New York.

Running Time: 15 minutes and 30 minutes.

Cost: Moderately low.

Number Available: Many.
Audition Facilities: Live Talent.
Produced by: V. S. Becker.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

You and Your Child

Live, friendly, down-to-earth chats with parents on the growth and development of their children, with special emphasis on the psychological aspects of child-training, conducted by Headmaster John J. Schereschewsky of the Rumsey Hall School for boys in Washington, Connecticut. Mondays, Wednesdays and Fridays, 9:35-9:45 a.m.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: Station time (\$70.00 base) plus \$20.00 net talent fee per broadcast.

Audition Facilities: Transcription.
Submitted by: WTIC, Hartford 15, Conn.

Your City Speaks

Offers discussions and constructive suggestions to-and-from our city officials. Folks write-in letters, which are answered by the mayor, police chief, or other party(s) concerned.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$28.00.

Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Bill Denton.
Submitted by: KPQ, Wenatchee, Wash.

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Farm Quiz

Thirty minutes of fun and laughter for the whole family with Quizmaster Dan Peterson as he salutes the wonderful men and women who have contributed so much to the heritage and traditions of America and who preserve our real security and prosperity — the American Farmer.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Chuck Granzow.
Submitted by: Wynn Wright Associates, 17 West 57th Street, New York, N. Y.

Musical TUNE-O

Musical Tune-O is a bingo type give-away show using musical selections with a bingo type card supplied the listener. The listener, upon identifying a musical selection marks his card accordingly and when he has a list of tunes on his card set up diagonally, vertically, or horizontally is declared a winner. This show, proven in over 600 markets is the finest store traffic show in the country.

Availability: Live Talent.
Running Time: Any time segments.
Cost: On request.
Number Available: Unlimited.
Produced by: Richard H. Ullman.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, New York.

Number Pleeze

"Number Pleeze" is a new quiz type show with a completely fresh and different format. It is the first program ever devised with a complete controlled call-in by telephone of the listener. The program is played with house numbers and has a "broken record" jackpot portion, which makes it one of the most outstanding listener appeal shows yet devised.

Availability: Live Talent and E. T.
Running Time: 60 minutes.
Cost: On request.

Number Available: 260 sixty minute programs (can be used in quarter hours or 30 min. segments.)

Audition Facilities: Transcription.
Produced by: Richard H. Ullman.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, New York.

Relay Quiz

Announcer calls a number from list given him . . . If question answered or not the listener (i.e. callee) gives the M.C. the next telephone number to be called. Jackpot of prizes each week.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 weeks, 5 times weekly.

Audition Facilities: Live Talent.
Produced by: Jim MacGovern.
Submitted by: WMMW, Meriden, Conn.

Tello-Test

Genial Mel Venter, with an interesting question each program, calls listeners at random, with cash prizes for the correct answer. The Pacific Coast's number one sponsor

participation program.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: Don Lee.
Submitted by: KHJ, Hollywood 28, Calif.

Tello-Test

The granddaddy of all telephone quiz shows. Tello-Test features the running quiz question which pyramids the jackpot of prizes or money on every call.

Running Time: 15 minutes.
Cost: On request.
Number Available: Ad infinitum.
Audition Facilities: Transcription.
Produced by: Walter Schwimmer Productions, Inc.
Submitted by: Walter Schwimmer Productions, Inc., 75 E. Wacker Dr., Chicago 1, Ill.

True or False

Audience participation quiz — a pioneer in its field—that utilizes proved scholastic technique of answering "true" or "false" to posed subjects. Program originates from various Florida vacation sites, with Tom Moore as quizmaster.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Varies with market.
Number Available: One per week.
Audition Facilities: Transcription.
Produced by: Mutual Network in cooperation with Tom Moore.
Submitted by: Mutual Broadcasting System, New York, N. Y.

The Weatherman

The Weatherman calls registrants and invites them to predict temperature at a certain time during the show the next day. Prizes for correct prediction. Music, chatter, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WMIX, Mt. Vernon, Illinois.

Who Is Mr. Who?

A daily, half-hour quiz built around clues to identify the best known personalities in civic, business, professional, and entertainment affairs from Santa Clara County. Listeners are phoned by Emcee. Picture clues of "Mr. Who" appear in the sponsor's local outlets in addition to daily radio sound clues. (\$1300 in prizes.)

Availability: Live Talent.
Running Time: 30 minutes.
Cost: KSJO rate card.
Number Available: 43 weeks, 6 times weekly.
Audition Facilities: Live Talent.
Submitted by: KSJO, San Jose, Calif.

You Win!

A locally produced quiz program for broadcast by local personality featuring famous stars. Fine music, intriguing questions and valuable prizes.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52 weeks — 1 to 5 times a week.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

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The Anderson Family

This situation-comedy series stars Dick Lane as "Oliver Anderson," supported by Walter Tetley, Louise Arthur and a cast of top Hollywood players. Frequently likened to "The Great Gildersleeve." Running Time: 30 minutes. Cost: On request. Number Available: 52. Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

The Great Gildersleeve

Throckmorton P. Gildersleeve, bombastic Water Commissioner of Summerfield (played by Willard Waterman) who has an uncanny ability to get involved in romantic complications, neighborhood feuds and an ever amusing, even droll, adventure making a perfect five night a week situation comedy series. Availability: Tape. Running Time: 15 or 30 minutes. Cost: On request. Number Available: Five a week. Submitted by: National Broadcasting Co., New York, N. Y.

The Lady Yields

A new dramatic comedy series that takes its stimulus from topical events. The stories are built around a lady Senator and her exploits and running combat-romance with a Washington Correspondent. Bette

Davis and her Husband Gary Merrill in the lead roles. Availability: Tape. Running Time: 30 minutes. Cost: On request. Number Available: On request. Audition Facilities: Live Talent or Tape. Produced by: Joseph Bigelow. Submitted by: NBC, New York.

Martin & Lewis

Dean Martin and Jerry Lewis with a variety-comedy revue. Availability: Live or Tape. Running Time: 30 or 60 minutes. Cost: On request. Submitted by: National Broadcasting Co., New York, N. Y.

Mr. Peepers

"Mr. Peepers" starring Wally Cox, is a half-hour of warm, human comedy. Peepers is a shy, studious science teacher in Jefferson High School in the small metropolis of Jefferson City. His problems in coping with his students, his faculty members, the town trades people lead to a charming, bright and believable situation comedy. Note: This will be a series of original scripts and not tapes from the TV show. Availability: Tape. Running Time: 30 minutes. Cost: On request. Audition Facilities: Tape. Submitted by: National Broadcasting Co., New York, N. Y.

My Good Wife

Domestic scene comedy drama subtitled "The Adventures of a Happy Marriage." Steve and Kay Emerson live in the suburbs with Steve commuting to his law office in New York, presenting a broad background area—the small town and New York. Productions are aimed at believable comedy with believable people. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 52. Audition Facilities: Transcription. Produced by: Wynn Wright. Submitted by: Wynn Wright Associates, 17 W. 57th St., New York, N. Y.

Phil Harris & Alice Faye

Situation comedy starring Phil Harris and Alice Faye. Elliot Lewis as himself, John Hubbard as Brother William, Walter Tetley as Julius Abruzzio, Sheldon Leonard as Grogan, Keanine Roose as Baby Alice and Anne Whitfield as Phyllis. Availability: Tape. Running Time: 30 minutes. Cost: On request. Number Available: On request. Produced by: Phil Harris. Submitted by: National Broadcasting Co., New York, N. Y.

The Red Skelton Show

Starring Red Skelton portraying all the well-known characters he

has created, such as the "Mean Widdle Kid," "Clem Kadiddlehopper," "San Fernando Red," and "Cauliflower McPugg." Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 260 programs. Audition Facilities: Transcription. Produced by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

The Smiley Burnette Show

With the accent on fast pacing, RadiOzark has built this big-selling feature upon a Music-Comedy-Variety format of universal appeal, starring the Clown Prince of Movies, Smiley Burnette, with the Whippoorwills and Sweet Georgia Brown, and a host of top "name" guests. Availability: E. T. Running Time: 15 minutes. Cost: As low as \$2.00 per program. Number Available: 292. Audition Facilities: Transcription. Produced by: RadiOzark Enterprises, Inc. Submitted by: RadioOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

The Victor Borge Show

A musical lampoonist in his maddest best at the piano and ad-libbing freely. From "Mary Had a Little Lamb" to a Chopin Sonata. Anything goes, from a concert with conversation with a plumber as accompaniment, to new compositions made of composite steals from Wagner, Strauss, Bach or anyone else. Music and comedy at its best. Availability: Live or Tape. Running Time: 15 minutes or 30 minutes. Cost: On request. Submitted by: National Broadcasting Co., New York, N. Y.

memo from Ed Hochhauser Jr.

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HOLLYWOOD ATMOSPHERE

Daredevils of Hollywood

The stunt men and women of Hollywood in dramatized stunts of scenes from various movies. These men and women are also called "doubles" and are used in order to avoid expensive delays in production, and to protect the stars. Two scenes and two interviews on each program. Commercials may be at the start, between 1st and 2nd scene, and at the end. Availability: E. T. Running Time: 15 minutes. Cost: Minimum on a lease basis \$3.00 per program. Number Available: 26 programs. Audition Facilities: Transcription. Produced by: Walter Biddick Company. Submitted by: Walter Biddick Company, 1151 So. Broadway, Los Angeles 15, Calif.

About the Life of Mary Sothorn

Popular long lived daytime serial. Several hundred episodes transcribed available for single station use as well as multiple use. Previously aired on the networks for such advertisers as Bristol Myers, Hinds Honey and Almond Cream, Lever Bros., etc. Always a high rated soap opera with all the necessary components to attract and hold feminine audiences. Average lifetime rating 3.6.

Availability: E. T.

Running Time: 15 minutes.

Cost: Minimum \$5.00 per program and up based on percentage stations rate card.

Number Available: 324.

Audition Facilities: Transcription.

Produced by: John Clark.

Submitted by: Charles Michelson, Inc., 15 W. 47th St., New York 36, N. Y.

Bright Star

He's a reporter who hates bosses—she's the editor who hates reporters! It's action-full, suspense-full, starring Irene Dunne as Susan Armstrong, and Fred MacMurray as George Harvey with outstanding supporting players. Music composed, arranged and conducted by Irv Orton. Wendell Niles and Harry Von Zell narrators.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: One year.

Audition Facilities: Transcription.

Produced by: Frederic W. Ziv Co.

Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

The Crimson Trail

This Western thriller is based on the story of the building of the Canadian Pacific railroad when Western Canada was a hot bed of lawlessness. It takes place in the early 80's and "Crimson Trail" brings it all to you, the excitement of Buffalo stampedes, prairie fires, quicksands, avalanches and many other thrills.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number Available: 156.

Audition Facilities: Transcription.

Produced by: C. P. MacGregor.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Los Angeles, Calif.

Deadwood Dick

Series intended to be heard 3 times a week. Stage Drive old timer Deadwood Dick, and his two "wards," the Allison Twins go back to the history of the West, reliving some of the most exciting and history-making events of the Great Western Frontier.

Running Time: 30 minutes.

Cost: On request.

Number Available: 3 times a week.

Produced by: King's Men Productions Ltd.

Submitted by: King's Men Productions Ltd., 163 Bleecker St., New York 12, N. Y.

Dossier of Dumetrius

International intrigue with American and British military in-

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DRAMA SERIAL

telligence on the chase. This action-adventure series is produced in "soap opera" format and may be used either in daytime or nighttime quarter-hour strip; three or five times per week.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 104.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Drama of Medicine

One of the best of the several series that endeavor to report and dramatize the newest discoveries in the fields of medicine, surgery and pharmacy, because it is the only one that is kept constantly up to date through the annual addition of 26 or more episodes. More than 175 stations have used it successfully, for from one to five years each.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: More than 260 remain current.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood, Calif.

Green Valley Lines

A back country railroad thriller, romance ties in with the perils involved in construction of the "Short Line." Plenty of excitement runs through each episode as the hero turns out to be the son of the owner of the "Main Line" but is working for the "Short Line"—skulduggery and high tension begins when the round house burns down 50 men quit their jobs, etc., etc.

Availability: E. T.
Running Time: 15 minutes.
Cost: Lease basis, minimum, \$3.00 per episode.
Number Available: 26 programs.
Audition Facilities: Transcription.

Produced by: Walter Biddick Company.

Submitted by: Walter Biddick Company, 1151 So. Broadway, Los Angeles 15, Calif.

The House of MacGregor

This program tells a vivid story of understandable people that are realistically human. It tells of the lives of an average family with all their loves, hopes, and tragedies. The "House of MacGregor" is refreshing and real.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 454.
Audition Facilities: Transcription.
Produced by: C. P. MacGregor.
Submitted by: C. P. MacGregor Co., 729 So. Western Ave., Los Angeles, Calif.

Perilous Journey

Had good rating on a network under the name of "Ausa the Arab." This show is a modern version of the original one.

Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 13 and more.
Audition Facilities: Transcription.
Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Pretty Kitty Kelly

One of the most popular "soap operas" ever produced. The more than 1,000 original CBS episodes have been edited down to a complete, well-told series that concludes logically and with a "happy ending" in 208 splendidly enacted episodes. Appeal is chiefly to housewives; all age groups.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 208.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Second Spring

The true life story of Christine Harding, a woman torn between two loves, the man who left her and the man who wants her. Time—10:30 to 10:45 a.m., Monday through Friday.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$77.50 per week.
Number Available: 5 per week.
Audition Facilities: Transcription.
Produced by: Monogram Radio Productions.
Submitted by: KOEL, Oelwein, Ia.

The Silver Eagle—Mounty

Top rated network adventure program features Sergeant 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: Live Talent and E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: 175.
Audition Facilities: Transcription.
Produced by: James E. Jewell.
Submitted by: Jewell Radio and Television Productions, 185 N. Wabash Ave., Chicago 1, Ill.

Stars in Their Eyes

Written around true life situations.

Availability: Live Talent.
Running Time: 15 minutes and 30 minutes.
Cost: Moderately priced.
Number Available: 52 and more.
Audition Facilities: Live Talent.
Produced by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, New York.

Story Time with Madeleine Carroll

Light, romantic dramas plus character portrayals with the former film, stage star acting dual

role as narrator and actress. Five programs each week, in strip, are adapted from best-selling popular novels.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Multi-message (cost on request).
Number Available: Five per week.
Audition Facilities: Transcription.
Produced by: Robert Monroe.
Submitted by: Mutual Broadcasting System, New York, N. Y.

The Planet Man

The Planet Man is the only space adventure show available for local and regional sponsorship. It tells the story of interplanetary adventure. Dantro, the Planet Man, is the defender of peace in the planet world. Marston, the dictator of Mars, aims to overrun the entire celestial world. The struggle between Dantro and Marston unfolds with each episode.

Running Time: 15 and 30 minutes.
Number Available: 78 fifteen-minute shows, or 39 half-hour shows.
Audition Facilities: Transcription.
Produced by: S. George Gallu.
Submitted by: Palladium Productions, Inc., 445 Park Ave., New York 22, N. Y.

Treasure of the Lorelei

A mystery, love, adventure serial of the South Seas. Jimmy Braden, a young Seattle insurance broker, purchases the "Lorelei"—with this ship he realizes the dream of his life—a South Sea cruise. Braden and his little crew have some trying times, however, the serial ends with a triumphant return to Seattle, and the culmination of two romances.

Availability: E. T.
Running Time: 15 minutes.
Cost: Lease basis, minimum \$3.00 per program.
Number Available: 26 programs.
Audition Facilities: Transcription.
Produced by: Walter Biddick Co.
Submitted by: Walter Biddick Co., 1151 So. Broadway, Los Angeles 15, Calif.

1954

SPORTS

1955

Bill Lee's Scoreboard

Former major league pitcher Bill Lee presents baseball scores, predictions, league standings, anecdotes.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$180 per week—Time and Talent.
Number Available: Daily except Sunday—Baseball Season.
Audition Facilities: Transcription.
Produced by: Lamar Simmons.
Submitted by: WLCS, P. O. Box 240, Baton Rouge, La.

Bill Platt's Sports Extra

Complete sports round up, Monday through Saturday, 6:15 p.m., immediately following Fulton Lewis, Jr., prepared and announced 1,681 consecutive times by Bill Platt, one of the leading sportscasters in the Southwest. Does Oklahoma University, Oklahoma A. & M. basketball and football,

plus Ponca City Western Association baseball games and all of the Ponca City High School athletic events.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$7.20 per broadcast, including talent fees.
Audition Facilities: Transcription.
Produced by: Bill Maugans and Bill Platt.
Submitted by: WBBZ, Ponca City, Okla.

Breakfast Baseball

Designed to bring the early-riser up to date on sports news, Breakfast Baseball is a five-minute daily sports report by WGAR's Bill McColgan. Scores as well as highlights of the previous night's games are appreciated by northern Ohio listeners as part of daily breakfast routine.

Availability: E. T.
Running Time: 5 minutes.

Cost: On request.
Number Available: During baseball season (six per week).
Audition Facilities: Transcription.
Produced by: WGAR.
Submitted by: WGAR, Cleveland, Ohio.

Champs on Parade

The greatest names in sports in intimate interviews that can be "conducted" by your own local sportscaster. Recorded on tape with Joe Gootter, veteran sports writer for N. Y. metropolitan paper, can also be delivered with Joe Gootter emceeing. Interviews recorded weekly include Joe Louis, Eddie Stanky, Rocky Marciano, Gene Woodling, Florence Chadwick, etc.

Availability: E. T.
Running Time: 15 minutes or 5 to 6 minutes.
Cost: Based on population with \$3.00 minimum.
Number Available: Unlimited.

Audition Facilities: Tape.
Produced by: Harry S. Goodman.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St. New York, N. Y.

The Chuck Taylor Show

A weekly, fifteen-minute sports show featuring Charles "Chuck" Taylor, head coach, Stanford University, who gives his observations on past performance of Pacific Coast football teams, upcoming games, and predictions of the week. Sportscaster Earl Russell handles the interview.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 13 weeks, once weekly.
Audition Facilities: Transcription.
Produced by: KSJO.
Submitted by: KSJO, San Jose, Calif.

(Continued on Page 45)



“Radio Ain’t Got Enough Listeners”

Kevin B. Sweeney

President

Broadcast Advertising Bureau

WE got radios in the kitchen. We got radios in the bath. We got radios in the cellar. What ain’t we got? We ain’t got SHOWS!

And because stations are programming mostly as if the world was exclusively interested in the “Top Twenty” and five-minute news roundups on the hour, Radio ain’t got enough listeners.

Sure, we still count our circulation in the billions every week compared to other media’s millions. But we should—we have 115,000,000 sets to work on—have four times the circulation units Television has and twice what all daily newspapers combined have—just as a starter.

Considering this huge potential, Radio programming is doing a relatively poor job of converting potential listeners into actual listeners.

The reason is starkly simple—the oatmealish sameness of the fare being pumped out 16 hours daily by stations as local programs, the persistence of 1940-formula programming at the national level.

If this is treason, better find a gallows.

Traditionally, the salesmen of Radio have whined to the program executives “If you guys would only give us something to sell. . . .” If this sounds like the same old complaint, believe me, it isn’t.

Radio’s economic future depends far less on its sales ability than on the rapid development of new program concepts. Radio’s salesmen have sold its present circulation and present programming with better than average skill, have adapted to new competition far better than the program people—and the management that hamstring those program people with flyspeck budgets.

The answer to any station programming problem now seems to be the latest disks of Eddie Fisher, The Hilltoppers, Patti Page, and news off the wire.

While 80% of all families will listen sometime during the week to disk jockeys and an even larger percentage looks to Radio for news, the public doesn’t need six stations in a town of 150,000 to perform this identical service or even 10 in a town of a million.

Name for me two new program concepts that stations have undertaken boldly to answer the problem of evening radio’s pressure from TV and I will be on exhibit in Macy’s window at high noon tomorrow.

Describe for me a program or exploitation plan that anyone has that has the elements of real excitement—a plan that will sweep across the nation’s front pages as Orson Welles’ did.

That excitement won’t be created and listeners persuaded to turn off their TV or stop their living room conversation by increasing the length of the disk show and calling it The Top Thirty.

What will do it? I’m a simple uncreative salesman so I hesitate to advance a formula—except to try all the ideas that have built and held the circulation of other media and have never been used fully by Radio.

One big area in which we can do nothing but improve is News.

Radio brought a new dimension to international and Washington news and news interpretation 20 years ago when it was badly needed. The Kaltenborns, Murrows, Heatters provided something that Americans, hungry for news-with-meaning, wanted. And they still are providing it.

But Radio knows no more about covering a hanging, a divorce, a murder, a dope peddler’s arrest, a tragedy that orphans children than the average high school newspaper.

Newspaper circulation is tied tightly to the expose story—in 13 thrilling chapters the story of your grade school dope addicts, the transit scandal, or how the sewer bond swindle occurred. These series are public service for which Pulitzer prizes are awarded but which few newspapers would be able to afford if they did not provide something saleable—more circulation.

Controversy makes circulation. How few stations pour gasoline on the flames of local controversy by the use of tape recorded interviews with the protagonists, forums, detailed local stories in all newscasts—in short, doing what newspapers do so comprehensively when they have a very warm local issue.

All of this costs more than spinning a disk. But to those stations who have the highest rate structures in their cities, it is a far more economical alternative than reducing rates to meet the challenge of the stations that really know how to program the Top Twenty.

Is all the news worth reporting—rather, editing—in Washington, New York, Hanoi, Paris and Geneva? Are only Senators and Generals worthy of national news coverage—how about movie actresses, faith healers, ex-Communists? “Life” and “Look” explore some of the latter rather thoroughly and with better readership results than the former attain.

The feature story is the heart of the news magazine business—a business that unloads 8-9,000,000 magazines each week. Without the limitations of magazines on space and time—we never have to hold a story until Thursday—the feature story is an area where network news can expand and pull new listeners into its web. So where are our feature stories?

What we do about entertainment programs, local and network, to turn on many more millions of radio sets each evening is a far larger subject than I could handle. I chose to focus on one type of programming which Radio can do superlatively, which we can do economically, which we can do individually—and hence about which something can be done immediately.

Who is going to improve Radio’s “product”? BAB? Uh uh. Our business is selling the product, promoting it to advertisers—we’re not in the “manufacturing” business.

Is NARTB, BMI, some other association going to do it? I don’t think any association can—because creativeness is an individual not a group activity. Associations can hold up a mirror to effective operation and urge their members to undertake it. But they cannot lay down a policy or a guide to doing a good job of reporting, for instance.

In News, it’s going to be done by an individual station or network swarming all over the news and suddenly kicking its nighttime audience up 20%. Then dozens will imitate and prosper.

In entertainment, it’s going to be done by a station or network offering something different at night—something that no other stations, TV or Radio, are offering or by providing a personality that can be heard exclusively on Radio. (What do you think would happen if we had a comic on Radio at 7:00 P.M. EST Sunday evenings who performed nowhere but on Radio? We used to have them, remember?)

Something different and exclusive on Radio gives the proprietors of our 115,000,000 sets a real reason for turning them on.

But to turn on even half of our tremendous 115,000,000 potential at any one time—the year-in year-out sameness of the last decade’s Radio formula has to be altered with different and exclusive shows, news and personalities.

It’s Radio’s most challenging assignment. It’s time we got busy doing it.



Production Boom Hits West Coast

By Jerry Tidwell

West Coast Bureau, Radio-Television Daily

CONSIDER the plight of the poor bedeviled TV viewer and radio listener of the 1954-55 season. Never has he had the tremendous choice of entertainment fare as will await his eager ears and eyes this September. If the reports in the trade papers throughout the country are a criterion, radio and television production is booming and nowhere is this boom being felt more positively than on the West Coast and more particularly in Hollywood. Hollywood, where a scant two years ago negative thinking and pessimism were rampant; where the motion picture industry could find employment for only a mere handful of its vast reservoir of creative talent; where radio program producers searched vainly for an oracle who could foresee their future and where television producers with more temerity than talent gaily shot their "pilots" and sat back to wait for the windfall of profits, which alas, failed to materialize.

Now, a look at the present picture. According to recently published reports of the Hollywood motion picture industry, employment in the studio crafts and guilds has reached an almost unprecedented high, the rise being attributed almost wholly to TV film production. Radio producers on both the independent and network levels have taken a new lease on life having found that far from being "dead", radio has achieved a new importance with a robust, healthy outlook for the future.

What's the reason for this new found enthusiasm, this re-establishment of Hollywood as a radio and television production center? No few words or phrases can supply the answer. The answer if any, lies in the minds of the upper echelon network officials, in the planning departments of the national advertising agencies, whose confidence in the ability of the Hollywood professional and creative talent seemingly knows no bounds.

This confidence on the part of the networks can be best demonstrated by a glance at the tremendous investment in the future made in the past couple of years in Hollywood by all the major webs. CBS Television City in Hollywood is a shining example with its four huge, beautifully equipped stages and four equally large rehearsal halls. This multi-million dollar edifice is said to be capable of handling more than 22 times the total output of the New York Stage. Situated on 48 acres in the heart of the San Fernando Valley, the NBC TV Burbank plant reflects still another facet of the forward thinking of the television network toppers. The birthplace of such famous NBC TV shows as "The Jimmy Durante Show", and the "Bob Hope Show", NBC Burbank embodies all the technological advances of the past few years.

ABC Television Center located on property formerly devoted to the making of motion pictures is equally well situated. With the daring live telecast last year of Dickens' immortal "Tale of Two Cities", the ABC western division proved that its ability and facilities for the creation and origination of network shows is to be reckoned with.

In evaluating Hollywood as a production center, one must take note of the greatly accelerated television film industry. Virtually all independent film studios are now devoted exclusively to the making of films for television. RKO Pathe and Hal Roach Studios in Culver City house more than a score of producers actively engaged in turning out great quantities of top productions for the ravenous maw of this greedy giant called television.

General Service Studios, long one of the foremost "indie" motion picture lots in Hollywood was one of the first to recognize the growing importance of the television film business and

there too, one finds bustling activity, but solely concerned with the purpose of filming for television. Motion Picture Center, as its name implies built originally for motion pictures, is now the home of the famous Desilu Productions under whose aegis is being shot such prominent teleseries as "I Love Lucy", "Where's Raymond?", and "Make Room for Daddy", plus housing the production facilities of many other lesser known at this moment, but to be reckoned with in the near future, filmed shows.

American National Studios, California Studios, and Kling (formerly Chaplin) Studios are just a few of the additional picture plants which are now devoted partially or completely to TV. Add to this the major studios such as Columbia Pictures, Republic Studios and Walt Disney Studios where portions of the lots are engaged in TV and one can get a fair approximation of the scope of this fabulous operation.

It is the considered opinion of many experts in the field that the tremendous strain being put upon the television production industry can only be alleviated by the acquisition of additional facilities, and Hollywood film people have responded to the challenge.

Live TV, too, comes in for much attention in this new Hollywood. While it is true that many of the town's star names have steadfastly avoided what they term the "pitfalls" of live television, as many more have taken the step and found that "the water's fine". For many of these people it represents a challenge and a return to the so-called "basics" of acting and they're found that the transition from "stop-and-go" techniques to those of live TV are not nearly so difficult as some of their confreres might have inferred.

The confidence of the broadcasting and telecasting fraternity at large in the production abilities and facilities of Hollywood has been more than proven by the previously referred to "investments in the future", and this feeling is being mirrored in the thinking of the national advertising agency men. While no general exodus of agency men to the West is anticipated, more and more agencies are establishing western offices and setting up representation here on the Coast.

What does all this portend for the future? It means that next season may see certain trends established which will set a pattern for years to come. With CBS and NBC in heavy competition to outdo each other in the production of big musical and dramatic extravaganzas, and ABC banking heavily upon the highly touted "Disneyland" shows, with the incipient nearness of color to the home viewer, Hollywood with its tremendous advantage of production facilities should emerge as the number one production center of the United States. At least you won't find many people in Hollywood who'll question the veracity of such a prediction. The NBC "Spectaculars" and the CBS "Best of Broadway" must of necessity draw upon the creative talent of Hollywood to be truly representative, while it is definitely known that the "Disneyland" series will originate from the Coast. Add to these the never ending stream of fine filmed shows and the many new radio productions in the fire and you have ample proof of Hollywood's major importance in the production picture.

Now to return to the poor bedeviled chap at the beginning of this piece. Never has his plight been a more delightful one. With the turn of a knob he'll be able to pick and choose from among the best offerings of the entertainment world, and he'll be happy whether the entertainment of his choice originates from East or West or from somewhere in between.

NOW! A RADIO SERIES THAT IS

SALES DYNAMAMITE

for you!

ZIV's thrilling
Radio Drama of our
LAW ENFORCERS
in Action!...

**NOW! ON
RADIO!**

ZIV'S NEW *SALES CH*

Hollywood's Dynamic
DAVID BRIAN
in the powerful role of

Mr. Dist

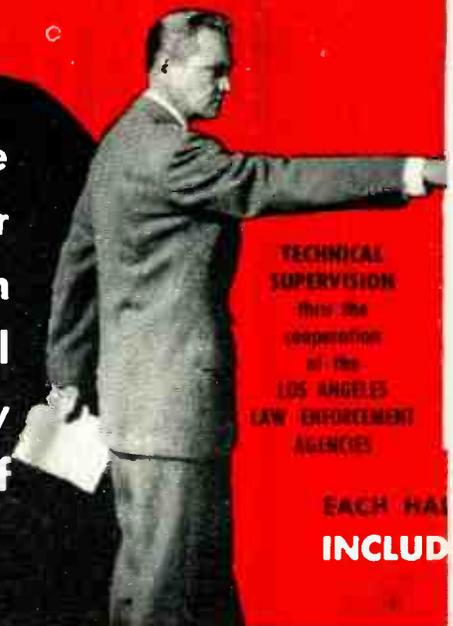
THE BEHIND-THE-SCENE

► **MYSTERY ON THE AIR**
is practically
**YOUR GUARANTEE OF
SUCCESS!**

HAVE YOU SEEN THE B.A.B. SURVEY®
OF "THE CUMULATIVE AUDIENCE OF
RADIO MYSTERY DRAMA PROGRAMS"?

©1934

Champion of the
people, defender
of truth, guardian
of our fundamental
rights to life, liberty
and the pursuit of
happiness.



TECHNICAL
SUPERVISION
through the
cooperation
of the
LOS ANGELES
LAW ENFORCEMENT
AGENCIES

EACH HAS
INCLUD

CHAMPION FOR RADIO ADVERTISERS!

Mystery Attorney

THE DRAMA OF OUR **LAW ENFORCERS** IN ACTION!

TESTED and PROVED . . .

The No.1 MYSTERY on the Air!

▶ **HIGH RATINGS!** 1st NATIONALLY in survey after survey* . . . for 12 years among the nation's top-rated shows.

*National Hooper and local Pulse ratings on request.

▶ **LONG-TERM RENEWALS!** Renewed for 12 consecutive years by one of the largest firms** in a highly competitive field.

**Name on request.

▶ **SENSATIONAL SALES RESULTS!** During this 12 year period, the sponsor's annual sales increased nearly 300%***

***From \$17½ million to over \$45 million.

GET RADIO'S BIG RESULTS SHOW SELL FOR YOU EXCLUSIVELY IN YOUR MARKET!

OUR A COMPLETE STORY WITH 5 SPONSOR IDENTIFICATIONS

▶ **3 FULL-LENGTH SELLING COMMERCIALS!**

▶ *Dramatized So Vividly*

listeners live the

ADVENTURE, EXCITEMENT AND ACTION

as MR. D. A., HARRINGTON and MISS MILLER match wits with the underworld.

Get in touch with us now . . . wire, phone, write for full FACTS ON THIS NEW SALES PLAN FOR ADVERTISERS!



**BOING!
GOING!
GONE!**

...IN MAR

LOOK!

BOUGHT EXCI

- | | |
|------|--------------------|
| WXYZ | Detroit, Michigan |
| WCPO | Cincinnati, Ohio |
| KDKA | Pittsburgh, Pa. |
| WNAC | Boston, Mass. |
| WGY | Schenectady, N. Y. |
| KPRC | Houston, Texas |
| WMIE | Miami, Fla. |
| KOOL | Phoenix, Ariz. |
| WXLW | Indianapolis, Ind. |
| WVLK | Lexington, Ky. |
| WDWS | Champaign, Ill. |
| WBBC | Flint, Mich. |
| KNOW | York, Pa. |
| WCOS | Columbia, S. C. |
| WCAU | Philadelphia, Pa. |
| WCYB | Bristol, Va. |
| KDMS | El Dorado, Ark. |
| KXO | El Centro, Calif. |

**A laugh-time
of fun for
everyone!**

**a new high
in Hilarity**

**MEMO TO AGENCIES
AND ADVERTISERS**

**RED GETS THE LAUGHS...
YOU GET A LAUGH-TIME
OF SALES OPPORTUNITIES**

RED'S A RIOT

... as the
"MEAN WIDDLE KID"

... Red keeps fans in an
uproar ... Sponsors say

"I DOOD IT."



MARKET AFTER MARKET!

It's crazy, man, crazy. Everybody wants the sales-happiest show on radio. Stations, sponsors, agencies in market after market are scrambling to sign up.

THESE STATIONS (AND MANY MORE) HAVE SELLING RIGHTS TO, AND ARE NOW OFFERING...

KOLD Yuma, Arizona
 WBRW Welch, W. Va.
 KXIC Iowa City, Iowa
 WCSS Amsterdam, N. Y.
 WBEN Buffalo, N. Y.
 WAGM Presque Isle, Me.
 KBBA Benton, Ark.
 KGO San Francisco, Calif.
 WOAY Oak Hill, W. Va.
 WTOC Savannah, Ga.
 WAJR Morgantown, W. Va.
 WLS Chicago, Ill.
 WRUM Rumford, Me.
 WTWN St. Johnsbury, Vt.
 WGL Fort Wayne, Ind.
 KSO Des Moines, Iowa
 WCAO Baltimore, Md.
 WCNR Bloomburg, Pa.

WLBK De Kalb, Ill.
 WATO Oak Ridge, Tenn.
 KHQ Spokane, Wash.
 KFJI Klamath Falls, Ore.
 WGGH Marion, Ill.
 WBKV West Bend, Wisc.
 WDLP Panama City, Fla.
 WSKI Montpelier, Vt.
 KCMO Kansas City, Mo.
 KBTA Batesville, Ark.
 KPBM Carlsbad, N. M.
 WHVF Wausau, Wisc.
 WGCT Gettysburg, Pa.
 WOKW Sturgeon Bay, Wisc.
 WGUY Bangor, Maine
 KSPI Stillwater, Okla.
 WMOG Brunswick, Ga.
 WCHN Norwich, N. Y.

ZIV'S ROLLICKIN', RADIO LAUGH-FEST!

"THE RED SKELTON SHOW"

260 zany, zingy, hilarious half-hours!

SPOT AVAILABILITIES ARE BEING GRABBED UP FAST! GET IN TOUCH WITH YOUR LOCAL STATION AND GET IN ON THE PROFITABLE SKELTON ACT!

MEMO TO STATIONS

YOUR MARKET MAY STILL BE AVAILABLE!

Better say "I dood it" by wire or phone today. Tomorrow may be too late... so hurry, hurry, hurry!

260 half-hours planned for 5-per-week... full of COMMERCIALS, full of LAUGHS, full of AUDIENCE RESPONSE!



RED'S A PANIC
 ... the original chuckle-head
HEM KADIDDLEHOPPER
 ... Red's homespun humor is super hilarious.



HIS ANTICS ARE FRANTIC
 ... as
CAULIFLOWER McPUGG
 punchy Champ who leads with his head.

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD



Production in the Nation's Capital

By Ted Kellogg

Washington Bureau, Radio-Television Daily

THE Nation's Capital, while making no bid for the title of "TV Production Capital"—yet—has moved into a prominent place in the production of films for TV during the past couple of years, and all indications are that more and more production will center here in the future as the several now well-grounded producers, studios and processing laboratories expand their operations, get new show ideas, and capitalize on the factors that make Washington a "natural" in many ways.

Meanwhile, production of live shows here has not taken a back seat—growth of filmed productions has just been more rapid and spectacular—and some of the best radio programs of the "good music" variety have their origin in Washington.

Time was, and not so long ago, when Washington was considered a city whose originations were restricted to news-type shows, newsreels, and interviews with Congressmen, Senators and government bigwigs.

Now the city's producers are prepared to make anything on film from a 10-second spot to a full-length feature picture, and one producer-processor has on order a color processing machine, now being built in Germany, for the handling of color footage from camera to projector.

Most ambitious film undertaking to date has been the 30-minute show, "Within Man's Power", produced by National at Capital studios for the National Tuberculosis Assn. This elaborate costume picture, with a cast of 76 actors, shot on 18 sets, many of them in the studio, is now in the can ready for simultaneous release for both theatrical and TV use.

The picture was filmed at 35 mm, black and white, and 16 mm prints are being made. However, many of the other films being made here are being shot in color, particularly where the time element is such that the picture will have value three, six, or twelve months hence, when a larger percentage of TV stations will be able to transmit—and viewers receive—color signals.

Quite a number of the regular shows emanating from Washington utilize the facilities of Capital Studios and National Video's adjunct corporation, Capital Film Laboratories.

Capital's studios are located in a converted neighborhood movie theater, formerly known as the Carolina, not far from the U. S. Capitol. The studios are completely air conditioned, and have available set design crews, script writers, directors and other technicians in addition to camera crews, sound technicians, and, at Capital Labs, processing equipment.

Another major studio in Washington, also equipped with a processing laboratory, is Byron's, established on a small scale during the war and now one of the largest processors of film in the East, as well as producing its own shows.

It is Byron's studio which has on order the color processing equipment which, when installed, will make it one of the few labs in the country outside of Hollywood and Rochester capable of developing exposed color film.

Byron's has just completed a series of 26 thirty-minute hillbilly shows in color starring Connie B. Gay, hillbilly impresario and titled "Town and Country Time", for distribution by Official Films, New York.

Byron's is also the production center for the controversial "Facts Forum" programs, filmed on 16 mm black and white.

Among the producers of regular shows who use the Capital studio for production are Milton Hammer, who produces the filmed programs of Commentators Drew Pearson and Marquis Childs, plus several others, and George Johnston, of Washington Video Productions, producer of the "Fulton Lewis, Jr.," weekly commentary, as well as a number of shorter and less regularly scheduled presentations.

The Hammer productions include Drew Pearson, distributed by Motion Pictures for TV: "Washington Spotlight," featuring Marquis Childs, which Hammer distributes, along with "What's Your Problem," an advice-type program with Lorraine Logan; "The Garden Show," with tips for gardeners by green-thumb authority Wilbur H. Youngman, and "Government Girl".

Among the documentaries and pictures for commercial clients made for TV use by Washington Video are films for insurance and other associations, including one "spec" that was more than a year in production, titled "The Wind and The Fury," showing the destructive power of tornadoes, as well as footage promoting fire safety contracted for by the fire underwriters.

Other producers in Washington making film for TV and other uses include the operation of Intercinema, Inc., Norwood Studios, Rotunda Productions, and a number of specialized outfits.

All are optimistic about business for the remainder of this year and throughout 1955, and the fact that many more films and more types of films are being produced now than a year ago strengthen this feeling of anticipation.

Of course, in addition to the commercial operations there are numerous Government operations producing not only film but live shows and recordings for radio use. The Joint Senate and House Recording Facility, located in the House Office Building, handles much of the radio-TV work for members of both House and Senate.

In addition, many of the executive departments have their own production crews, and some of them farm out their production to commercial producers. Both Capital and Byron's studios handle some of the shooting on these, and the work is passed out among producers on a bid basis. It is handled on almost every conceivable contractual basis, with some departments and agencies turning over ideas for films to the studios, who script, produce, direct, film, process and deliver the finished job, others providing the script and direction, still others just contracting for space and camera men.

Departments of Army, Navy and Air Force produce such film programs for TV as "The Big Picture", the weekly Army program used on more than 200 TV stations, as well as recruiting films, used both for theatrical and TV showing. Some of these are made by contract, some are made in service studios at the Pentagon, Naval Air Station and elsewhere, and many of the Army's productions, while initiated in Washington, are actually filmed in the field and at the Signal Corps Laboratory in Long Island City.

In the field of live TV productions centering in Washington, Theodore Granik's "American Forum of the Air," one of the oldest and best known forum programs, and his "Youth Wants to Know" are outstanding, as is the "Georgetown University Forum", which is televised live over the DuMont net from Washington and taped for radio use by some 70 stations throughout the country.

Another live TV show is Ben Paul Noble's "Letter of The Law," a half-hour fictional court trial utilizing as talent real-life lawyers, judges and court attaches, as well as plaintiffs and defendants, and asking for a verdict weekly from a jury of listeners.

Radio "good music" programming from Washington is for the most part channeled through WGMS (Washington's Good Music Station), which, under an agreement with the Library of Congress, offers the Library of Congress Concerts to members of a "good music network" of stations throughout the East who broadcast such programs.

Denny Kirwan's Sports Resume

One of the top figures in Southern sports is Denny Kirwan who has been prominent in the broadcasting of many top sporting events in the Miami area for 8 years. His ability to remember facts of past years, plus the established reputation of this sportscaster puts him out ahead. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Six weekly—year around. Audition Facilities: Transcription. Produced by: WIOD. Submitted by: WIOD, Miami, Fla.

Ed Cammarota Sportscast

Broadcast twice a day, 6:05-6:15 p.m. and 11:15-11:30 p.m. Monday through Saturday. Emphasis is on local sports. Cammarota's facts and figures are delivered with rapid-fire enthusiasm and are garnered through his many sports contacts throughout the area. Sports of the day across the nation also covered briefly. Availability: Live Talent. Running Time: 15 minutes. Cost: Earned air time frequency. No talent or production. Fully commissionable. Number Available: 12 per week. Audition Facilities: Transcription. Produced by: WEEU. Submitted by: WEEU, Reading, Pa.

Football Prophet

Sports director picks the top games of the week in local high

school, regional college and top national games. Gives his predictions and analysis of each. Features one big upset weekly and an alibi period for last week's misses. Availability: Live Talent and E. T. Running Time: 30 minutes. Cost: On request. Number Available: 13 weeks, once weekly.

Audition Facilities: Transcription. Produced by: Roy McCallister. Submitted by: WJRD, Tuscaloosa, Ala.

The Golf Doctor

Olin Dutra, former National Open and P.G.A. champ, prescribes the most effective treatment for the real and imaginary golfing "ills" of the most distinguished group of divot-diggers in show business. Included are Bing Crosby, Bob Hope, Danny Kaye, Ben Hogan, Tony Martin, Randolph Scott, Jimmy Durante and seven other great stars.

Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: 14. Audition Facilities: Transcription. Produced by: Olin Dutra. Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Good Morning Sports

Local, regional and national sportscast. Time—6:45 to 6:55 a.m., Monday through Saturday. Availability: Live Talent. Running Time: 10 minutes. Cost: \$60.00 per week. Number Available: 6 per week. Audition Facilities: Live Talent. Produced by: Bob Zimmerman. Submitted by: KOEL, Oelwein, Ia.

The Handley-Gustine Show

Sports show with ex-Pittsburgh Pirate greats Jeep Handley and Frankie Gustine with scores, interviews, features from the world of sports, directed to Pittsburgh's sport fans.

Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: 52 weeks, five days a week. Audition Facilities: Transcription. Produced by: KDKA. Submitted by: KDKA, Pittsburgh 19, Pa.

In This Corner

A fifteen minute interview-quiz . . . news on all sports moderated by the well known ring announcer Jim Benty.

Availability: Live Talent. Running Time: 15 minutes. Cost: Low budget. Number Available: Many. Audition Facilities: Live Talent. Produced by: V. S. Becker Productions. Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Jim Leaming Sports

A top college athlete combines his knowledge of sports with his personal friendship of past and current sports headliners to present a fast moving sports show. Leaming does play by play commentary and conducts a half hour weekly network show in addition to his local sports shots. Availability: Live Talent.

Running Time: 15 minutes. Cost: On request. Number Available: 5 times a week. Audition Facilities: Transcription. Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

Little League Baseball

Actual play by play of complete Little League games. Broadcasts delivered in completely serious vein. Station follows play through local, regional, sectional and other play. Availability: Live Talent. Running Time: Length of game. Cost: On request. Number Available: 52-75. Audition Facilities: Transcription. Submitted by: WMIX, Mt. Vernon, Ills.

Local Sports

Concentration on local athletic events . . . interviews made at training camps of district high schools, featuring training camp activities of youngsters while preparing for grid season . . . interviews produced prior to opening of grid season. Station does play by play broadcasts of leading district games. Availability: Live Talent. Running Time: 30 minutes. Audition Facilities: Live Talent. Produced by: Sam Vidnovic. Submitted by: WMCK, McKeesport, Pa.

Matt Guokas—Sports

Synonymous with sports in Philadelphia is Matt Guokas, a star performer in over a dozen sports. Matt's veteran background has given him first-hand knowledge of

WVDA the new basic ABC

delivers to advertisers more audience at less cost in Boston

RAYMER

National Representatives

all sports, and the men and women who daily make the sports headlines. He delivers news and commentary and interviews with facility and showmanship.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Produced by: WPEN.
Submitted by: WPEN, Philadelphia 3, Pa.

Phil Rizzuto's Sports Caravan

Phil Rizzuto's Sports Caravan is produced transcribed starring the Yankee's shortstop in 52 fifteen-minute shows in which he comments on the current sporting scene, interviews guest personalities, and plays a game of Grandstand Manager with two guest fans. Shows are open-end and syndicated market by market.
Availability: E. T.
Running Time: 15 minutes.
Cost: Varies by market, from \$5 per show to \$100 (major cities).
Number Available: Each year 52 new shows are recorded for broadcast twice per week during the baseball season.
Audition Facilities: Transcription.
Produced by: Mort Catok.
Submitted by: Radio City Productions, Inc., 550 Fifth Avenue, New York, N. Y.

Rod and Gun Club

Fishing and hunting information, reports from leading tournaments, instruction on use of rods and guns; moderated by Milo Boulton, plus panelists Ray Ovington, Ray Nelson and guests.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Varies with market.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Ray Nelson.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Sam Levine

News and views, plus tips, on bowling throughout the country. Levine is renowned bowling news editor, whose syndicated writings originate from Cleveland. Program airs from MBS studios in WHK there.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Varies with market.
Number Available: One per week.
Audition Facilities: Transcription.
Produced by: Sam Levine and C. M. Hunter.
Submitted by: Mutual Broadcasting System, New York, N. Y.

"Speaking of Sports" and Hollywood Stars Baseball Games

Mark Scott does a twice-a-day sports commentary as KFVB sports director. Also is "Voice Of The Hollywood Stars" for Hollywood Club, Pacific Coast League. KFVB also carries Pacific Coast Conference football and basketball games, play-by-play, in addition to baseball play-by-play.
Availability: Live Talent.
Running Time: 15 minutes, twice a day.
Cost: On request.
Submitted by: KFVB, Hollywood, Calif.

Sports and Coffee Time

"Sports and Coffee Time" — A five-minute wrap-up of the spice of the days sports menu presented at 8:45 a.m. daily, during the "Bill Pierce Show"—Northeastern Pennsylvania's most popular morning radio program. Bill Pierce has been "Mr. Radio" in Scranton, Pennsylvania for the past twenty-five years.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: See published 5 minute rate.
Number Available: 52 weeks, 5 times weekly.
Audition Facilities: Live Talent.
Produced by: WQAN.
Submitted by: WQAN, Scranton 1, Pa.

Sports Beat

Rapid fire news and commentary on latest sports, produced and presented by KENT Sports Director Irv Zeidman. Also spiced with interviews by telephone with sports luminaries from all over the country.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: For 52 week contract, \$28.50 per show.
Number Available: 5 times per week.
Produced by: Irv Zeidman.
Submitted by: KENT, Shreveport, La.

Sports Daily Double

Monday thru Friday 6:05-20 p.m. Two sportscasters do a two-view take of the day's sports news. Both are veterans in the sports business and in addition to presenting a bright and varied resume of the

scores, background, etc., they take opposing sides on questions asked or suggested by fans.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Charles Reichblum.
Submitted by: WJAS, Pittsburgh 19, Pa.

Sports Digest

Sports reporter type, with featured interviews of high school and University of Alabama players and coaches. Each day devoted to different phase of sports, i.e. playing, coaching, analyzing, etc.
Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: Available on request.
Number Available: 52 weeks, 5 times weekly.
Audition Facilities: Transcription.
Produced by: Roy McAllister.
Submitted by: WJRD, Tuscaloosa, Alabama.

Sports Final

A complete resume of the sports of the day broadcast at 10:15 p.m. each evening following news and weather giving emphasis to regional events.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$69.00 per week, time and talent (52 week basis)
Number Available: Monday thru Saturday.
Audition Facilities: Transcription.
Produced by: William Balch.
Submitted by: KFEQ, St. Joseph, Mo.

MORE POWER

TO US

Now under construction is WQXR's new 50,000 watt transmitter . . . another great milestone in the history of the nation's No. 1 good music station.

It will be a great day for music lovers when WQXR becomes the first good music and news station to go 50 KW. And an even greater day for alert advertisers who know the value of a big market of above-average prospects.

Better get in touch with us now to hear how more power to us means more power to you.

WQXR The Radio Station of The New York Times

229 West 43rd Street, New York 36, N. Y.

SPORTS

Sports Forum of the Air

Sports Forum Of The Air is a 15-minute panel discussion type show on which controversial sports topics of the day are bantered about by such sports authorities as Earle (Greasy) Neale, ex-major league ballplayer and football coach; Bob Cooke, sports editor of the Herald-Tribune; and Don Dunphy, ace sportscaster.

Availability: E. T.
Running Time: 15 minutes.
Cost: Varies according to market, average city selling for \$7.50.
Number Available: 52 open-end programs, each 15 minutes long.
Audition Facilities: Transcription.
Produced by: Radio City Productions, Inc.
Submitted by: Radio City Productions, Inc., 550 Fifth Ave., New York, N. Y.

Sports Headlines

"Sports Headlines," daily early-evening WAVE feature, is a compact, fast-moving round-up of events in the sports world. Reporter Ed Kallay summarizes all major sports events of the nation and the world and gives personal accounts of events in WAVE coverage area. Tapes of major events and taped and live interviews with leading sports personalities.

Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: Sponsor: card rate plus \$18.00
—Participation: card rate plus \$6.00 per annoc.
Audition Facilities: Transcription and Live Talent.
Produced by: WAVE.
Submitted by: WAVE, Louisville, Ky.

Sports Hi-Lites

WGEM's popular sports director, Rick Weaver, summarizes the day's happenings, both local and national, in the world of sport.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$20 per program.
Number Available: Continuous.
Audition Facilities: Live Talent.
Submitted by: WGEM, Quincy, Ill.

Sports Roundup

Local and national sports news gathered and written by WELo news staff and edited by competent sports authority. National sports edited from the Associated Press.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Fifty cents per program talent.
Number Available: Seven programs per week.
Audition Facilities: Transcription.
Submitted by: WELo, Tupelo, Miss.

Sport Talk

This is a forum type show using three veteran sports writers, a guest (high school or LSU coach, or other sports personality) and an emcee. Features discussions on various sports topics, questions submitted by listeners.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$37.75 per show.

Number Available: Once a week, the year round.

Audition Facilities: Transcription.
Produced by: Don Perrie.
Submitted by: Baton Rouge Broadcasting Co. (WJBO), Baton Rouge, La.

Sportslants

A weekly, Saturday night sports package. Station's sports director reviews the top news of the week. Interview with sports figure, of national or local interest, closes show, and is its top feature. Interviews have been obtained exclusively for this program with such stars as Bevo Francis, Jack Dempsey, Babe Didrickson Zaharias, Ab Jenkins, Sammy Angott, Bob Richards and many others.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Don Murray.
Submitted by: WDBJ, Roanoke, Va.

Strictly Sports with Bob Steele

Monday through Saturday sports news and comment by southern New England's best-known sportscaster, whose informal man-in-the-street style, his humor and sports knowledge bring floods of fan mail. Program also features brief interviews with sports celebrities and on-the-spot reports of local sports events.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: Station time (\$140.00 base) plus \$35.00 net talent charge per program. Minimum contract 13 week's. Minimum 3 weekly.

Audition Facilities: Transcription.
Produced by: WTIC.
Submitted by: WTIC, Hartford 15, Conn.

Studio Quarterbacks

Panel show includes coaches from High Schools, Moravian & Lehigh University Head coaches. Friday coaches report on their teams, predictions. Sunday coaches recap their games while moderator second guesses.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Fri. and Sun.
Produced by: Johnny Daday.
Submitted by: WGPA, Bethlehem, Pa.

U. of Penna. Football Games 1954

The power-packed football games of the University of Pennsylvania against such top flight elevens as Notre Dame, Army, and Navy, broadcast both home and away. Gene Kelly, nationally known sports announcer, and Tom Moorehead, WFIL sports director, bring fans the play-by-play and color of these games.

Availability: Live Talent.
Running Time: Length of game.
Cost: Rates available upon request.
Produced by: WFIL.
Submitted by: WFIL, Philadelphia 39, Pa.



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Hollywood 28, California

GUILD FILMS COMPANY, INC.

Distributor—420 Madison Avenue
New York 17, N. Y.

Blue Streak Bulletins

"Blue Streak Bulletins" aired on KOL Mondays through Saturdays from 7:00 a.m. through 6:00 p.m. with "extras" at 7:30 and 8:30 a.m., and at 4:30 and 5:30 p.m., are Seattle's highest speed newscasts. Presented remote from the INS News Room in the Post Intelligence Bldg., 60 minute "scoops" over competition are common. Phone recordings are utilized. Availability: Live Talent. Running Time: Five minutes. Cost: \$18.75 with frequency discounts down to \$10.00. Number Available: Five per day. Produced by: KOL. Submitted by: KOL, Seattle, Wash.

Canadian News Roundup

Another WPOR exclusive . . . strip Monday through Friday. Local Canadian sectional and provincial news delivered to Canadian tourist trade same day from B.U.P. Customer reaction to advertiser, excellent. WPOR promotes news throughout resorts reached by coverage. Estimated Canadians during season, minimum 250,000. Availability: Live Talent. Running Time: 10 minutes. Cost: \$30 per program. Number Available: Monday through Friday. Audition Facilities: Transcription. Produced by: WPOR, in cooperation with the B.U.P. Submitted by: WPOR, Portland, Me.

The Carolina Story

J. B. Clark, Carolina News editor for WBT, presents round-up of Carolina news of the past week

in this Sunday night summary. Program includes taped interviews, special events and other features edited especially for this show.

Availability: Live Talent. Running Time: 10 minutes. Cost: On request. Number Available: Show prepared weekly for that specific week; once weekly. Audition Facilities: Transcription. Produced by: WBT. Submitted by: WBT, Charlotte, N. C.

CBS World News Roundup

Network newscast featuring correspondents both in the U. S. and Overseas with a complete synopsis of the overnight news happenings. Availability: Live Talent. Running Time: 15 minutes. Cost: \$22.40 plus \$2.00. Number Available: 6 per week. Audition Facilities: Transcription. Produced by: CBS. Submitted by: KILO, Grand Forks, N. D.

The Community Calendar

Body of program consists of announcements of events of community-wide interest. Music variety (pop) used as fill. Spot participation now in use, with non-competitive local and regional ads. Specially good pitch for home-makers, they've told us so. Availability: Live Talent and E. T. Running Time: 25 minutes. Cost: On request. Number Available: Five times weekly, minimum contract 13 weeks. Audition Facilities: Transcription.

Produced by: Les Eugene. Submitted by: KTFS, Texarkana, Tex.

Collector's Item

Two hour what's what and who's who of the art and sciences here and abroad. Segments include The World of Arts, The World of Science, For Parents only, The Key Statement of the Week, This Week in history, New Arrivals in Recordings, etc. Individual segments vary from week to week in length, placement and subject.

Availability: Live and Tape. Running Time: Two hours. Cost: On request. Number Available: On request. Produced by: Marilyn Kaemmerle and Harry Frazee. Submitted by: NBC, New York City.

Complete Marine, Weather and Fishing Reports

Five times each day on the hour, we present a concise five minute summary of weather, wind and water conditions, plus times of high tides and late fishing tips. We refer to our own meteorological instruments right on the shore of the Great South Bay. This program is a must for every Long Island fisherman and boat owner. Availability: Live Talent.

Running Time: Five minutes (can be ten). Cost: \$15 per program, when at least 104 are purchased. Number Available: Unlimited, all through spring, summer and fall.

Audition Facilities: Transcription and Live Talent.

Produced by: Nils E. Segerdahl. Submitted by: WALK, Patchogue, L. I., N. Y.

Covering the Town

Chester Washington, West Coast editor of the famed Negro newspaper "The Pittsburgh Courier," presents a daily roundup of national, international and local news from the Negro standpoint.

Availability: Live Talent. Running Time: 10 mins. daily. Cost: On request (participation). Number Available: Unlimited. Audition Facilities: Transcription. Submitted by: KOWL, Santa Monica, Calif.

Date Line

A nightly quarter hour dramatizing the news. Five news stories dramatized each night. Westbrook van Voorhis is the narrator.

Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: On request. Produced by: Merrill Mueller. Submitted by: NBC Radio Network, New York N. Y.

The Editor's Report

Scott Bishop, WIOD program director, with a 20-year radio background, has exclusive permission in the greater Miami area to quote at will from such leading periodicals as Time, Life, Newsweek and some fifteen others. Program mostly uses lead editorials; has been quoted in the Congressional Record.

Availability: Live Talent. Running Time: 15 minutes.

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Two Ton Baker in
5-minute radio shows
open end — year's supply

Two Ton Baker
The Friendliest Guy
in Show Business

Cost: On request.
 Number Available: 2 or 3 weekly.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Scott Bishop.
 Submitted by: WIOD, Miami, Fla.

**Estelle Sternberger
 Commentary**

Estelle Sternberger's daily "You and the News" commentary brings the listener the historical import of the day's developments on the newsfronts of the world. A veteran of many years of reporting and world traveler, Estelle Sternberger reports and analyzes the days news with objectiveness.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: 3 shows available per week.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Estelle Sternberger.
 Submitted by: WLIB, New York 16, N. Y.

**Ever Changing World
 Events**

Newscasts on the hour as the world makes news, sometimes only briefs of 2 minutes, extended as to importance, no filler material, no boiler plate, real news of local, state, national and world importance.
 Availability: Live Talent.
 Running Time: 2 to 10 mins.
 Cost: Spot participation, station rates.
 Number Available: On request.
 Audition Facilities: Transcription and Live Talent.

Produced by: Ken Brooks.
 Submitted by: KGAE, Salem, Ore.

Fire Alarm

An exclusive report on all fires in Philadelphia during the past 24 hours—official reports right from fire headquarters voiced by a Fire Department member.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: On request.
 Number Available: 5 times a week.
 Produced by: WIP.
 Submitted by: WIP, Philadelphia, Pa.

Good News

Following the 6 o'clock news—WWJ presents "Good News" with Jim Clark. "Good News" is the only program of its kind in Greater Detroit. Clark brings the four million in the WWJ market the brighter side. He reviews the happier events of the day—the features that make "Good News."

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: On request.
 Number Available: 5 a week.
 Audition Facilities: Transcription.
 Produced by: Program Dept.
 Submitted by: WWJ, Detroit 31, Mich.

**Harlem Community
 Newscasts**

Five-minute community newscasts broadcast every hour on the half-hour directly from WLIB's Harlem Radio Center in the Hotel Theresa. Social events, police news, political happenings and a calendar of church events listed daily.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: On request.
 Number Available: Five newscasts available daily (25 per week).
 Audition Facilities: Live Talent.
 Produced by: G. James Fleming.
 Submitted by: WLIB, New York 16, N. Y.

Heart of the News

A fresh and exciting approach to radio journalism. Each night a story important in the news but primarily covered only as spot news in the regular newscasts is detailed vividly in all its depth and ramifications through an approach designated by the NBC staff as "group journalism" with experts on the subject covering the story.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: On request.
 Submitted by: National Broadcasting Co., New York, N. Y.

Judd Jacobson

Judd Jacobson is a locally well-known athlete who was totally disabled because of an accident. Through his indomitable spirit he has been able to keep himself occupied and an asset to his community. His daily newscast commands listeners throughout the entire Southern Minnesota area.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$15.00 per show.
 Number Available: 5 shows per week.
 Audition Facilities: Transcription.
 Produced by: KDHL.
 Submitted by: KDHL, Faribault, Minn.

Keys to the Capital

Behind the scenes stories of the nation's capital with Earl Godwin, Joseph C. Harsch, David Brinkley, Richard Harkness, Leif Eid and Ray Scherer.
 Availability: Live Talent.
 Cost: On request.
 Number Available: On request.
 Submitted by: National Broadcasting Co., New York, N. Y.

KIXL Newsreel

The Southwest's most graphic review of the news that makes the hourly front page. Enhanced by production music to punctuate the news . . . either dramatic, narrative or facetious. Newsreel Editor: Don Robinson and Ricky Cox.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: Unit cost (including talent/production) on request.
 Number Available: 2 daily.
 Audition Facilities: Transcription.
 Produced by: KIXL.
 Submitted by: KIXL, Dallas, Tex.

Local Headlines

WGEM's news director in a sharp, concise report of the local news. Charlie Griffith does the job.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$20 per program.
 Number Available: Continuous.
 Submitted by: WGEM, Quincy, Ill.

Morning Local

Newscast of local highlights . . . with on the scene transcribed interviews.
 Availability: Live Talent.
 Running Time: 10 minutes.
 Cost: Available on request.

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 & **f**riendly
 inc

Number Available: Six per week.
 Audition Facilities: Live Talent.
 Produced by: WJMJ News and Special Events Department.
 Submitted by: WJMJ, Philadelphia 3, Pa.

Morning Newsbeat

Two and one-half hours of continuous newscasts from 6 a.m. to 8:30 a.m., including the Martin Agronsky Commentary at 8:00. Time checks every two minutes, weather reports every five minutes. Two voices alternate in fifteen minute blocks—with constant re-write. Record mail shows audience reaction high.

Availability: Live Talent.
 Running Time: 150 minutes.
 Number Available: Six per week—available in 5, 10, or 15 min. segments.

Audition Facilities: Transcription and Live Talent.
 Produced by: WVDA News department, Director, Rod MacLeish.
 Submitted by: WVDA, Boston, Mass.

Mutual Newsreel

Voices of each day's news events are edited to bring evening listeners a clearer picture of the world situation in summary form.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: Varies with market.
 Number Available: Five a week.
 Audition Facilities: Transcription.
 Produced by: John Bosman.
 Submitted by: Mutual Broadcasting System, New York, N. Y.

News and Sports Final

Comprehensive wrap-up of late news from Associated Press and KSD news staff with final sports results. Program available only as a single sponsorship, six-day package. Rate includes station time, talent and program material.

Availability: Live Talent.
 Running Time: 10 minutes.
 Cost: \$213.75 per week, Monday through Saturday, flat. Fully commissionable.

Audition Facilities: Transcription.
 Produced by: KSD.
 Submitted by: KSD, St. Louis 1, Mo.

News from Savannah

A program of strictly local news, gathered and written by a trained local news reporter and scheduled at a time to scoop all other news sources and to reach a maximum housewife audience. This is the only strictly local-level news broadcast in Savannah, and has consistently shown top audience ratings.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: Flat package rate—\$18.00 per program, including reporting, writing and station time.
 Number Available: Available only on five-day-a-week strip basis.
 Audition Facilities: Transcription.
 Produced by: WSAV.
 Submitted by: WSAV, Savannah, Ga.

News with Tys Terwey

Not just another newscast, this features Tys Terwey, veteran ace newscaster whose delivery of the

day's happenings has won him a large and loyal following. Counting among his intimate friends, many figures of local, national and international prominence, it is not unusual for him to inject an "exclusive" interview in his programs.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Available upon request.
 Number Available: Five times a week. 5:30 to 5:45 p.m. Monday through Friday.
 Audition Facilities: Transcription or Live Talent.
 Produced by: Tys Terwey.
 Submitted by: WMPS, Memphis, Tenn.

Noon-Day News

National News.
 Availability: Live Talent.
 Cost: \$6.00 per each 15 min. newscast.
 Number Available: 52.
 Audition Facilities: Transcription or Live Talent.
 Submitted by: WTCO, Campbellsville, Ky.

Northeast Mississippi News

Local news coverage of importance from Tupelo and surrounding towns. Gathered and written by WELO news staff of experienced newsmen. The most listened-to news in North Mississippi.

Availability: Live Talent.
 Running Time: 10 or 15 minutes.
 Cost: Fifty cents per program talent fee.
 Number Available: Seven programs per week.
 Audition Facilities: Transcription.
 Submitted by: WELO, Tupelo, Miss.

Nothing But the Truth

Entertaining, up-to-date, amusing commentary for entire family on topics of human interest. Reg. U. S. Patent Office. Originated, written, broadcast by Alexander McQueen for over ten years. Always of current interest. Skillful introduction of sponsor's message. Live broadcasts; also effective if transcribed. Can be shortened to 5 or 10 minutes.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$200 a week.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Alexander McQueen & Associates.
 Submitted by: Alexander McQueen & Assocs., 5222 N. Lakewood Ave., Chicago 40 Ill.

Obituary Column of the Air

An actual obituary column—regional obituary heard daily.

Availability: Live Talent.
 Running Time: 5 mins.
 Cost: Regular 5 min. rate.
 Number Available: 365 a year.
 Audition Facilities: Transcription.
 Produced by: WMEV News Dept.
 Submitted by: WMEV, Marion, Va.

Richmond Newsreel

Each weekday people who make the news are called by the WKBV newsroom. Statements and inter-

views are recorded from the phone in the newsroom and put together in a fifteen minute broadcast each evening. As many as eight or nine personalities in the news appear on a single program. Spense Danes makes the calls, does the interviews, edits and compiles information.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: Regular card rate, plus \$4.00 talent per program.
 Number Available: Five programs per week, 7:15 to 7:30 p.m.
 Audition Facilities: Transcription.
 Produced by: WKBV Newsroom.
 Submitted by: WKBV, Richmond, Ind.

San Jose Calling

A five-minute, local news emphasis featuring up-to-the-minute interviews with the newsmakers, gathered on tape, in person or by phone. Newscaster Gordon Greb also reports the local situation in story round-ups.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: Upon request.
 Number Available: 43 weeks, 5 times weekly.

Audition Facilities: Live Talent.
 Produced by: KSJO.
 Submitted by: KSJO, San Jose, Calif.

7 A.M. News and 8:15 A.M. News

These two early morning newscasts consist of a concise summary of world and national news, local and national sports summary and coverage of local, Kentucky and Indiana news. (Choice of staff announcers to sponsor.)

Availability: Live Talent and E. T.
 Running Time: 15 minutes.
 Cost: Sponsor: Card rate plus \$10.00; Participation: Card rate plus \$6.00.
 Audition Facilities: Transcription and Live Talent.
 Produced by: WAVE.
 Submitted by: WAVE, Louisville, Ky.

Signal Five

An "on the spot" news program reporting auto accidents on death's Highway "66." Bob Brown, WMAV News Director, rides with Illinois State Highway Police investigating and reporting on "Signal 5" calls, which signify major auto accidents on state highways. A great public service series available for selective sponsorship.

Availability: E. T.
 Running Time: 30 minutes.
 Number Available: 52 per year.
 Audition Facilities: Transcription.
 Produced by: WMAV News Dept.
 Submitted by: WMAV, Springfield, Ill.

The Story Behind the Headline

A combination of United Press releases "commentary": "Under the Capitol Dome," and "News Analysis," along with a commentary and analysis of local news by producer of the show, J. Marion

Harman, Sr.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: By request.
 Number Available: Six weekly (52 weeks).
 Audition Facilities: Transcription.
 Produced by: J. Marion Harman, Sr.
 Submitted by: WTRR, P. O. Box 1541, Sanford, Fla.

Sun Up Headlines

A roundup of news not appearing in morning papers with particular emphasis on local coverage. This feature, in the early morning, will bring listeners up to date on news that could not make the morning edition deadline.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Six days weekly (52 weeks).
 Audition Facilities: Transcription.
 Produced by: J. Marion Harman, Sr.
 Submitted by: WTRR, P. O. Box 1541, Sanford, Fla.

Sunrise Roundup

6:00-7:00 a.m. One 15 minute segment (6:45-7:00 a.m.) available six days per week. Consists of "package" of 10 minutes early morning type music (pop) time checks, weather, etc., with complete 5 minute local newscast. Billion dollar Portsmouth Atomic Plant has made this one of highest rated periods.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$119.40 six days per week.
 Audition Facilities: Transcription.
 Produced by: Ned Sheridan.
 Submitted by: WPAY, Portsmouth, Ohio.

The Talk of the Town

This is strictly a local news program, one on which we editorialize about local citizens and events. It has been very successful for the past six years and we were the first small market radio station to editorialize especially on a local level.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$15 per week. 2 or more per week—\$12.75 per program.
 Audition Facilities: Transcription.
 Produced by: WBIW.
 Submitted by: WBIW, Bedford, Ind.

10 p.m. News

Complete world, state, regional and local news round-up, 10-10:15 p.m., prepared and delivered by Bill Maugans, WBBZ news director. Telephone tape recordings on the scene reports on local events, inserted in news coverage.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$8.20 per program.
 Number Available: Monday thru Sunday.
 Audition Facilities: Transcription.
 Produced by: Bill Maugans.
 Submitted by: WBBZ, Ponca City, Okla.

Three Views of the News

"Three Views of the News" available in three five-minute segments. Four voices present the news in a manner designed to capture listeners' interest. First, a 5-minute summary of local and state news, followed by a 5-minute coverage of the national and international situation.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Mon. through Fri.
Submitted by: WGST, Atlanta, Ga.

Tri-State Edition

Program consists of round-up of local news of Middlesboro, Bell County, Kentucky; Lee County, Virginia; and Claiborne County, Tennessee.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: Inquiries individual.
Audition Facilities: Live Talent.
Produced by: Lee Wilder.
Submitted by: WMIK, Middlesboro, Ky.

Trumbull Transcript

Processed presentation of city and area news. Has a minimum of two voices and presented in narrative form with a complete report of the past seven days. Developed and written by station's full time news staff.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$34.00-\$40.00.
Number Available: 52.

Produced by: Len Mohnkern.
Submitted by: WHHH, Warren, O.

Two P.M. News Round-Up

Direct line pick-ups are made each day from the City Building and the County Courthouse. WKBV newsmen are stationed in the newsroom, the City Building, and the Courthouse. All three voices are heard each day with local coverage emphasized. All small news details are included. This even covers a list of marriage licenses issued at the Courthouse. Monday through Friday.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Card rate, plus \$3.00 talent.
Number Available: Five a week.
Audition Facilities: Transcription.
Produced by: WKBV News Dept.
Submitted by: WKBV, Richmond, Ind.

Weatherman

Morning, afternoon and night—each 6 days a week. Weather Bureau chief Henry Adams and assistants in a two way remote conversation discuss every aspect of the weather in the 4 state areas serviced by WIP.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 18 times a week.
Produced by: WIP.
Submitted by: WIP, Philadelphia, Pa.

The Weather Man

Summary of local, state and 5-state forecasts with local-state weather in detail, reports on road conditions on every highway within 50 miles radius, river bulletins, weather news from University of Iowa astronomy department and school closings, etc., in bad weather.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Rate card.
Number Available: 52 weeks, 6 times weekly.
Audition Facilities: Transcription.
Produced by: KXIC News Dept.
Submitted by: KXIC, Iowa City, Ia.

Weekend

A complete "Sunday Newspaper of the air" from "cover story" through all the "feature sections" with Merrill Muller, Earl Godwin, Tex and Jinx McCrary, Leon Pearson, John Lardner and others. Ed Herlihy is emcee.

Availability: Live and Tape.
Running Time: 120 minutes.
Cost: On request.
Submitted by: National Broadcasting Co., New York N. Y.

The World at Three

Complete news coverage, international, national, regional, state, and local, produced by J. Marion Harman, Sr. Wire service news from United Press edited and dove-tailed into local news gathered by the Producer and written by him. Personal coverage is given all local events and happenings.

Availability: Live Talent.

Running Time: 15 minutes.
Cost: On request.
Number Available: Six weekly (52 weeks).
Audition Facilities: Transcription.
Produced by: J. Marion Harman, Sr.
Submitted by: WTRR, P. O. Box 1541, Sanford, Fla.

World News (Spanish)

Senor Orozco presents the world news daily with a Spanish flavor. The "original" Spanish speaking newscaster in the great Los Angeles Mexican-American area.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KOWL, Santa Monica, Calif.

Your Guide for Tomorrow

This is a 15 minute weekly program consisting of a well edited digest of the weeks' business news with the prognostication of what may be expected in the future. Editor Ben Caine thoroughly edits many financial and business reports for material which he uses in conjunction with his own views.

Running Time: 15 minutes.
Cost: \$7.50 plus station time.
Submitted by: KDEF, Albuquerque, N. Mex.

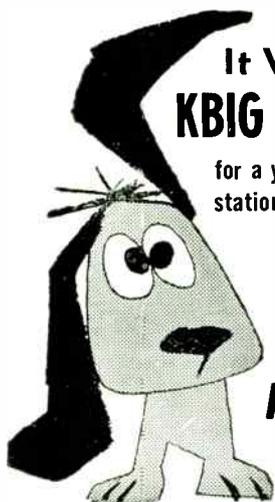
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Beauty Is the Least

Interviews with beautiful girls and women who have a success story or an interesting personal or professional story in which their success did not depend on their looks. The fields covered are fields with which women are not usually associated in the public mind, such as truck driving, cab driving, police work, daredevil auto driving, etc. Availability: Live Talent. Running Time: 15 minutes. Cost: \$100 each. Number Available: Unlimited. Audition Facilities: Live Talent. Produced by: Richard H. Roffman. Submitted by: Richard H. Roffman Associates, 675 West End Ave., N. Y. 25, N. Y.

Bride of the Week Luncheon

Each week, a different Long Island bride-to-be is interviewed by Edythe Barron. Bride tells how she met husband, gives her ideas on how to have a happy marriage, how to win a man, etc. Bride and grooms' favorite record is played. Show has great appeal for married and unmarried (but hopeful!) gals. Availability: Live Talent and E. T. Running Time: 30 minutes. Cost: \$35 per program, once weekly on a 52 week contract. Number Available: Unlimited. Audition Facilities: Transcription or Live Talent. Produced by: Jack Ellsworth and Edythe Barron. Submitted by: WALK, Patchogue, L. I., N. Y.

Cocktail Party

Each day a cocktail party going on in N. Y. for some business, professional or social purpose, is covered. It is covered with a tape or wire recorder and played the same evening or the next day. Availability: E. T. Running Time: 30 minutes. Cost: \$100 each 30 minute show. Number Available: Unlimited. Audition Facilities: Transcription or Live Talent. Produced by: Richard H. Roffman Associates. Submitted by: Richard H. Roffman Associates, 675 West End Ave., N. Y. 25, N. Y.

Dr. Damrau's Health Talk

A well-known physician advises people about their health. Medical authority is combined with human interest. The simple, conversational style gives the impression of an ad lib interview. This program has had a five-year run on WOR and other New York stations. Cast of two artists. Availability: Live Talent and E. T. Running Time: 15 minutes. Cost: \$150, live or transcribed. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Produced by: Frederic Damrau, M.D. Submitted by: Frederic Damrau, M.D., 247 Park Avenue, New York 17, N. Y.

The Editors Speak

The three top editors of Negro newspapers published in New York City meet once a week to discuss

the lead stories appearing in their respective newspapers that week and its significance to the 1,250,000 Negro population of New York City. The Editors represent the Pittsburgh Courier (N. Y. edition), Amsterdam News, and New York Age-Defender. Availability: E. T. Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcription. Produced by: Harry Novik. Submitted by: WLIB, New York 16, N. Y.

Guest Disc Jockey

Program designed for teenagers . . . Blanks for application to participate secured from sponsor. Guest D. J. takes over for half hour, after which he or she receives autographed picture of Dee Jay. Availability: Live Talent. Running Time: 30 minutes. Cost: Participating sponsors. Number Available: Five nights per week. Audition Facilities: Live Talent. Produced by: WMCK. Submitted by: WMCK, McKeesport, Pa.

Harlem at Noon

Buddy Bowser and Sara Lou Harris, Mr. and Mrs. team, do a lunch-time interview and chatter show directly from WLIB's Harlem Radio Center in the Hotel Theresa. Listeners meet all of the famous entertainers, educators, authors, and other celebrities who are personal friends of the Bowsers, in an informal, friendly interview. The Bowsers also make numerous personal appearances in and around New York City. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Live Talent. Produced by: Harry Novik. Submitted by: WLIB, New York 16, N. Y.

Is This My Best?

Amateur singers, dancers and other talent appear and do their best in performing numbers. Professional talent as guest panel spots any imperfections in performance and makes suggestions for improvements. Artists-painters, etc., also appear with same professional appraisal of work. Availability: E. T. Running Time: 30 minutes. Cost: \$200 per program. Number Available: 39. Audition Facilities: Transcription and Live Talent. Produced by: Ed Mullinax Productions. Submitted by: Ed Mullinax Productions, Daily News Building, LaGrange, Georgia.

Manhattan Crossroads

Recording the pulse of one of the world's great cities is Joe King. In addition, the little-known facts plus the well-known personalities are presented by King. Availability: Live Talent. Running Time: 15 minutes. Cost: Varies with market. Number Available: Five a week. Audition Facilities: Transcription. Produced by: Joe King. Submitted by: Mutual Broadcasting System, New York, N. Y.

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- ★ AL JARVIS
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- ★ RED ROWE
- ★ FRANK BULL

News

- ★ DAVE BALLARD
- ★ DREW PEARSON
- ★ LOUELLA PARSONS
- ★ LESLIE CLAYPOOL
- ★ DR. CURRIN SHIELDS
- ★ WALTER WHITE

Sports

- ★ MARK SCOTT
- ★ HOLLYWOOD STARS
BASEBALL GAMES WITH
MARK SCOTT
- ★ PACIFIC COAST
FOOTBALL GAMES
- ★ PACIFIC COAST
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INTERVIEW, PANEL

Meet the President

A weekly interview of the President of some local organization. One sponsor broadcast this for more than 100 weeks. Availability: Live Talent. Running Time: 15 minutes. Cost: \$9.50 on a thirteen week basis.

Number Available: One per week, Sunday, 52 weeks. Produced by: Virginia Wade. Submitted by: KJIM, P. O. Box 2376, Beaumont, Tex.

The News Game

A half hour panel show with leading news reporters being quizzed by hospitalized GPs. The guests pick questions based on the previous weeks' news in an attempt to stump the news experts. Panel consists of Inez Robb, Walter Kiernan, Eloise McIlhonne, Hal Boyle. Ken Banghart moderator.

Availability: Tape. Running Time: 30 minutes. Cost: On request. Produced by: Merrill Mueller. Submitted by: National Broadcasting Co., New York, N. Y.

Report of Flying Saucers

Factual interviews with eye witnesses of flying saucers and discussions with documented observers of hitherto unexplained aerial phenomena. Interviews conducted by Guy Runnion, former newscaster and commentator for CBS and ABC.

Running Time: 15 minutes. Cost: On request. Number Available: 13. Produced by: Robert Newman. Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood 28, Calif.

Reporters' Roundup

Leading personages in the world—government figures, business, social leaders, etc.—hold a news conference on the air with a panel of at least two major newspapermen. MBS commentator Robert F. Hurlleigh moderates. Listeners participate by submitting questions asked guest in closing moments of each broadcast.

Availability: Live Talent. Running Time: 30 minutes. Cost: Varies with market. Number Available: One a week. Audition Facilities: Transcription. Produced by: Mutual Network in cooperation with Facts Forum. Submitted by: Mutual Broadcasting System, New York, N. Y.

State of the Nation

Forum-discussion program presenting leading government, world figures and noted personages in report on national affairs. Designed to demonstrate pulse strength on major issues of thinking people in the land.

Availability: Live Talent. Running Time: 30 minutes. Cost: Varies with market. Number Available: One a week. Audition Facilities: Transcription. Produced by: Hardy Burt in cooperation with Facts Forum. Submitted by: Mutual Broadcasting System, New York, N. Y.

The Steve Allison Show

They've dubbed him "The Man Who Owns Midnight"—and he does! It's Steve Allison, one of broadcasting's most provocative personalities, who interviews the citizen and the star. His series runs the gamut, from society to sports, from politics to public questions.

Rides from 11:05 p.m. to 2:00 a.m. seven nights weekly. Availability: Live Talent. Running Time: 3 hours. Cost: On request. Audition Facilities: Transcription and Live Talent. Produced by: Ted Reinhart. Submitted by: WPEN, Philadelphia 3, Pa.

This Is Long Island

News of Long Island personalities, organizations and general items that would pertain to living on Long Island. Program features interviews, comments, and local news stories, along the feature line. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Once a week—unlimited.

Audition Facilities: Transcription. Submitted by: WHLI, Hempstead, N. Y.

What's Your Music I.Q.?

Thirty minute music quiz with panel of staff members. Audience invited to participate by question write-in for record-album prizes. Show deals with all phases of music and musicians, with participation by visiting celebrities whenever possible.

Availability: Live Talent and E. T. Running Time: 30 minutes. Audition Facilities: Transcription and Live Talent. Produced by: WKBN. Submitted by: WKBN, Youngstown, Ohio.

Who's Who Today

This is a daily 5-minute program featuring interviews with persons prominent in the news or civic affairs. No attempt is made to confine program to big name personalities. Anyone who had done anything to gain prominence may be featured on the program. Running Time: 5 minutes. Cost: \$5.00 plus station time. Submitted by: KDEF, Albuquerque, N. Mex.

Wonderlands in Travel

Word pictures of interesting lands around the world. With the music helping to tell the story, plus an interview on each show with a man who has been there. A different location each day giving details on how the listener can take advantage of a travel holiday. Availability: Live Talent. Running Time: 15 minutes. Number Available: 5 times a week. Produced by: Varner Paulsen. Submitted by: WIP, Philadelphia

Your Baby's Health

A well-known physician advises mothers on the care of their babies. The chatty, informal style gives the impression of an ad lib interview. Letters from mothers are read and discussed. Medical authority is combined with human interest. Availability: Live Talent and E. T. Running Time: 5 minutes. Cost: \$100.00 live or transcribed. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Produced by: Frederic Damrau. Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

TELEVISION SHOWS

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Let's Play Reporter
Hospitality House
Versatile Varieties . . .
and others

RADIO SHOWS

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What Burns You Up
Broadway Meets Park Avenue
Vanishing New Yorkers
Make Up Your Mind . . . and
others

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Ex-Lax Powders
Tootsie Rolls Van Heusen
Shirts and
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"Fact Or Fantasy" — 100 five
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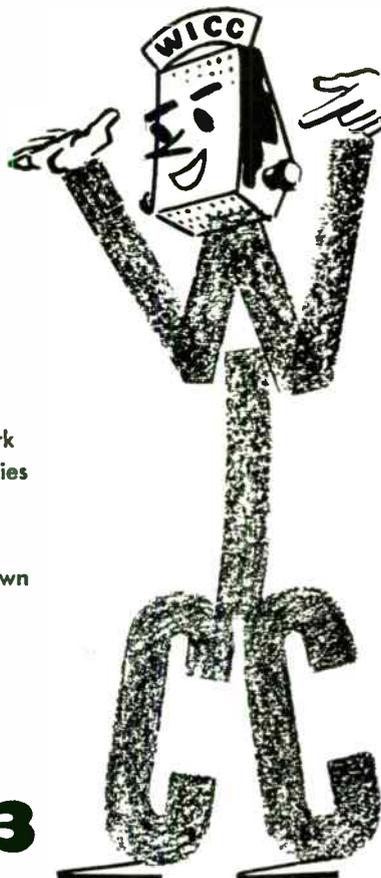
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For Fairfield and New Haven Counties
Form a market that's the talk.

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With coverage that is sure well known
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Rates a budget all its own.

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Accent on Mysteries

An hour long bloc of outstanding transcribed mystery series. Offered to stations for use as spot carriers or for single sponsorship. Two different half-hour shows scheduled back to back.

Availability: E. T.
Running Time: 30 minutes and 60.
Cost: Based upon percentage of station rate card.
Number Available: 520.
Audition Facilities: Transcription.
Produced by: Charles Michelson.
Submitted by: Charles Michelson, Inc., 15 W. 47th St., New York.

Adventures of the Falcon

Detective adventure dramas based on the Mike Waring character developed by novelist Drexel Drake ("The Maltese Falcon"). Fast-paced action with world-wide settings plus no limitations on story plotting.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1,500 per participation.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Bernard L. Schubert.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Affairs of Harlequin

George Harlequin, secret agent, daring adventurer and man of vast experience and varied talents. Moving against the background of present-day Europe, Harlequin combats the forces of graft, murder, and intrigue.

Availability: E. T.
Running Time: 30 minutes.
Cost: Based on population.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Australasian Radio Productions.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

**Barrie Craig,
Confidential Investigator**

No device is strong enough, not even the blandishments of a beautiful blonde, to stay Craig from the accomplishment of his duty—the swift pursuit and incarceration of the lawless.

Availability: Live or Tape.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Hi Brown.
Submitted by: National Broadcasting Co., New York, N. Y.

Bold Venture

Mystery drama series starring Humphrey Bogart and Lauren Bacall in lead roles, with notable Hollywood stars supporting. Intense dramatic adventure, mystery and intrigue are combined in half-hour set in a background of tropical Havana.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: One year.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Boston Blackie

A popular detective mystery-

adventure story. Richard Kollmar is the fictional detective hero. With an all-star supporting cast. Boston Blackie is presented as a fast-talking, adventure-loving, not-averse-to-fist-fighting detective.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Over four years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati, Ohio.

Counter-Spy

Government agent David Harding combats the law-breakers drawing from his vast knowledge and using the latest crime-detecting resources. Don MacLaghlin stars as Harding.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1500 per participation (multi-message).
Number Available: One a week.
Audition Facilities: Transcription.
Submitted by: Mutual Broadcasting System, New York, N. Y.

**Crime and
Peter Chambers**

Dane Clark plays "Peter Chambers," Private Eye and friend of the police and other law enforcement authorities. A complete story each program, of mystery and intrigue.

Availability: Tape.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Tape.
Produced by: Fred Weihe.
Submitted by: National Broadcasting Co. New York, N. Y.

**Jason and the
Golden Fleece**

The color and saltiness of the Gulf, the Bahamas and the Caribbean in the adventures of Jason, owner of a New Orleans Water Front Cafe and a sailing vessel called "The Golden Fleece."

Availability: Tape.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Submitted by: National Broadcasting Co., New York, N. Y.

Let George Do It

Top-rated "private eye" show for last 7 years on West Coast. Top show in all categories on Don Lee Network. Available on E. T. outside 11 western states. Stars Bob Bailey as George Valentine, music by Eddie Dunstetter.

Availability: E. T.
Running Time: 30 minutes.
Cost: Population basis.
Number Available: 65.
Audition Facilities: Transcription.
Produced by: Searle & Parks.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

**Mickey Spillane,
Mystery**

Detective adventure dramas based on the Mike Hammer character created by soft-cover novelist Mickey Spillane.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1,500 per participation.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Moss & Lewis, Inc.
Submitted by: Mutual Broadcasting System, New York, N. Y.

**America's No. 1
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WWRL has a larger audience in the 1,045,371 New York Negro Market than any other station — network or independent — according to Pulse Ratings. WWRL moves merchandise FAST — that's why

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DEfender 5-1600

In New York City at 5,000 Watts

WWRL

MYSTERY

Mr. District Attorney

David Brian sets a new pace for smooth suspenseful radio drama in the title role of Mr. District Attorney.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: One year.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.,
1529 Madison Road, Cincinnati,
Ohio.

Murder at Midnight

One of the best spine-thriller series ever put on E. T. Definitely not for the kiddies, but certainly for every adult who wants to be "scared to death" by the weirdest set of circumstances and characters radio's top writers could dream up. Directed by Anton M. Leader with an all-star cast. Available in most markets.

Availability: E. T.
Running Time: 30 minutes.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Louis Cowan.
Submitted by: Harry S. Goodman
Productions, 19 E. 53rd St.,
New York, N. Y.

Nick Carter, Master Detective

Detective adventure dramas based on the original "Nick Carter" character.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2,100 per participation.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Jock MacGregor.
Submitted by: Mutual Broadcasting
System, New York, N. Y.

Nightmare

As host and narrator, Peter Lorre leads his listeners along forbidden trails, exploring the places where no man should go.

Availability: Live Talent.
Running Time: 30 minutes.
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Bob Monroe.
Submitted by: Mutual Broadcasting
System, New York, N. Y.

Obsession

"Obsession" new and unique—a psychological dramatic program which interprets an obsession—murder-fear-hate-love and compassion are ingredients of this program served up in a manner contrived to stimulate the imagination.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor
Company, 729 So. Western
Ave., Los Angeles, Calif.

Official Detective

Craig McDonnell is starred in the role of Det. Lt. Dan Britt, a law enforcement officer with a ken for quick solutions. Highlight on each week's broadcast is the presentation of an award for outstanding detective work.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1500 per participation
(multi-message).
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Wynn Wright Assoc.
Submitted by: Mutual Broadcasting
System, New York, N. Y.

Philo Vance

All the flavor and mystery of the S. S. Van Dine stories captured in these dramatizations of Philo Vance, fictional detective who solved mysteries with scientific sleuthing.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Over two years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.,
1529 Madison Road, Cincinnati,
Ohio.

Squad Room

Detective adventure program that uses the everyday type activities in the average police station "squad room" as its back-drop.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1,500 per participation (multi-message).
Number Available: One a week.
Audition Facilities: Transcription.
Produced by: Wynn Wright Associates.
Submitted by: Mutual Broadcasting
System, New York, N. Y.

Tales of the Supernatural

Weird and unbelievable stories, said to be true, dramatized by competent radio players.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Grace Gibson.
Submitted by: Cheshire & Associates,
6533 Hollywood Blvd.,
Hollywood 28, Calif.

Teller of Tales

Stories of the clever, cunning manner in which the madman seeks his prey. Will hold you spellbound. The mystery is never "Who" but "What" and "How" and sometimes "If." You'll live every minute of the spine-tingling adventures.

Availability: E. T.
Running Time: 30 minutes.
Cost: Based on population.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Artransa, Ltd.
Submitted by: Harry S. Goodman
Productions, 19 E. 53rd St.,
New York, N. Y.

The Voice of the Snake

"The Voice of the Snake" takes you on a trip to the most exciting cities in the world in a thrilling series of half-hour episodes all of which with the exception of the first, contain a complete story. Designed for thrills and adventure with the added listener-interest of a continuing central character and continuing thread of mystery solved in the final episode.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor Co.,
729 So. Western Ave., Los
Angeles, Calif.

LIKE TO LOOK AT FIGURES?



The "Hooper Radio Audience Index" that was taken in Glendale during the month of June, 1954, showed KIEV to have MORE audience on Saturdays between the hours of 8:00 a.m. and 6:00 p.m. than ANY radio station—including the four major networks.

| | | |
|-----------------------|-------|------|
| KIEV | | 15.9 |
| Station "B" (network) | .. | 14.0 |
| Station "C" (indie) | | 14.0 |
| Station "D" (indie) | | 13.6 |
| Station "E" (network) | .. | 7.9 |
| Station "F" (indie) | | 6.5 |
| Station "G" (network) | .. | 5.1 |
| Station "H" (indie) | | 5.1 |
| Station "I" (indie) | | 4.2 |
| Station "J" (network) | .. | 2.8 |

The "Hooper Radio Audience Index" also showed that KIEV had MORE Glendale audience EVERY day (between the hours of 8:00 a.m. and 6:00 p.m.) than did 18 other L. A. area radio stations COMBINED.

For "LOWEST cost coverage," KIEV should be FIRST on your "MUST BUY" list.

KIEV

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102 N. Glendale Ave.
Glendale 6, Calif.
CHapman 5-2388

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★ We feel that no one could have nicer clients. . . . Everyone is extra special!

Here are some of the extras our clients receive . . .

- We're always at your service, seven days and nights a week.
- We have our own shipping and delivery service.
- We're set up to do the finest recordings — soundproof air-conditioned studios — two fully equipped tape editing rooms — AND ALL ON OUR PREMISES! (As a further service, we can tape duplicate in large quantities.)

We're within walking distance of all leading agencies, and also a stone's throw from network and TV Stations.

MAY WE SERVE YOU IN OUR EXTRA SPECIAL WAY?

EMPIRE BROADCASTING CORPORATION
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DOUBLE FACED

VINYLLITE RECORDS

Suitable for

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of

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EFFECTS
RECORDS**

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New York 19, N. Y.

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by our Firm)*

**All Star Country
Roadshow**

Five-hour hillbilly jamboree featuring all types of single and group acts broadcast from Northside Coliseum, Fort Worth, and emceed by "Grandad" Glenn Rich who is heard daily on WBAP. Broadcast 7-10 p.m. and 10 p.m.-midnight.

Availability: Live Talent.

Running Time: 5 hours.

Cost: Half-hour—\$261.77 WBAP-820; Half-hour \$154.35 WBAP-570.

Number Available: Once weekly, 52 weeks.

Audition Facilities: Transcription. Produced by: Amusement Enterprises, Fort Worth.

Submitted by: WBAP, Ft. Worth, Tex.

American Folk Music

Fifteen frolicsome minutes at Bean Blossom Junction with Western and hill billy stars like Rosalie Allen, Ray Smith and the Rocky Mountain Rangers, Georgia Mae, Hank Keene and his Gang, and the Song Spinners.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Audition Facilities: Transcription. Produced by: SESAC Transcribed Library.

Submitted by: SESAC Transcribed Library, 475 Fifth Ave., New York, N. Y.

The Bill Ring Show

Available to multiple-market buyer as low-cost advertising vehicle with wide appeal. Moves at fast, interesting pace, sparked by the personality of singer-emcee Bill Ring. Already airing in many markets for General Mills.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number Available: 196.

Audition Facilities: Transcription. Produced by: RadiOzark Enterprises, Inc.

Submitted by: RadiOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

The Carter Sisters Show

Especially effective to lure prospect to radio with 39 weeks of extremely low-budget advertising. Carter Sisters and Chet Atkins are known to all as top stars of WSM Grand Ole Opry.

Availability: E. T.

Running Time: 15 minutes.

Cost: As low as \$1.00 per program.

Number Available: 39.

Audition Facilities: Transcription. Produced by: RadiOzark Enterprises, Inc.

Submitted by: RadiOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

The Clyde Moody Show

The "Hillbilly Waltz King of the Nation," Clyde Moody, has surrounded himself with the "Woodchoppers," finest group of Country Music entertainers in Southside Virginia. Writer of "Shenandoah Waltz," which is used as theme, Clyde also stars on the Virginia Barn Dance. Available in fifteen minute segments.

Availability: Live Talent.

Running Time: 45 minutes.

Cost: On request.

Number Available: 52 weeks, 6 times weekly.

Audition Facilities: Transcription.

Produced by: WDVA.

Submitted by: WDVA, Danville, Va.

The Corn Platter

Hillbilly disc jockey is a featured recording artist who makes live appearances throughout the area. Emphasizing the religious type music. Guest appearances of other radio and recording stars.

Availability: Live Talent.

Running Time: 15 minutes or 30 minutes.

Cost: On request.

Number Available: 52 weeks, 6 times weekly.

Audition Facilities: Transcription.

Produced by: Jack Hamm.

Submitted by: WJRD, Tuscaloosa, Ala.

Cousin Elmoe Show

Half hour disc jockey show, hillbilly records and chatter in "Hillbilly" lingo. Handled as a participating, request show. Five per week. Talent fee.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$2.00 per spot or per program price given on contract for term.

Number Available: Five per week.

Audition Facilities: Transcription.

Produced by: James Hafford Johnson.

Submitted by: WPKY, Princeton, Ky.

Cousin Zeke

Hillbilly band—used by local fire department on Saturday nights for dance—average attendance, 500 paid admissions . . . in sixth year on WMEV. Mc's own program.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Number Available: 6 days per week, year around.

Audition Facilities: Transcription.

Produced by: Cousin Zeke and Bob Wolfenden.

Submitted by: WMEV, Park Blvd., Marion, Va.

Curley Williams and His Georgia Peach Pickers

Hillbilly and country music show, played by "Curley Williams and His Georgia Peach Pickers" nationally known hillbilly rhythm band, formerly featured on "Grand Ole Opry" and "Louisiana Hayride."

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Station time plus \$25.00 per 15 minute segment production.

Number Available: 52 weeks, 5 times weekly.

Audition Facilities: Transcription.

Submitted by: WSFA Montgomery, Ala.

Dude Ranch Jamboree

Program of Western and hillbilly entertainment featuring Eddie Zack and his Dude Ranchers, with the vocal trio of Cousin Richie, Babs and Maril, who are Zack's two sisters and brother. Zack is a fast-yodeling specialist, plays the Spanish guitar and bass and calls the square dances. The Dude Ranchers are a quartet playing accordion.

**"When a Feller
needs a Friend" . . .**

BIBLE DRAMA!

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It Wins Good Will . . .**

**52 1/2-hours of radio's
most loved Bible serial
"LIVING PAGES"
with complete copy service
at an all-time low price.**

FREE SAMPLES . . . PREPAID

GEORGE LOGAN PRICE, Inc.

20828 Pacific Coast Hwy.

MALIBU, CALIFORNIA

HILL BILLY

steel guitar, bass and fiddle.
Availability: Live Talent and Tape.
Running Time: 30 minutes.
Cost: On request.
Produced by: Jim Small.
Submitted by: WJAR, Providence, R. I.

Grab Bag Time

Daily 11:30-12:00 noon, Monday through Saturday, the Grab Bag features the Driftin' Tennesseans, a 6 piece hillbilly group that play every kind of country and western music. Requests are pulled from the "Grab Bag" and played as they pull them out.
Submitted by: KLIK, Jefferson City, Mo.

Hillbilly Hit Parade

Top hillbilly tunes daily, Monday through Saturday, by early bird, Lee Wilder. Show has additional personality item by Wilder. Show sold on participating basis.
Availability: E. T.
Running Time: 60 minutes.
Produced by: Lee Wilder.
Submitted by: WMJK, Middlesboro, Ky.

Hillbilly Roundup

Program will go live from 8:30 to 9:30 p.m. each Saturday. It will be a full hour of Western and Hillbilly recordings, with a hillbilly deejay running the show. There will be news for the rural area, tips, etc. The show will be sold by segments or with participating spots. Where it's possible, recorded interviews with farm people will be used.
Availability: E. T.
Running Time: 60 minutes.

Cost: On a 26 week contract, total cost: \$51.30.

Submitted by: WBAT, Marion, Ind.

Jonesy

Hillbilly records and commentary—mostly folk tunes and western swing type music.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: Sold as 1 min. participations only for \$7.50

Audition Facilities: Transcription.
Submitted by: WILM, Wilmington, Del.

May Hawks Show

"That gal and her guitar," with a 15-minute show of hill billy and popular song favorites—a natural-born entertainer with a world of personality, whose air broadcasts are supplemented by a heavy schedule of personal appearances as a single act. Currently on the air twice weekly.

Availability: Live Talent.
Running Time: 15 minutes.
Number Available: 52 weeks, 2 times weekly.
Audition Facilities: Transcription.
Produced by: WJR.
Submitted by: WJR, Detroit 2, Mich.

Morris Taylor & Sierra Melody Gang

Personality Western-hillbilly show, featuring singing and D. J. star Morris Taylor and his Sierra Melody Gang. Monday thru Friday 6:15 p.m. after local news, Saturday from 3-5 p.m. Same show heard and viewed on KHSL-TV (Channel 12 in Chico).
Availability: Live Talent.

Running Time: 30 minutes and 45 minutes.

Cost: On participating basis. \$5.10 per announcement plus \$.50 for Talent.

Number Available: 5 times per week.

Audition Facilities: Transcription.
Produced by: Morris Taylor.
Submitted by: KMOR, Oroville, Calif.

The Old Country Store

Variety, Hillbilly type featuring recorded or live music, market reports, etc. with a visit from Cousin Elmoe with his wit and humor and thought for the day.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Spots at \$2.00, fifteen minute segment for \$8.25 down.
Number Available: Any number
Audition Facilities: Transcription.
Produced by: Gid S. Pool.
Submitted by: WPKY, P. O. Box 478, Princeton, Ky.

Pappy's Birthday Party

Opens 5:30 Monday through Saturday a.m. Drawing of lucky age every Friday and winner gets prize.
Running Time: 30 minutes.
Audition Facilities: Live Talent and Transcription.
Produced by: H. F. Dunnavant.
Submitted by: WJMW, Athens, Ala.

Pappy Cheshire's Ranch Roundup

Andy Parker and The Plainsmen, along with Ginny Jackson and Wally Imes, supply the bulk of the songs and harmony. The laughs are provided by "Hank" Penny, and "Pappy" Cheshire presides over the fun and music with his ever-present chuckle and well-turned gem of philosophy.

Cost: On request.
Submitted by: Cheshire & Assoc., 6533 Hollywood Blvd., Hollywood, Calif.

Pappy Smith and His Hired Hands

Western and hill billy music at its bounciest best plus homespun humor with a touch of down-to-earth philosophy, featuring pappy, the hired hands and the inimitable Pat Barnes.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$6 per show.
Number Available: 39.
Audition Facilities: Transcription.
Produced by: SESAC Transcribed Library.
Submitted by: SESAC Transcribed Library, 475 Fifth Ave., New York.

Piedmont Hoedown

Featured Hill Billy music program. Program specializes in the top favorite selections recorded by the leading recording artists, as well as local recording stars. Keeping the music on the "smaltz" side beams the show for the large noon-day, 12:30-1:00 p.m., Piedmont Carolinas city and farm audience. The show is presented in a personalized style.

Availability: Live Talent.
Running Time: 30 minutes.

KOWL...

is the only 10,000 watt radio station in Southern California beaming directly to the Negro, Spanish and Mexican-American markets with top personalities who earn "special" loyalty from their listeners.

KOWL's

"Specialized" Personalities:

Joe Adams — top Negro DJ
Louise Beavers — variety & music

Chester Washington — Negro news

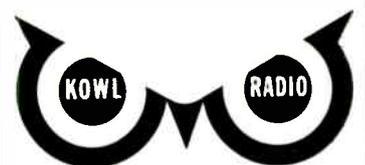
"Chico" — Latin DJ (English speaking)

Elena Salinas — Spanish variety & music

Senor Orozco — Spanish news

For details call or write

Radio Station KOWL



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STUDIOS— Pico at the Ocean.. Santa Monica

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TRANSCRIBED SHOWS AVAILABLE

QUALITY PROGRAMS AT
REASONABLE RATES

EST. 1929
C. P. MacGregor

729 S. WESTERN

HOLLYWOOD

DUNKIRK 4-4191

HILL BILLY

Cost: On request.
 Number Available: 52 weeks, Monday through Saturday.
 Audition Facilities: Tape.
 Produced by: Intercity Advertising Company by John McKeel.
 Submitted by: WAYS, Charlotte, N. C.

The Red Foley Show

Country music at its best—newest series on the market—starring America's favorite "country gentleman," Red Foley, biggest selling hillbilly recording artist. Top "name" guests appear on every program.
 Availability: E. T.
 Running Time: 15 minutes.
 Number Available: 260.
 Audition Facilities: Transcription.
 Produced by: RadiOzark.
 Submitted by: RadiOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

Roundup Time

Program has a gal disc-jockey known as "Cactus Jane." She features a record for the kiddies, a serious record in the religious vein, a hoe-down caller selected by mail, plus the top western tunes.

Availability: Live Talent.
 Running Time: 60 minutes weekdays, 90 minutes Saturday.
 Cost: Sold in 5 minute segments for \$25.00 per week.
 Number Available: Monday thru Friday for 26 weeks.
 Audition Facilities: Transcription.
 Produced by: Cathy Briese.
 Submitted by: WAZL, Hazleton, Pa.

Roundup Time

Prospecting for a gold mine in the West? This is it . . . genial, informal Western banter plus all the top Western artists on record.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Audition Facilities: Transcription.
 Produced by: Mac C. Matheson.
 Submitted by: KTUC, Tucson, Ariz.

Rustic Room

Jim Hardie "That Party Hardy" brings to the Ozark audience a truly different Hill Billy disc show. A well educated, silver tongued veteran Jim puts a new twist to country and western music.
 Availability: Live Talent.
 Running Time: 120 minutes.
 Cost: Rate card, no talent.

Audition Facilities: TAPE.
 Submitted by: KLIK, Jefferson City, Mo.

Saddle Rockin' Rhythm

Western music, as styled by top professionals — Shorty Thompson and his Ranch Hands, heard on NBC, Mutual and ABC.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: As low as \$1.00 per episode.
 Number Available: 156.
 Audition Facilities: Transcription.
 Produced by: RadiOzark.
 Submitted by: RadiOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

Western Jamboree

Frankie Sievers is MC of this popular mail-request Western and Hill-Billy show which runs from 4:30 to 5:55 P.M. Monday through Saturday. Arnold Parker, Dickie Daniels and Al Urban available as singles (vocalists) The Cavaliers (Western Band) available as a group.
 Availability: Live Talent or E. T.
 Running Time: 90 minutes.
 Cost: Announcements and E. T. card-rate.

Number Available: 6 days a week.
 Audition Facilities: Transcription or Live Talent.
 Produced by: Frankie Sievers.
 Submitted by: KCTI, Gonzales, Tex.

WFAA Shindig

Live country music and hill billy show originating from Fair Park Band Shell. Features WFAA hill billy staff artists plus guest artists.
 Availability: Live Talent.
 Running Time: Four and one-half hours.
 Number Available: On request.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Dan Valentine.
 Submitted by: WFAA, Dallas, Tex.

Woody Webb and His Dixie Ramblers

A program of country and western music by an original group who feature many selections they have written themselves.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WMPA, Aberdeen, Miss.

1954

FOREIGN LANGUAGE

1955

Echos Coloniales (Colonial Echoes)

Spanish language program, 3:30-4:30 p.m., Monday through Saturday. On the air 7 years.
 Availability: Live Talent and E. T.
 Running Time: 60 minutes.
 Cost: Card rate.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Senor Cosme Molina.
 Submitted by: KCTI, Gonzales, Tex.

El Dios Maltrecho

A real Latin soap-opera starring Arturo De Cordova. The story concerns the trials, tribulations and love-life of a doctor.
 Availability: E. T.
 Cost: On request.
 Number Available: 150 episodes.
 Audition Facilities: Transcription.
 Produced by: Fremantle Radio Y Television, S. A.—Mexico, D. F.
 Submitted by: Fremantle Overseas Radio & TV, Inc., 366 Madison Ave., N. Y. 17, N. Y.

Fiesta en Tampa

The time on air has been increased to daily 9:15-12 noon, Sun. 9:45-11:15 a.m. Tampa's Spanish audience estimated fifty to sixty thousand who either speak or understand Spanish. Programs live Sundays. Week days Spanish records.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: See Rate Card.
 Audition Facilities: Transcription.
 Produced by: Ruben Fabelo.
 Submitted by: WALT, Tampa, Fla.

5714

5714 is the title, taken from the Hebrew calendar year, of a variety show containing the elements of an Anglo-Jewish newspaper of the air featuring news, music by Jewish composers, authors, artists or directors with commentary on the events of the day by Bernard Gar-

ber, world traveler.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$60 per spot (6 days).
 Number Available: 6 per week.
 Audition Facilities: Transcription.
 Produced by: Harry Goodman.
 Submitted by: WVOM, Boston 15, Mass.

Italian Voice of Massachusetts

A five hour a day—7 day a week Italian variety program featuring news, music, opera, comedy, women's program featuring fashions and cooking, sports, drama and daily soap operas directed by Biagio Farese.
 Availability: Live Talent.
 Running Time: 5 hours.
 Cost: Spots \$60 per week (6 days).
 Sunday: \$10—five minutes.
 Audition Facilities: Transcription.
 Produced by: H. C. Rossi.
 Submitted by: WVOM, Boston.

Jewish Family Hour

Arnold Jaffe, a veteran of 25 years in New York radio, conducts a daily ninety minute program of news, music, interviews, and quizzes, directed to the Jewish-American housewives in the Greater New York area.
 Availability: Live Talent.
 Running Time: 90 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Produced by: Arnold Jaffe.
 Submitted by: WLIB, New York.

Joe Perry Portuguese Program

Thirty minutes of news, music, and announcements of local area activities in Portuguese colonies.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$18 each.
 Number Available: 5 weekly.
 Audition Facilities: Live Talent.
 Produced by: Joseph Perry.

Submitted by: KAFP, Petaluma, Calif.

Las Aventuras de Superman

The famous adventures of Superman (Clark Kent) and Lois Lane for the Spanish speaking audience.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: 260.
 Audition Facilities: Transcription.
 Produced by: Arte Radiofonico de Mexico, Mexico, D. F.
 Submitted by: Fremantle Overseas Radio & Television, Inc., 366 Madison Ave., N. Y. 17, N. Y.

Los Perseguidos

A suspense series starring Arturo De Cordova, Latin America's greatest dramatic star.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Number Available: 26.
 Audition Facilities: Transcription.
 Produced by: Fremantle Radio Y Television, S. A.—Mexico, D. F.
 Submitted by: Fremantle Overseas Radio & Television, Inc., 366 Madison Ave., N. Y. 17, N. Y.

Music of Many Lands

A program featuring the music of the near East; Arabic, Greek, Armenian, Syrian, Lebanese, Albanian, Turkish, with all announcements done in English if desired.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: Spots, \$60 per week (6 days).
 Number Available: 6 a week.
 Audition Facilities: Transcription.
 Produced by: "Paraskeve".
 Submitted by: WVOM, Boston 15, Mass.

Revista Del Mediodia

New York City's only all-Puerto Rican Spanish language show. Produced and broadcast by outstanding

former radio broadcasters from San Juan. Orlando Parga presents the local news and music of interest to the 750,000 Spanish-speaking natives of Puerto Rico now residing in New York City.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Produced by: Orlando Parga.
 Submitted by: WLIB, New York 16, N. Y.

The Spanish Hour

Elena Salinas, most beloved Spanish language personality in Southern California, presents variety and music to a most loyal buying audience.
 Availability: Live Talent.
 Running Time: 2-1 hrs. per day.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: KOWL, Santa Monica, Calif.

Voice of Free Poland

Michael and Natalie Kecki broadcast a daily (6 days) program of music, news, and community events to the more than 600,000 Polish speaking residents of Greater New York.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: WLIB, New York.

Voice of Mexico

Spanish language and music. The only program in the Kansas City area appealing directly to nearly 25,000 Spanish speaking people.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Number Available: Two per week, Saturday and Sunday.
 Audition Facilities: Transcription.
 Produced by: Don Angel.
 Submitted by: KIMO, Independence, Mo.

After Hours

"After Hours" rides from 2 a.m. to 6 a.m. nightly, all thru the night. First 2 hours are co-emceed by Steve Allison and Bob London, and is geared to show-business guests and near greats, playing to live audience of 150-250 nightly. Latter 2 hours are Bob London's disc-jockeying, and vocalizing to the sweet songs of romance. Running Time: 4 hours. Cost: On request. Audition Facilities: Transcription. Produced by: WPEN. Submitted by: WPEN, Philadelphia 3, Pa.

At Owen's Pool Party

Aired to large audience, this program is done in bathing suits from poolside of swank boardwalk hotel, spins disks, interviews celebrities, describes poolside fashion shows, water shows, and all types of summer vacation activities. Thousands of snapshots carried away by vacationers. Running Time: 3 and one-half hrs. Cost: Standard rate and data rates apply. Number Available: 7 days weekly, July 1, to Labor Day. Produced by: WMID. Submitted by: WMID, Atlantic City, N. J.

Ann Colone Show

Popular gal disc jockey. Informal, friendly. Interviews with local, state and national figures. Children's corner. Also incorporates news about local and area events. Good music is pulled. Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Number Available: 52 weeks, 5 times weekly. Audition Facilities: Transcription. Produced by: WGL. Submitted by: WGL, Ft. Wayne, Indiana.

The Big Preview

Two hour record show featuring Fred Robbins as master of ceremonies previewing new and forthcoming record releases and hosting three guest disc jockeys from various parts of the country. Availability: Live with records. Running Time: 120 minutes. Cost: On request. Number Available: On request. Audition Facilities: Transcription. Produced by: Parker Gibbs. Submitted by: National Broadcasting Co., New York, N. Y.

The Bill Lowery Show

"The Bill Lowery Show" features dynamic Bill Lowery in a morning participation program which is a natural audience-builder. The program is from 7:45-9:00 a.m. Monday thru Friday. It features recorded and transcribed popular music, but in addition, it offers a series of contest and gimmicks designed to glue homemakers to the radio. In addition to all this, the program features celebrity interviews, along with a report of time and weather for the listening audience. Running Time: 75 minutes. Number Available: Monday thru Friday. Submitted by: WGST, Atlanta, Ga.

Bill Shela Show

Mondays through Saturdays, KOL airs the Bill Shela Show, high noon to six o'clock. Shela gives personality pull to live commercials; plays no be-bop, western, nor super-heated jazz but only good, melodic music with a definite "beat" for home and car radio listeners. Availability: Live Talent. Running Time: Six hours. Cost: At published participation rates, no premium. Number Available: quarter-hour segments, minute and half-minute participations. Produced by: KOL. Submitted by: KOL, Seattle 4, Washington.

Bill Wright Show

Late afternoon record show of selected easy-to-listen-to music designed to "lift" tired business people as well as the tired housewife. Bill Wright spins the records and relaxes listeners with a minimum of comment—opening and closing the show with a catchy theme record prepared for him in Hollywood. Availability: Live Talent. Running Time: 30 minutes. Cost: Station time plus \$5.00 per fifteen minute segment production. Number Available: 52 weeks, 5 times weekly. Audition Facilities: Transcription. Produced by: WSFA. Submitted by: WSFA, Montgomery, Ala.

Blossom Seeley and Benny Fields

Two luminaries of the American theater now spin the latest records and tell of their many colorful experiences in show business. They have two shows daily, Monday through Saturday. Their morning program is aired from 11:00 A.M. to 12 Noon and their evening show is broadcast from 7:00 to 8:00 P.M. "Mr. and Mrs. Show Business," as they are known, have won critical acclaim for their work. Ben Gross, the Daily News critic, has said: "Theirs is a combination of drama, humor and heartwarming sentiment. By all means, tune them in." Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Audition Facilities: Live Talent. Produced by: WMGM. Submitted by: WMGM, 711 Fifth Ave., New York 22, N. Y.

Bob Maxwell Show

Detroit's favorite get-up-guy offers a pleasing two hours of appealing popular music for the "Fraternity of Early Risers"—four million strong in the WWJ market. And, on the Maxwell Show, the world's largest car audience is brought up to date on late traffic information supplied directly from the Detroit Police. Availability: Live Talent. Running Time: 2½ hours. Cost: On request. Number Available: 5 a week. Audition Facilities: Transcription. Produced by: Program Dept. Submitted by: WWJ, Detroit 31, Mich.

Bob Scott—The Tenor (Who Sings with the Records)

Bob Scott, a gifted performer with fine tenor voice and the knack for delivering a sincere sales message, plays recorded showtunes and pop concert music. Once during each quarter-hour Bob sings with a recording of the voice of a famous soprano to make a duet of a favorite love song. Availability: Live Talent. Running Time: 30 minutes. Cost: Rates available on request. Number Available: Unlimited. Produced by: KPOL. Submitted by: KPOL, Los Angeles 5, Calif.

Bruce Mayer Show

For a hectic generation that yearns for a return to "the good old days" Mayer reminisces with music that dates as far back as the turn of the century. From 11:15 until midnight, Mayer talks about life "as it used to be"—commenting on old stories from the Detroit News. Availability: E. T. Running Time: 45 minutes. Cost: On request. Number Available: 5 a week. Audition Facilities: Transcription. Submitted by: WWJ, Detroit, Mich.

The Bud Brees Shows

A former star singer with name bands, Bud Brees now rides herd over 3 programs daily over WPEN—at 10:15 a.m., 12:15 p.m. and 8:05 p.m. Brees brings to the WPEN microphone a broad showmanship that has made each of his shows very listenable. Availability: Live Talent. Cost: On request. Audition Facilities: Transcription and Live Talent. Produced by: WPEN. Submitted by: WPEN, Philadelphia 3, Pa.

Caravan of Music

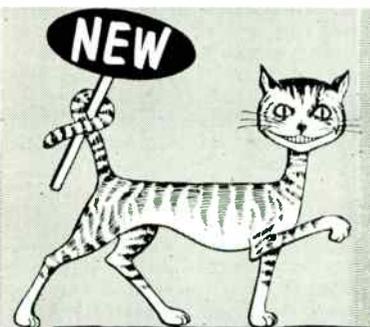
WFIL disc jockey Dick Clark picks the pleasant tunes from the record library to provide four hours of top music each weekday afternoon. Special features designed for the homemaker adds an easy and informal approach for the afternoon radio fan. Running Time: 4 hours. Cost: See Standard Rate and Data. Audition Facilities: Live Talent and Records. Produced by: WFIL. Submitted by: WFIL, Philadelphia 39, Pa.

Carlton Comes Calling

Late-night recorded music, with network news at 11 and 12-midnight. Personality MC-work by Bob Carlton, feature WMBD announcer. Availability: E. T. Running Time: 2 hours. Audition Facilities: Transcription. Produced by: WMBD. Submitted by: WMBD, Inc., Peoria, Ill.

Chico

The most listened to Mexican-American deejay in Los Angeles, presenting "musica con sabor latino" for the fast growing English



STAND BY...for Crime! brings Glen Langan back to the "mike" for another 26 exciting half-hours (52 in all) as "Chuck" Morgan, fearless newscaster of Station KOP. Series A won huge following on WBBM, Chicago; WCAU, Philadelphia; KLZ, Denver; KALL, Salt Lake City; WTOP, Washington, and in dozens of smaller markets.



REPORT on Flying Saucers!—The first and only series devoted to a thrilling series of eye-witness reports on this amazing phenomena. Scientific evidence presented in clearly understood fashion by alert observers from all sections. Interviews conducted by Guy Runnion; editorial supervision by Robt. Newman. First 13 episodes available soon. (¼-hour e.t.)



SWAP With the Stars—in which Marilyn Lewis chats with Hollywood's brightest personalities—about records and recipes. Learn what "Bing" does to glamorize French toast; why Eddie Cantor's Ida puts chopped meat at the top of her list; and how "Mr. and Mrs. North" cross the eye of a "one-eyed Egyptian". Here's a daytime ¼-hour series (5 per week) that combines best features of the disc jockey and the dish-jockey.

For auditions, more data and price—write, wire or 'phone:

CHESHIRE and ASSOCIATES



6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 9-4580

speaking Latin-American market of the metropolitan Los Angeles area. A participation show. Availability: Live Talent. Running Time: 3 hrs. per day. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Submitted by: KOWL, Santa Monica, Calif.

Club 99

Club 99 invites, cultivates, coddles, but never dulls listening habits. Show is designed for pop music circulation in late afternoon. Unusual twist is hillbilly disc jockey, Uncle Tom More. Show's only object is to give listeners the music they want to hear.

Availability: E. T.
Running Time: 85 minutes.
Cost: On request—announcements only.

Number Available: Daily Monday through Friday.

Audition Facilities: Transcription. Produced by: Tom More. Submitted by: WNOX, Knoxville, Tenn.

Clubtime

Clubtime stems from the successful Bob McLaughlin's Clubtime Show heard the past 8 years over KLAC in Hollywood in which he used "Voice Tracks" of the recording stars. Clubtime now being syndicated nationally is being leased to stations and they in turn utilize their local disc jockey or staff announcer to perform the show.

Availability: E. T.
Running Time: 60 minutes to 4 hrs.
Cost: On request.
Number Available: 52 weeks, 7 times weekly.

Audition Facilities: Transcription. Produced by: Bob McLaughlin, Clubtime Productions, Inc. Submitted by: Clubtime Productions, Inc., Beverly Hills, Calif.

Concert Hall Favorites

A Sunday morning good music program consisting of well-known pop concert music. All recordings used are finest quality LPs. Scheduled at a time when most stations in this area broadcast church services.

Availability: E. T.
Running Time: 105 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Transcription. Produced by: Joe Pierce. Submitted by: WFAA, Dallas, Tex.

Dancing Party

Telephone request show — disc jockeyed by Bob Wolfenden. Available May through August each year . . . averages over 350 attempted calls in requests each show by telephone company checks.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request—spots or 15 min. segments.
Number Available: 100 shows each season.

Audition Facilities: Transcription. Produced by: Bob Wolfenden. Submitted by: WMEV, Marion, Va.

Dawn Patrol

Philadelphia's famous all night show—7 days a week, with Joe

McCauley at the helm. Joe has become one of the top all-night deejays in the country, with many national magazine spreads. The Dawn Patrol covers 30 states during the morning hours. Cost: On request. Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

The Daybreaker

Harry Birrell, popular DeeJay-Program Director of WSTV, Steubenville, Ohio, breaks the day with the standard "bell-ringers"—time, weather, temperature, and good music. "Beep phone chats" with Police, Fire, Highway Patrol and weather bureau are featured. It's a Monday through Saturday offering.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: 52 weeks—6 times weekly.
Produced by: Harry Birrell. Submitted by: WSTV, Inc., Steubenville, O.

The Daydreamer

Soft, smooth record music combined with poetry, directed to the housewife. Show is announced as coming from "The Bachelor's Quarters" with soft voiced jockey crooning commercials and smooth talk.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: Daily, Monday through Friday.

Audition Facilities: Live Talent. Produced by: Ralph Krueger. Submitted by: WJLL, Niagara Falls, N. Y.

Dial "M" for Music

A cash award is given to listener who calls studio with correct answer to mystery tune which is played backwards. Five minute newscasts on the hour and half hour. Cash award builds from day to day if mystery tune is not answered.

Running Time: 120 minutes.
Cost: Rate card.
Number Available: Five per week.
Produced by: Harris Owen. Submitted by: KLRA, Little Rock, Ark.

Disc Jockey Jump

Thirty minutes of blues, rhythms, Negro spirituals. Requests by cards and letters. Air time 10:00 to 10:30 a.m. Running Time: 30 minutes. Cost: 7.50 per.

Number Available: Six days, Monday through Saturday.
Audition Facilities: Transcription. Produced by: Bill Mitchell. Submitted by: WJMW, Athens, Ala.

Disc Jockey U. S. A.

A program featuring the top recorded music as reported at deadline to this program by leading disc jockeys in various sections of the country. The program is conducted by John Wrisley, recognized by leading trade papers and music magazines as one of thirty top disc jockeys in America.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: \$60.00 per program (subject

regular frequency discounts), complete, including station time, talent and production. Number Available: Once weekly. Audition Facilities: Transcription. Produced by: WSAV Program Department. Submitted by: WSAV, Savannah, Ga.

Dusting Time

Consists of music, news, household hints and is mainly for the housewife. D. J. is Lennie Cane. Running Time: 30 minutes. Number Available: At present—3. Produced by: Lennie Cane. Submitted by: WENT, Gloversville, N. Y.

Early Bird

The "Early Bird" is WGEM's popular Bill Wagman playing popular music for early morning listening and contributing, as he goes along, with observations about the weather. Bill's slow 'n easy manner is restful to early morning listeners.

Running Time: 30 minutes.
Cost: Participation only—\$8.00 ea.
Number Available: Continuous.
Audition Facilities: Live Talent. Submitted by: WGEM, Quincy, Ill.

Early Risers Club

Features Jack Denton, well-known MC and gag writer of wide experience turned Disc Jockey. Bright morning music coupled with happy-go-lucky, mirth-provoking humor make the Early Risers Club the spot on the Milwaukee radio dial for news, weather, early farm reports, flight forecasts, good music and a bright, good start for the day.

Availability: Live Talent.
Running Time: 2 hrs., 45 min.
Cost: Participating announcements or sponsorship in part. Available on request.

Number Available: Six days per week, 52 weeks.
Audition Facilities: Transcription. Produced by: Jack Denton. Submitted by: WISN, Milwaukee, Wis.

Fearless Follies

"Fearless Follies" is a zany disc jockey program integrating participations in a breezy and delightfully humorous style. The unique use of sound effects and novel introductions to the recorded music add to its listenability. Fearless Follies is a participating feature.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Live Talent. Produced by: KHJ. Submitted by: KHJ, Los Angeles, Calif.

1450 Club

Dave Walshak and Barbara Hausler broadcast music, chit-chat, weather, sports results, local news from 7:30 to 9:00 a.m. Monday through Saturday.

Availability: Live Talent and E. T.
Running Time: 90 minutes.
Cost: Card rate.
Audition Facilities: Transcription and Live Talent. Produced by: Dave Walshak. Submitted by: KCTI, Gonzales, Tex.

The Fred Bennett Show

At 7:05 nightly, on comes Fred Bennett to regale his thousands of fans with pop music, and with one of the most delicious senses of humor this side of the Pacific. Fred's droll, witty and gay—his series a bright spot on the WPEN roster.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription and Live Talent. Produced by: WPEN, Philadelphia, Pa.

The Fred White Shows

Superior California's funniest DJ with a two and a half hours eye-opener in the AM and a two hour house-wife appeal segment in the matinee. Alarm Clock Club only uninterrupted music show in Sacramento metropolitan area. (6:30 to 9:00 a.m. and 2:05 to 4:00 p.m., Monday through Friday.)

Availability: Live Talent and E. T.
Running Time: 2½ hours a.m.; 2 hours p.m.
Cost: Minute participations only. As low as \$5.60.
Number Available: 260.

Audition Facilities: Transcription. Produced by: KGMS. Submitted by: KGMS, Sacramento, Calif.

Gagbusters

Jerry Williams and Harry Smith—comedy Deejays—were recently increased from one to two hours. Skits, off-beat interviews—a fresh humor, perfect for afternoon listening.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: 2 hours a day—five days a week.

Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

Glen Hurlburt Show

Glen Hurlburt's talented piano, songs and gentle humor, nicely balanced with recorded music, makes one of the friendliest, smoothest shows on the air. The general tone of the show is warm and quiet. Glen plays, sings, talks, like nobody else. He is immediately your radio friend.

Availability: Live Talent and E. T.
Running Time: 120 minutes.
Cost: On request.
Number Available: Limitless.

Audition Facilities: Transcription and Live Talent. Produced by: KSFO. Submitted by: KSFO, San Francisco, Calif.

Heading Home

Bob Menefee conducts two hours of music and information for the worker driving home. News, road conditions, traffic jams, car safety, weather, sports, comedy-variety not only for the Heading Home driver but also for the homemaker preparing the evening meal.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: 5 times a week.
Audition Facilities: Transcription. Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

The Hitchhiker

In a show designed especially for motorist on his way home from work, but not to the exclusion of the at-home listener, Alan Newcomb, as "The Hitchhiker," provides music and informal chatter about driving safely, automobile trends, travel tips and motoring in general for the listener. Delivered in friendly style.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: Live show, five times weekly.
Audition Facilities: Transcription.
Produced by: WBT.
Submitted by: WBT, Charlotte, N. C.

The Hound Dog—On the Avenue

Disc jockey show with rhythm and blues music, and all chatter and commercials on the show done in jive talk. Show spotlights pre-released records—all labels. Frequently done directly from a Buffalo bandstand, prior to the beginning of the show.

Availability: Live Talent.
Running Time: 135 minutes.
Cost: On request.
Number Available: Daily.
Audition Facilities: Live Talent.
Produced by: George Lorenz.
Submitted by: WJLL, Niagara Falls N. Y.

House of Jive

George Woods voted top Negro disc jockey in poll of Color Magazine. Young, alive, vivacious program appeal to teen-agers as well as adults. Local interest is commanded because of disc jockey's various local appearances in schools, churches, etc. Top hit tunes, spirituals, rhythm and blues and sports results are the format for Philly's top Negro program.

Availability: Live Talent and E. T.
Running Time: Two hours.
Cost: On request.
Number Available: 52 weeks, 6 times weekly.
Audition Facilities: Transcription and Live Talent.
Produced by: Charley O'Donnell.
Submitted by: WHAT, Philadelphia 2, Pa.

House of Music

Three hour Sunday afternoon DJ show featuring the station's six top personalities in half-hour segments covering new, old, show, pops, lush, and jazz records. Five minutes of news every hour plus periodic weather, driving conditions, and ball scores round out this top rated music news session.

Availability: E. T.
Running Time: 3 hours.
Cost: On request from Bridgeport Broadcasting Company.
Audition Facilities: Transcription.
Produced by: Bob Crane.
Submitted by: WICC, Bridgeport, Conn.

House That Jack Built

Hal Jackson, conductor of the "House That Jack Built" is one of radio's best known deejays. He has conducted this highly successful program of bop, jazz, rhythm and blues records in Washington, D. C.,

Philadelphia, Pa., and Baltimore, Md. before coming to New York and WLIB. He has a wide following among the younger set in Harlem.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Produced by: Hal Jackson.
Submitted by: WLIB, New York 16, N. Y.

Housewife Request

1:00-2:00 p.m. Two 25-minute segments with 5 minute news at 1:00 and 1:30. Consists of senior disc jockey with strictly feminine appeal, popular music, chatter, short human interest stories, time, weather, etc. High mail pull shows impact of 25,000 Portsmouth Area atomic plant workers, wives. Other segments sold out as spottime.

Running Time: 25 minutes.
Cost: \$159.00 five day week.
Audition Facilities: Transcription.
Submitted by: WPAY, Portsmouth, Ohio.

Invitation to Music

An outstanding DJ show featuring the top ten hits along with hits of yesterday, 5 minute newscasts and weather reports. Scheduled at a time when most stations in this area broadcast church services.

Availability: E. T.
Running Time: 120 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Transcription.
Produced by: Joe Pierce and Clarence Bruyere.
Submitted by: WFAA, Dallas, Tex.

It's in the Book

Sensational morning DJ show gives the listener everything in the book, capsule news, weather report, sport scores, local bulletins, wake-up music, soothing records, and late popular numbers, plus five minute news period every half hour.

Availability: Live Talent.
Running Time: 2 hours, 15 min.
Cost: Published earned rates—½ and minute commercials accepted throughout program.
Number Available: Mon. through Sat.
Produced by: Bob Wolken.
Submitted by: W GPA, Bethlehem, Pa.

The Jack Wagner Show

One of Los Angeles' best known and best liked disc jockeys—guest and pre-release records—a fun show.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: KHJ, Hollywood 28, Calif.

Jamboree

This program is directed at the housewife and as part of WJMJ's merchandising plans offers the advertiser direct sales promotion with more than 500 retail grocers in the Greater Philadelphia area.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on request.

Number Available: Six days per week.

Audition Facilities: Live Talent.
Produced by: WJMJ.
Submitted by: WJMJ, Philadelphia 3, Pa.

Jamralaya!

Starting at 9:00 p.m., 6 hours of correlated programs with an inter-racial disc jockey lineup remote from Harlem's Palm Cafe. Fostering faithful tune-in is "Musical Money Numbers." (Programming is interrupted at surprise intervals. Five or more listeners' record requests nightly turn out to be worth money as well as music.)

Running Time: 6 hours.
Cost: On request.
Number Available: Participating.
Audition Facilities: Transcription and Live Talent.
Produced by: WOV.
Submitted by: WOV, New York 19, N. Y.

Jim and Jeanne

Jeanne Alexander and Jim Patterson, two WBT on-the-air personalities, combine music and chatter about weather, vacation tips, fashions, news and people in the news in a show designed for Saturday morning listeners. Show also features taped interviews and special events gathered through the week.

Availability: Live Talent.
Running Time: 75 minutes.
Cost: On request.
Number Available: Live show prepared weekly for specific week; once weekly.
Audition Facilities: Transcription.
Produced by: WBT.
Submitted by: WBT, Charlotte, N. C.

Jim Deland Show

In the WWJ market of four million, Jim Deland, like the 5 o'clock whistle is heard at the end of each workday. Jim plays the current and popular—bridging his records with piano and personality. Entertainment, Deland style, is a balanced combination of popular music, humor, scores and traffic information.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: 5 a week.
Audition Facilities: Transcription.
Produced by: Program Dept.
Submitted by: WWJ, Detroit 31, Mich.

Joe Adams Show

Highly rated Negro disc jockey show. Pulse rates this one a must with 4½ hrs. per day, Monday through Saturday. Now in 7th year in Los Angeles area.

Availability: Live Talent.
Running Time: Four-and-a-half hours.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KOWL, Santa Monica, Calif.

The John Allen Show

A breezy pop music DJ program handled by John Allen, popular WFAA personality and MC, John

Allen. Beamed to the feminine audience.

Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Audition Facilities: Transcription.
Produced by: John Allen.
Submitted by: WFAA, Dallas, Tex.

Johnny Forrest Show

Mondays through Saturdays, "Johnny Forrest Show" wakes-up Seattle at home and rides in car-radios from 7:05 to 9:00 a.m. Music in faster tempo is played from records, while Forrest intersperses his popular Rhythming Time Jingles on news stories of the day. Informal, John uses his piano to commercial advantage to spice-up commercials.

Availability: Live Talent.
Running Time: 2 hours.
Cost: Published spot participation rate, specified, applies.
Number Available: Six shows per week.
Audition Facilities: Transcription and Live Talent.
Produced by: KOL.
Submitted by: KOL, Seattle 4, Wash.

Join Gentleman Jim

A two hour variety disc jockey show, broken into half hour segments. Includes two newscasts and a weather forecast from the weather bureau.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 weeks, 5 times weekly.
Audition Facilities: Live Talent.
Produced by: Jim MacGovern.
Submitted by: WMMW, Meriden, Conn.

Jonny G Show

Easy-going morning series, sparked by novelty, standard and pop tunes, plus friendly conversational notes on items of topical news about the state. Interviews with interesting people and APB's regarding lost and found pets. Inspirational, too, with daily prayer and meditation period, plus "Hymn of the Day." News, weather.

Availability: Live Talent.
Running Time: 150 minutes.
Cost: Details upon request.
Audition Facilities: Transcription and Live Talent.
Produced by: Jonny Griswold.
Submitted by: KOB, Albuquerque, N. M.

Kiddie Record Time

All top kiddie records are featured on the show with a guest child disc-jockey every week, chosen by mail response. The child gives his views on his favorite records. On the program is a member of the local library who tells about kiddie books at the library.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$35.00 each.
Number Available: 26.
Audition Facilities: Transcription.
Produced by: Bill Graham.
Submitted by: WAZL, Hazleton, Pa.

King's Stardust Time

Theme of this DJ show is "The Music America Loves Best." The show is a departure from the typical DJ show. It is divided into many categories. The top hits of the day are featured first. Then follows the hits of the past. Then brand new tunes are featured. This is followed by a "Tune Detective" gimmick and cases of stolen melodies. A quarter hour of danceable melodies is next. The last half hour of the show features listenable, enjoyable, and relaxing music. Availability: Live Talent and E. T. Running Time: 2½ hours. Cost: Participating at Card Rate. Audition Facilities: Transcription. Produced by: Russ Norman. Submitted by: K I N G, Seattle, Wash.

KLIK Clock

Includes time, temperature, weather and news as only zany "Gabby" Rector can present them. A line of chatter, extemporaneous interviews, telephone "beeper" conversations, combine to make the Klik Clock top listener buy. Except at specific request of sponsor, all commercials ad lib. Availability: Live Talent. Running Time: 90 minutes. Cost: Rate card participation spots. No talent. Audition Facilities: Tape. Submitted by: K L I K, Jefferson City, Mo.

The Larry Brown Show

L.B., they all call him—Larry Brown, a disc jockey par excellence. Larry's music knowledge coupled with his crispy delivery of refreshing patter have made him a favorite of Philadelphia radio fans from 9:05 to 10:00 p.m. nightly. Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Audition Facilities: Transcription and Live Talent. Produced by: WPEN. Submitted by: WPEN, Philadelphia 3, Pa.

Larry Finley Time

"Larry Finley Time" is composed of two separate and different shows, both on the same day. The afternoon show, 3 hours, is disc jockey in type, and features the top musical favorites of the day. The night show is a star-interview- and music-type. Larry Finley is the friend of the motion pix stars and of show people generally. He airs this show from his restaurant on the Sunset Strip which has become that rendezvous of the stars. Availability: Live Talent. Running Time: 2 and three quarter hours and 6 hours. Cost: On request. Audition Facilities: Transcription and Live Talent. Submitted by: KFWB, Hollywood, Calif.

Late Date

"Late Date" is beamed to the campus crowd of the University of Idaho and Washington State College. Each night, the show is dedicated to a specific living organization. The house picks the records, makes the dedications, and has

house personalities on the show. The show is broadcast frequently from the living group's house. From 11:00 p.m. to Midnight. Late date is the voice of the Campus Kids.

Availability: Live Talent and E. T. Running Time: 60 minutes. Cost: Availabilities at published rates. Audition Facilities: Transcription. Produced by: John Mix. Submitted by: KRJL, Moscow, Idaho.

Library of Jazz

Contemporary jazz by University of Kansas authority. High mail pull. Availability: Live Talent. Running Time: 30 minutes. Cost: \$30.00 and talent—\$5.00 subject to discounts. Number Available: 1 weekly. Audition Facilities: Transcription. Produced by: Carlos Perry. Submitted by: KLWN, Lawrence, Kansas.

Mail Call

Utilizes releases from Army Hometown News Center concerning men and women in service from broadcast area. Pre-broadcast letters sent to wives, parents, etc., advising them of use of their husband's (and/or son's) name over the air on such-and-such a day. Show wrapped up with music "dedications." Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Produced by: WEOK. Submitted by: WEOK, Poughkeepsie, N. Y.

Make-Believe Ballroom

Al Jarvis and his original "Make-Believe Ballroom" are synonymous with disc jockey radio. He was the first and Original disc jockey in the U. S. He has helped to build big musical and recording stars thru this program. His program is noted for getting the best of the new records due to the prestige a record gets by having Al Jarvis plug it. His audiences are now in their 3rd generation and still going strong. Availability: Live Talent. Running Time: weekday—3 hours, Sunday—5 hours. Cost: On request. Audition Facilities: Transcription and Live Talent. Submitted by: KFWB, Hollywood, Calif.

The Mambo Dancing Party

"The Mambo Dancing Party" (10:05 to 11:00 p.m.) is emceed by Art Raymond, who is known as "Pancho, the Man in the Black Sombrero." Show plays nightly to live audiences of 200-300, and dancing terrace in studio is used by devotees of the Spanish-American tempo. Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Audition Facilities: Transcription. Produced by: WPEN. Submitted by: WPEN, Philadelphia 3, Pa.

Man 'Round the House— with Frank Delfino

Easy going DJ with pop records plus household hints for the ladies. 10:15 a.m. to 2:25 p.m. session has news for the housewife plus weather and driving conditions for the traveler. Club news and cooking advice round out this session keyed to background for summer listening. Availability: E. T. Running Time: Over 4 hours. Cost: Rate Card. Audition Facilities: Transcription. Produced by: Frank Delfino. Submitted by: WICC, Bridgeport, Conn.

Mark Time

D-J program by m.c. Mark Curtis... local Variety rep... 10:30 p.m.-12 Mid., Mon. thru Friday... has interviews with all top talent in area (Reno and Lake Tahoe). Availability: All commercials done by Curtis—no ETs. Running Time: 90 minutes. Cost: Participations only — \$3.00 plus station time-regular rate. Audition Facilities: Transcription. Produced by: Mark Curtis. Submitted by: KOLO, Reno, Nev.

McClanahan Again (Morning Show)

Steele McClanahan plays the latest popular records interspersed with comedy, music, local news, Texas news, national news, weather direct from weather bureau. Availability: Live Talent and E. T. Running Time: 105 minutes. Cost: As published in SRDS, no extras or talent. Submitted by: KBOR, Brownsville, Texas.

Memory Lane

Recorded music of past years played on program with fitting introductions. Brief historical sketch of year is included in program. Running Time: 15 minutes. Cost: \$40.00 per program. Number Available: 3, Monday, Wednesday, Friday 7:30 p.m. Audition Facilities: Transcription. Produced by: Don Roberts. Submitted by: WKNE, 17 Dunbar St., Keene, New Hampshire.

Morgan's Motor Matinee

Good popular recorded music, combined with the type of information essential to the homeward-bound driver, make up this program. Hal Morgan, long-time favorite Cleveland deejay, tailors this daily program to the tastes of the automobile radio listener as well as the folks at home. Availability: Live Talent. Running Time: 90 minutes. Cost: On request. Number Available: No limit. Audition Facilities: Transcription. Produced by: WGAR. Submitted by: WGAR, Cleveland, Ohio.

Musical Clock

Happy, soothing, early morning music, with weather, time, headlines, and a gimmick — 3 alarm prizes—pulls well over 100 cards per day. Easy, friendly announcing with a homey touch. It has a big housewife appeal.

Availability: Live Talent and E. T. Running Time: 1 hr. 45 min. Cost: Available at card rate for participating spots. Audition Facilities: Transcription. Produced by: WSMB. Submitted by: WSMB, New Orleans 16, La.

Musical Market Basket

Jerry Gaines friendly relaxed style of delivery has made him the housewives' delight. Format of program is relaxed, easy-going, but punch sales pitch of Jerry Gaines in an ad-lib style both delights and intrigues his audience. Top hit tunes, contests, give-aways and other audience stimulants result in a top-notch program. Availability: Live Talent and E. T. Running Time: Two hours. Number Available: 52 weeks, 6 times weekly. Audition Facilities: Transcription and Live Talent. Produced by: Jerry Gaines. Submitted by: WHAT, Philadelphia 2, Pa.

Musical Picnic

Musical Picnic is a popular disc jockey program beamed at house wives and people driving on the road. Music is picked with care to appeal to all listeners. Some new tunes and some old tunes are played. Disc Jockey, Don Roberts has been with station seven years and has a large following. 2:00-2:30 p.m., Monday-Friday. Running Time: 30 minutes. Cost: \$40.20, one time rate, per program. Number Available: 5 times weekly. Audition Facilities: Transcription. Produced by: Don Roberts. Submitted by: WKNE, 17 Dunbar St., Keene, New Hampshire.

Nickelaid

D.J. show with mail requests. Each request must be accompanied by one nickel. All proceeds each week donated to a particular charity or fund raising campaign of worth to the community. All names of donors used on air, and requests answered. Availability: Live Talent. Running Time: 60 minutes. Cost: For 52 week contract, \$45.00 per show. Number Available: 5 times weekly. Produced by: Russ Hall. Submitted by: KENT, Shreveport, La.

Night Club of the Air

The all recorded-all request "Nite Club" is a show with great audience appeal. In addition to playing the popular songs of the day, Fred Coukart also runs a little mystery tune contest awarding to winners passes to the local theaters. Music, personality, and showmanship make the show. Availability: Live Talent. Running Time: 105 minutes. Cost: On request. Number Available: 52 weeks—6 times weekly. Produced by: Fred Coukart. Submitted by: WSTV, Inc., Steubenville, Ohio.

The 950 Club

Take Joe Grady—add Ed Hurst, spice with a format that clicks

from 1:05 p.m. to 5:30 p.m. daily, and you have the successful "WPEN 950 Club." Played each afternoon to live audiences of 200-300, the "950 Club" sparks dials in the Philadelphia area. Availability: Live Talent. Running Time: 4 hours. Audition Facilities: Transcription and Live Talent. Produced by: WPEN. Submitted by: WPEN, Philadelphia 3, Pa.

One for the Road

Thirty minutes of musical entertainment and information for the homeward-bound motorist and folks at home, too. Features hubcap headlines in sports and news, street information and beep-beep game which motorists can play. Availability: Live Talent and recorded music. Running Time: 30 minutes. Cost: Base rate, plus twenty percent on base rate for agencies to news, sports or "beep beep".

Number Available: 5 min., 15-min., or spot participations. Audition Facilities: Transcription. Produced by: KANS. Submitted by: KANS, Wichita, Kansas.

P.M. Pick-up

Milwaukee's leading showcase for Milwaukee's favorite recorded music featuring the top ten records based upon authentic, written mail survey conducted each week through Milwaukee's leading record shops. P.M. Pick-up is the first place visiting moving picture and recording stars go to be interviewed and introduced to Milwaukee's entertainment-loving public. P.M. Pick-up retains CBS's number one soaper audience. Availability: Live Talent. Running Time: 2 hours. Cost: Participating announcements or sponsorship in part. Available on request.

Number Available: 5 days per week, 52 weeks. Audition Facilities: Transcription. Produced by: Freddie Vigder. Submitted by: WISN, Milwaukee, Wis.

Pennsylvania Dutch Disc Jockey

A Pennsylvania Dutch dialect DJ program with disc jockey Jim Eckert spinning the records. The music is varied, including folk tunes, polkas, hillbilly and hymns. All comment is in Penna. Dutch, including most of the commercials. Music requests and dedications are played. Availability: Live Talent. Running Time: 25 minutes. Cost: \$62.50-13 T, \$60-26 T, \$57-52 T per program, time and talent. Fully commissionable. Number Available: 1 per week. Audition Facilities: Transcription. Produced by: WEEU. Submitted by: WEEU, Reading, Pa.

Phillips—Country Style

Dewey Phillips proves his versatility—not only as a rhythm and blues man, but as a country music disc jockey as well. Dewey wakes up Memphis and the mid South with

this different morning show, from 5:00 to 6:30 a.m., Monday through Saturday.

Availability: Live Talent. Running Time: 90 minutes. Cost: ¼ hour—\$50.00; participating minutes—\$16.00 each. Audition Facilities: Transcription. Produced by: WHBQ. Submitted by: WHBQ, Memphis, Tenn.

Pop Concert

Paul Snider, well informed musicologist, plays pop concert music on one of radio's most unusual and entertaining record shows. Applause effects are used to make this half-hour broadcast from "The Imaginary KPOL Pop Concert Hall" all the more realistic. Availability: Live Talent. Running Time: 30 minutes. Cost: Rates on request. Number Available: Unlimited. Produced by: KPOL. Submitted by: KPOL, Los Angeles 5, Calif.

Pops Caravan

Popular Music . . . requests and telephone comment. Availability: Live Talent. Running Time: 15 minutes. Cost: Available on request. Number Available: Six days per week. Audition Facilities: Live Talent. Produced by: WJMJ Programs Development Board. Submitted by: WJMJ, Philadelphia 3, Pa.

Records At Random

Truly records at random. There is no restriction employed as to the type of music used. Opera might be next to jazz. Concerto might be followed by comedy. Disc-jockey style is used for the commentary. All in all it fits a need. Availability: Live Talent or Recorded. Running Time: 55 minutes. Cost: S R D card. Number Available: 52 weeks, 6 days a week. Audition Facilities: Tape. Produced by: WTUX. Submitted by: WTUX, Wilmington, Del.

Red, Hot & Blue

Dewey Phillips, recently selected by Color Magazine as one of the nation's top disc jockeys, is on the air Monday through Friday nights, 9:15 'til Midnight. A rhythm and blues program that rates top. Availability: Live Talent. Running Time: 2 and three quarter hours. Cost: ¼ hour—\$50.00; participating minutes—\$16.00 each. Audition Facilities: Transcription. Produced by: WHBO. Submitted by: WHBQ, Memphis, Tenn.

Remember When

Musical program of older tunes and tying in with interesting happenings of the period that the songs were popular. Running Time: 15 minutes. Number Available: 1—at present. Produced by: Neal Edgar. Submitted by: WENT, 8 West Fulton St., Gloversville, N. Y.

Rise and Shine

Early morning record show with Leland Childs, veteran radio announcer, newscaster, and performer with an easy conversational style. Provides pleasant wake-up entertainment of current hit tunes, punctuated by frequent reporting of up-to-the-minute news, sports results, time, weather information and temperature readings. Availability: Live Talent. Running Time: 2 and one-half hrs. Cost: Station time plus \$5.00 per 15 minute segment production. Number Available: 52 weeks, 6 times weekly. Audition Facilities: Transcription. Produced by: WSFA. Submitted by: WSFA, Montgomery, Ala.

The Ross Miller Show

A disk jockey show thoroughly adult in approach, conducted by super-salesman announcer Ross Miller. Program is directed at the woman at home who likes a good listenable popular tune or sprightly vocal. "In person" interviews with nationally-known recording artists and other celebrities—a frequent feature. Participating. Mondays through Fridays, 1:15-2:30 p.m. Fridays, 7:00-7:30 p.m. Availability: Live Talent with recordings. Running Time: 30 minutes, night—75 minutes, afternoon. Cost: Regular one-minute applicable rate. Usual frequency discounts. Audition Facilities: Transcription. Produced by: WTIC. Submitted by: WTIC, Hartford 15, Conn.

Rumpus Room

Variety disc jockey show reaching both city and University of Iowa audience, includes giveaways, requests, guests and pop tunes along with news-weather bulletins every half-hour. Availability: Live Talent. Running Time: 2 hours. Cost: Rate card. Number Available: 52 weeks, 6 times weekly. Audition Facilities: Transcription. Produced by: KXIC. Submitted by: KXIC, Iowa City, Ia.

Sepia Syncopation

The original Sepia Syncopation program, boogie, popular and spirituals are all used on this one and one half hour daily program. Availability: Live Talent. Running Time: 90 minutes. Cost: \$3.00 per spot or \$35.00 an hour. Number Available: Daily. Audition Facilities: Transcription. Produced by: Whitney Nelson D.S.C. Jockey. Submitted by: KJIM, Beaumont, Texas.

The Sherwood Show

The Sherwood Show is the only show written with a post office pen, rehearsed in a Turkish bath, produced in an asylum. Your reaction is "This isn't happening." Sher-

wood's attitude is a cross between beachcomber and bachelor. The music is wonderful! Availability: Live Talent and E. T. Running Time: 150 minutes. Cost: On request. Number Available: Limitless. Audition Facilities: Transcription and Live Talent. Produced by: KSFO. Submitted by: KSFO, San Francisco, Calif.

Ship of Zion

Show is done by Rev. Richard O. Bass, a leading Negro minister in Columbia. Hymns and spirituals are featured along with news of interest to Negroes and timely thoughts for the day. Local live groups are featured on the program on occasion to supplement the music on records. Availability: Live Talent. Running Time: 60 minutes. Cost: On request from WMSC. Number Available: 52 weeks, 6 times weekly. Produced by: WMSC. Submitted by: WMSC, Columbia, S. C.

The Spider

"Spider" Jean McLean, 6½ feet of personality, who has endeared himself to all listeners in area. Fast thinking, subtle wit, never fresh or unkind. Constant heavy mail pull, scores of success stories. Sponsors in third year and happy. Availability: Live Talent. Running Time: 60 minutes. Cost: Station rates, Min. Anns. Number Available: Varies. Produced by: Jean McLean. Submitted by: KGAE, Salem, Ore.

Stardreams

Soft lights and sweet music type musical program. MC'd by WABY's Alix Blake, who intersperses records with poetry recitations, mostly self-written verse. Accepts requests and dedications by mail from listeners. Only record show on in capital district 9 to 11 p.m. weeknights. Availability: Live Talent. Running Time: 30 minutes. Cost: \$250 weekly (26 week minimum contract). Number Available: Indefinite. Audition Facilities: Tape Available. Produced by: Alix Blake. Submitted by: Eastern NY Broadcasting Corp., Station WABY, 80 Braintree Street (Colonie), Albany, New York.

Steve's Stuff

Two and a half hour disc jockey variety music show, filled with safety tips, sports briefs, short news summaries, and musical cap-

sules on musicians and writers. Lots of good music, with veteran Steve Evans spinning.
Running Time: 150 minutes.
Cost: Available in 15 minute segments at \$10 each.
Number Available: 5 weekly.
Audition Facilities: Live Talent.
Produced by: Steve Evans.
Submitted by: KAFFP, Petaluma, Calif.

TD, BG, Glenn and the Duke

Each day, Monday through Friday at four p.m., we present one record each by Tommy Dorsey, Benny Goodman, Glenn Miller and Duke Ellington. The idea is that these are probably the four most popular orchestras of alltime, and on many of their records are the top singers and instrumentalists of our time. The program is phenomenally popular with those who remember the records when they were first popular and also with the teen-agers of today.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$20 per program when at least 104 programs are bought, slightly higher for less.
Number Available: Unlimited, we have complete collections by Dorsey, Goodman, Miller and Ellington.
Produced by: Jack Ellsworth.
Submitted by: WALK, Patchogue, L. I., New York.

Ted Brown Show

Hailed as a "find," Ted and his wife, Rhoda, are pulling large audiences both morning and evening. King Features Syndicate said of the Browns, "There is nothing saccharine about this husband and wife team . . . they keep things so light it floats, and so short that delighted listeners don't really believe that it happened."
Availability: Live Talent.
Running Time: 120 minutes in the morning and 120 minutes in the early evening.
Cost: On request.
Audition Facilities: Live Talent.
Produced by: WMGM.
Submitted by: WMGM, N. Y., N. Y.

Ted Husing's Bandstand

Top broadcasting personality who brings listeners the latest in popular recordings, as well as Dixieland jazz. He is on the air Monday through Saturday, 10-11 a.m., 5-6 p.m. and 11-12 p.m.
Availability: Live Talent.
Running Time: 60 minutes 3 times a day.
Cost: On request.
Audition Facilities: Live Talent.
Produced by: WMGM.
Submitted by: WMGM, N. Y., N. Y.

Ted 'n' Jan

Morning participating disc show. Male and female team. News, weather, music, and patter. 5:30 to 6:30 hillbilly, 6:30 to 8:45 popular music, with segments designed to reach specific audiences. Commercials handled jointly or separately, allowing complete versatility for spot announcements.
Availability: Live Talent and E. T.

Running Time: 3 and one quarter hours.
Cost: Spot, 1 time rate—\$7.00
Audition Facilities: Transcription and Live Talent.
Produced by: Malcolm Shackelford.
Submitted by: WJAN, Spartanburg, S. C.

The Teen Age Hit Parade

Musical variety program, made up of telephone requests, accepted before the beginning of each show. Telephone call question gimmick used, with rising cash jackpot. Never less than a hundred phone requests. Ten non-competitive local businesses now use the show for spot participation. Four spot openings now available.
Availability: Live Talent and E. T.
Running Time: 90 minutes.
Cost: On request.
Number Available: 52 weeks, five times weekly.
Audition Facilities: Transcription.
Produced by: Les Eugene.
Submitted by: KTFS, Texarkana, Texas.

Teen Age Jamboree

Remote DJ show emanating from Nat Ballroom in Amarillo. Teen-agers admitted for dancing during broadcast free of charge. Show features MC Ralph Newton and selected teen agers as guest DJ's. 300 to 500 attend each Saturday.
Availability: Live Talent or E. T.
Running Time: 4 hours.
Cost: 15 or 30 minute rate plus.
Audition Facilities: Transcription.
Produced by: Ralph Newton.
Submitted by: KFDA, Amarillo, Texas.

Time for Norma

Norma Gilchrist, well known TV and radio star, is featured daily from 12:00 till 2:00 playing recorded show tunes and light concert music, talking about shows, performers, composers, etc. There are frequent interviews with celebrities of show business.
Availability: Live Talent.
Running Time: 120 minutes.
Cost: Available in participations.
Rates on request.
Number Available: Unlimited.
Produced by: Bud Cole.
Submitted by: KPOL, Los Angeles 5, Calif.

Tom Washington Show

Relaxing morning series, featuring music easy to recognize. Also, human interest interviews, day's news oddities, birth announcements and a daily telephone call-in contest, plus salute to "Shut-In of the Day," with gift to honoree.
Availability: Live Talent.
Running Time: 120 minutes.
Cost: Upon request.
Audition Facilities: Transcription.
Produced by: Tom Washington.
Submitted by: KOB, Albuquerque, N. M.

Tops in Town

A listening habit with men and women of all ages. It features the 20 top songs as determined by weekly local survey. It also features records that have been number one in preceding years, and the best of

the new releases. The program is handled by Scott Muni, one of the leading DJ's in the city.
Availability: Live Talent and E. T.
Running Time: 2 hrs., 15 mins.
Cost: Available at card rate for participating spots.
Audition Facilities: Transcription.
Produced by: WSMB.
Submitted by: WSMB, New Orleans 16, La.

Trio

Monday thru Friday evenings—7:15-30 p.m., three of our six Disc Jockies each play a record they have chosen for "Trio." Records may be Top hit, personal favorite, most requested or whatever. Producer checks music and scripts open and close for variety. All six men rotate on show each week.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Bill Babcock.
Submitted by: WJAS, Pittsburgh 19, Pa.

Turntable Terrace

This program mostly has teen age listening audience. . . D. J. Pete Dreyer plays 10 top tunes and has a general patter that the teen agers like. Very poular show.
Running Time: 60 minutes.
Number Available: At present, 5.
Produced by: Pete Dreyer.
Submitted by: WENT, 8 West Fulton Street, Gloversville, N. Y.

Uncle Dudley

Disc Jockey with a "twist." Variety request music, and hillbilly-type philosophy, with comical stories about local personalities and sponsors. 7:30 to 8 a.m., Monday thru Friday, 8:30 to 10 a.m. on Saturdays. Uncle Dudley programs have been on the air 12 years at the same broadcast times.
Availability: Live Talent and E. T.
Running Time: Mon. thru Fri. 30 minutes; 90 minutes on Sat.
Cost: On request.
Number Available: Six times weekly, minimum 13 week contract.
Audition Facilities: Transcription.
Produced by: Uncle Dudley Productions.
Submitted by: KTFS, Texarkana, Texas.

Wake Up Philadelphia

Highest rated morning Negro disc jockey show in Philadelphia, featuring Kae Williams News, time signals, weather reports are given throughout morning. 6 to 7 a.m. devoted to spirituals. 7 to 9 a.m. rhythm and blues together with popular recordings. Smart dialogue in a friendly fashion is keynote of program.
Availability: Live Talent and E. T.
Running Time: Three hours.
Cost: On request.
Number Available: 52 weeks—6 times per week.
Audition Facilities: Transcription.
Produced by: Jerry Gaines.
Submitted by: WHAT, Philadelphia 2, Pa.

Well, That's Life— with Bob Crane

Record show with in-person and

recorded interviews with stars whose life is being featured. Chatter on show culled from human interest stories of the week connected with music, plus weekend tips on local and state places to visit for recreation with weather and road conditions.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Rate card.
Audition Facilities: Transcription.
Produced by: Bob Crane.
Submitted by: WICC, Bridgeport, Conn.

Whirl with Earl

Three hour musical variety show, including "Birthday Time" and "Anniversary Time." Includes interviews with visiting artists, biog chatter, anecdotes, etc. Segmented for program or participating basis. M.C. is Earl Stogner.
Availability: Live Talent.
Running Time: 180 minutes.
Cost: On request.
Number Available: 6 days a week.
Audition Facilities: Transcription.
Produced by: WDVA.
Submitted by: WDVA, Danville, Virginia.

WIOD Juke Box

Listeners are invited to "play" the WIOD Juke Box by telephoning requests to the program while it is in progress. Disc Jockey Jack Berry lists the ten top tunes which are available on the "juke box of the air" and invites listeners to make their selections. When selection is played, it is dropped from the list for the rest of the program. Listeners can dedicate selections.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Monday thru Friday.
Audition Facilities: Transcription.
Produced by: Jack Berry.
Submitted by: WIOD, Miami, Fla.

You Name It, We'll Play It

Capital District's most listened to DJ show. On the air past five years. Requests and dedications played per mail request.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$120 weekly for 15 min's. (Mon. thru Fri.) 26 wk. minimum contract.
Number Available: Indefinite.
Audition Facilities: Tape Available.
Produced by: Bill Pope.
Submitted by: Eastern NY Broadcasting Corp., (WABY), 80 Braintree Street (Colonie), Albany, N. Y.

Adventures in Sound

With so widespread an interest in high fidelity, "Adventures in Sound" has attracted a wide following. Devoted to high fidelity sound reproduction as it applies to lovers of good music, the program offers the latest in this field and from time to time conducts experiments whereby the audience can test the frequency response of their sets.

Availability: Live Talent and E. T. Running Time: 55 minutes. Cost: Available upon request. Audition Facilities: Transcription. Produced by: Chester Santon. Submitted by: WQXR, New York 36, N. Y.

Alarm Clock Club

Geared to the early riser, and the late riser progressively. Familiar bright music, time signals throughout, hymn and march time. Two complete direct weather bureau forecasts, and brief synopsis between music. Birthday, anniversary salutes, promotion of local organizational doings daily. Over-all aspect, informative morning lift, local high Hooper in three station market.

Availability: Live Talent. Running Time: 3 hours. Cost: Participating spot anncts. Number Available: Mon. thru Sat. Audition Facilities: Transcription. Produced by: Ray Mercier. Submitted by: WPOR, Portland, Me.

America's Popular Music with Andy Mansfield

Voted the best popular music program by the Westlake College of Music, Stan Kenton was selected to present the gold record to Andy Mansfield recently at a special party held by the College. Program recently produced a full two hour show of recordings of "The St. Louis Blues." By popular demand show is being repeated with an added half hour.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request—for full sponsorship — minute participations available.

Number Available: 1 per week, Saturday 10:00-11:00 p.m. Audition Facilities: Transcription. Produced by: Andy Mansfield and KFI. Submitted by: KFI, Los Angeles 54, Calif.

Barbershop Harmonies

Barbershop Harmonies is a musical show using one of the most outstanding quartets in the country. Barbershop music has recently made a comeback popularity-wise in the country and here is the only complete show of its kind in the country.

Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: 156 quarter hours. Audition Facilities: Transcription. Produced by: Richard H. Ullman, Inc. Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, N. Y.

Beatrice Kay Show

The Beatrice Kay Show is a musical show variety program with full orchestration, glee club, Artie Malvin, and starring Beatrice Kay. It consists of standard pops, orchestrations, and gay nineties songs. It is available for sponsorship in both quarter and half hour segments.

Availability: E. T. Running Time: 15 minutes or 30 minutes. Cost: On request. Number Available: 26 half hour, 78 quarter hour.

Audition Facilities: Transcription. Produced by: Richard H. Ullman, Inc. Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, N. Y.

The Betty Grable-Harry James Show

Musical variety program with star names featuring appealing dialogue and human interest anecdotes of life in Hollywood, show business, music making and scores of other subjects. Music introduced by star name bands and vocalists through star talk of Screen Actress Betty Grable and famous Band Leader Harry James.

Available: Electrical transcriptions. Running Time: 60 minutes. Cost: On request from World ComET Stations. Number Available: 52 week, 5-times per week series.

Audition Facilities: Transcription. Produced by: World Broadcasting System. Submitted by: World Broadcasting System, 488 Madison Ave., New York.

The Birth of a Song

A bright approach in musical radio shows.

Availability: Live Talent. Running Time: 30 minutes. Cost: Upon request. Number Available: Many. Audition Facilities: Live Talent. Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

The Boston Pops Orchestra

An exciting half hour of the recorded music of the Boston Pops Orchestra under the baton of Arthur Fiedler. A well-produced and well-paced half hour, complete with auditorium sound effects, aimed at the family listening group. Produced and aired by Carl Zimmerman.

Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: One per week (Sunday afternoon) for 52 weeks. Audition Facilities: Transcription. Produced by: WSYR and Carl Zimmerman. Submitted by: WSYR, Syracuse, N. Y.

Bouquet of Melodies

Frank Novak's Orchestra augmented with a choral group, make musical tour through the years,

back to 1880, featuring songs and music popular prior to 1940. One solid block of music and songs devoid of any announcements aside from commercials.

Availability: Live Talent. Running Time: 15 minutes to 30 minutes.

Cost: On request. Number Available: Unlimited. Audition Facilities: Live Talent. Produced by: John Gunn. Submitted by: Musiccreation by Novak, 344 W. 72 St. New York 23, N. Y.

Burl Ives Sings

The Burl Ives that millions have listened to and loved—the minstrel, the "Wayfaring Stranger." And a New Burl Ives—the singer of popular ballads, the jazz singer. Wait 'til you hear him swing out on "Dinah"! A program for lovers of all types of music. Burl is ably assisted by Tony Mattola ("Danger"), Bobby Haggart, Charlie Magnante, Terry Snyder, all from the Perry Como TV Show.

Availability: E. T. Running Time: 15 minutes. Cost: Based on population. Number Available: 78. Audition Facilities: Transcription. Produced by: Harry S. Goodman Productions.

Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

Chapel by the Side of the Road

A devotional musical program featuring Raymond Massey in readings from The Bible, surrounded by familiar hymns by The Chapel Singers.

Availability: E. T. Running Time: 15 minutes. Cost: On request from World Stations.

Number Available: 52 weeks, six times a week. Produced by: World Broadcasting System, Inc. Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Chapel in the Desert

Southern Arizona wakes up to this program six days a week. Featuring the beloved hymns of all churches and Raymond Massey's bible readings, "Chapel In The Desert" is now in its ninth year.

Availability: E. T. Running Time: 15 minutes. Audition Facilities: Transcription. Produced by: KTUC. Submitted by: KTUC, Tucson, Ariz.

Circling the City

Popular recordings, both old and new. Also features live guest talent, and news of local entertainment. Prefer local sponsorship by reputable place(s) of amusement. Availability: Live Talent. Running Time: 30 minutes. Cost: On request.

Number Available: 52 weeks, 1 time weekly. Audition Facilities: Live Talent. Produced by: Ann Fincher. Submitted by: WMGY, Montgomery, Ala.

The Clubhouse

A top-rated sports and music show. Sports Director Stan Torgerson plays popular music and

gives timely sports news and data, Monday through Friday. Genial Stan is usually heard just before Mutual's "Game of the Day," but if an early clash is scheduled, he follows the game.

Availability: Live Talent. Running Time: 60 to 90 minutes. Cost: \$13.00 per 50-word announcement.

Audition Facilities: Live Talent. Produced by: WHBQ. Submitted by: WHBQ, Memphis, Tenn.

Dick Bills Show

Western music—not hill-billy—keeps this series in tune with southwestern tastes. Starring Dick and his Sandia Mountain Boys, it offers listeners a varied menu of music. An occasional pop, maybe, but it has to be good! Otherwise, toe-tapping favorites—served western style!

Availability: Live Talent and E. T. Running Time: 25 and 40 minutes or segment thereof.

Cost: Details upon request. Number Available: Unlimited. Audition Facilities: Transcription. Produced by: Dick Bills. Submitted by: KOB, Albuquerque, N. M.

The Dunigans

Husband and wife team; Jack Dunigan playing the guitar and both he and Gertrude doing solos and duets. They sing practically every type of music . . . popular, hillbilly, Western and folk songs.

Availability: Live Talent and E. T. Running Time: 15 minutes. Cost: \$12 per participation (complete program cost on request). Audition Facilities: Transcription. Produced by: George Pfeeger. Submitted by: WJTN, Jamestown, N. Y.

Evening at Symphony

This program available this Fall when WCRB extends its broadcasting hours and when WCRB-FM takes the air, will be a broadcast of concert music. Programs of fine music on records will be chosen by the WCRB music staff. Broadcast will also include brief newscasts at 9:00 and 10:00, music permitting. Binaural programming may be used.

Availability: Live and recorded. Running Time: 4 hours. Cost: Will be quoted on request to quality sponsors. Number Available: 7 per week, 52 weeks per year.

Audition Facilities: By special arrangement only; prospective sponsors are referred to current "Afternoon at Symphony" broadcasts for typical programming. Produced by: WCRB. Submitted by: WCRB, Waltham, Mass.

Festival of Music

30 minutes of world's finest light concert music, ranging from the more familiar opera, the concerto, to the finest of Broadway productions.

Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: Daily, Monday thru Friday, 5 shows weekly.

Audition Facilities: Transcription.
Produced by: KIXL.
Submitted by: KIXL, Dallas, Tex.

The Freddy Martin Show

An established radio program, now on RCA's Thesaurus Library commercial package, starring Freddy Martin, his saxophone and orchestra and featuring vocalist Merv Griffin, pianist Murray Arnold and the Martin Men. Freddy's arrangements and versatile style of playing give listeners well-rounded entertainment and the music they like. Show includes transcribed theme, opening and closing voice tracks, lead-ins, tie-ins, pre-broadcast announcements and station breaks.

Availability: E. T.
Running Time: 15 minutes
Cost: On request
Number Available: Two a week
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.
1529 Madison Road, Cincinnati, Ohio

Good Music

All day every day KXA plays "Good Music"—music that has endured, that is well written and well played. Thus, selections by Gershwin, Strauss, Rogers and Hammerstein, Tchaikovsky, Romberg, Grieg and Beethoven comprise the music played by the world's greatest orchestras.

Availability: E. T.
Running Time: All day, every day
Cost: On request
Number Available: Unlimited
Audition Facilities: Transcription
Produced by: KXA
Submitted by: KXA, Inc., Seattle, Wash.

The Guy Lombardo Show

The inimitable style of Guy Lombardo and his Royal Canadians . . . the country's top-rated band. "The sweetest music this side of heaven," features Guy, Carmen, and Lebert Lombardo; singing voices of Don Rodney and Kenny Gardner; and Lombardo presentations such as the Lombardo Medley; Twin Pianos; and the Lombardo Picture Story.

Availability: E. T.
Running Time: 30 minutes
Cost: On request
Number Available: Over three years
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.
1529 Madison Rd., Cincinnati, Ohio

Harmony Isle

From dreamy Hawaii comes the lilting sound of the surf and the fascinating rhythms of the natives. A narrator weaves a spell of island magic against the melodious curtain of Dick McIntire's Harmony Hawaiians. Dick McIntire's Harmony Hawaiians with Ted Bliss as narrator.

Availability: E. T.
Running Time: 15 minutes.
Cost: Leased @ \$3.00 per program, out right @ \$5.00, F.O.B. Los Angeles.
Number Available: 26 programs.
Audition Facilities: Transcription.
Produced by: Walter Biddick Company.

Submitted by: Walter Biddick Company, 1151 So. Broadway, Los Angeles 15, Calif.

Hear America Swingin'

Hear America Swingin' is a two-hour block of solid musical entertainment, featuring the nation's top name bands and vocalists heard directly from where they are performing. Program is divided into half-hour segments, each featuring a different band.

Availability: Live Talent.
Running Time: Two hours.
Cost: On request.
Number Available: On request.
Submitted by: NBC, N. Y. C.

The Henry King Show

"The Henry King Show" takes the listeners on a musical tour through South America. Henry King is well known for his famous orchestrations that has created for him a large following of listeners throughout the world. The program is designed for easy listening and definite commercial appeal.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: C. P. MacGregor.
Submitted by: C. P. MacGregor Company, 729 So. Western Ave., Los Angeles, Calif.

Henry Pildner Entertains

Henry Pildner, WGAR's musical director, hosts informal nightly program of high-fidelity classical recordings, plus live piano performances for which he is best known. First hour (9:30-10:30 p.m.) emphasizes high-fidelity and is heard on FM only. Pildner combines dry wit with musical ability to form a top-notch program.

Availability: Live Talent
Running Time: 150 minutes
Cost: On request
Number Available: No limit
Audition Facilities: Transcription
Produced by: WGAR
Submitted by: WGAR, Cleveland, Ohio

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 and the All-American Band.

Availability: E. T.
Running Time: 15 minutes
Cost: On request
Audition Facilities: Transcription
Produced by: SESAC Transcribed Library
Submitted by: SESAC Transcribed Library, 475 Fifth Ave., N.Y.

The Hour of Stars

The Hour of Stars, stars Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee. Each star has a 15-minute segment in the hour long show, featuring human interest anecdotes of life in Hollywood show business, music making and scores of other subjects.

Running Time: 60 minutes
Cost: On request
Number Available: One year
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.,

1529 Madison Rd., Cincinnati, Ohio

Hymns of the World

John Charles Thomas and the King's Men Quartet give the famous hymns and gospel songs the beautiful renditions and fine arrangements they deserve. Special programs for Mother's Day, Christmas, Easter, Thanksgiving.

Availability: E. T.
Running Time: 15 minutes.
Number Available: 156.
Audition Facilities: Transcription.
Produced by: Clare Olmstead.
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

Imperial Quartet

This group widely known in Southwest as singers of hymns and quartet-type music on stage, radio and television. Currently on WBAP radio and television and doing personal appearances.

Availability: Live talent
Running Time: 15 minutes
Cost: \$83 per quarter-hour show
Number Available: Five weekly
Audition Facilities: Transcription and live talent
Produced by: WBAP
Submitted by: WBAP, Ft. Worth, Texas

In the Nature of Music

A full hour of music for a Sunday afternoon. "Boy and Girl" mc's set scene for whole show in outdoors for summer months. Dialogue introduces recorded music with situation or scene setting. Music is mixture of pops, light concert, memory, romance and special for special occasions.

Availability: Live talent and recorded music
Running Time: 60 minutes
Cost: Rate card plus 20 percent production
Number Available: 15-min., 30-min., or spot participation. Live copy.
Audition Facilities: Transcription
Produced by: KANS
Submitted by: KANS, Wichita, Kansas

International Hit Parade

30-minute program featuring records from foreign countries flown in weekly via TWA. This is an entirely different very listenable program.

Running Time: 30 minutes
Cost: \$12.50 plus station time
Submitted by: KDEF, Albuquerque, New Mexico

Jane Pickens Show

Celebrity interviews, previews of the latest record releases and commentary on news items of interest to women. Skitch Henderson at the baton.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Submitted by: National Broadcasting Co., New York, N. Y.

Jimmy Clark Quartet

A new sound in music, featuring Jimmy Clark at the piano, Hammond, and Novachord; accompa-

nied by guitar, bass, and rhythm, with doubles on piano, trombone, trumpet, vibraphone and accordion. Judy Carroll, vocal stylist, rounds out the ensemble, and is frequently joined in vocal arrangements by the four male members of the group. An unusual group established 6:15-6:30 p.m., Mondays through Fridays.

Availability: Live talent
Running Time: 15 minutes
Cost: \$497 (Less F.D. on time only)
Number Available: 52 weeks—5 times weekly
Audition Facilities: Transcription
Produced by: WJR
Submitted by: WJR, Detroit 2, Michigan

Korn Kobblers

Alan Courtney as emcee of America's most humorous band, entertainment featuring musical novelties from classical piano interludes to washboard and auto horn obligato. Six amazing musicians with the ability to play legitimate music then suddenly switch to ridiculous gadgets that actually produce music . . . and hilarious good fun.

Availability: E. T.
Running Time: 15 minutes
Cost: On request
Number Available: Over 4 years
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio

Little White Chapel

Fifteen minute non-denominational religious program featuring noted choirs and organ numbers. Inspirational copy.

Availability: E. T.
Running Time: 15 minutes
Cost: On request
Audition Facilities: Transcription
Produced by: SESAC Transcribed Library
Submitted by: SESAC Transcribed Library, 475 Fifth Ave., N.Y.

The Lyn Murray Show

Family appeal musical variety show starring Lyn Murray and his Orchestra and featuring guest stars such as Earl Wrightson, Larry Brooks, the Gotham Male Quartet, Kitty Kallen, Monica Lewis, and others.

Availability: E. T.
Running Time: 30 minutes
Cost: On request from World stations
Number Available: 52 weeks, once a week
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Mack and Jeannie

This is the ever popular singing duo format—in this case a husband-wife team. Program features popular western style and folk song ballads with a favorite (listener's choice) sacred song in each broadcast dedicated to the "Shut-In of the Week." "Mack" Sanders is the area's popular exponent of western and folk music who is also MC of the "KFBI Ranch Boys." "Jeannie" Sanders is the popular Decca Record star of this area.

Availability: Live Talent
 Running Time: 15 minutes
 Cost: Regular earned quarter hour rates plus \$7.50 per program talent
 Number Available: 3 per week
 Audition Facilities: Transcription
 Produced by: Mack Sanders
 Submitted by: KFBI, Wichita, Kansas

Make Mine Music

Three hours of music, live and recorded each afternoon and evening (Albums I & II). Evening portion includes live musical portion from the Concho Room of the Hotel Westward Ho, along with frequent interviews with showfolk and transcribed music. Emceed by Jack Carney.
 Availability: Live Talent and E. T.
 Running Time: 2 to 3 hours.
 Cost: On request.
 Audition Facilities: Transcription.
 Produced by: Gene Spry.
 Submitted by: KPHO, Phoenix, Arizona.

Matinee Frolic

Restful smooth top tunes, old familiar melodies, and top pops. Weekly feature, top bands on record, famous guest interviews, teen age participation, requests, birthday segment daily. Two top local D.J.S. featured, personalities, one, more modern style, other very smooth. Long musical backgrounds on each. Program geared to housewife and teen ager. Local organizational activities.
 Running Time: 3 hours
 Cost: Participating spot announcements.
 Number Available: Mon. thru Fri.
 Audition Facilities: Transcription.
 Produced by: WPOR.
 Submitted by: WPOR, Portland, Maine.

Melody Caravan

Musical program featuring music "of yesterday and today, songs treasured through the years." Herbert, Kern, Gershwin, et al representation. This show typifies the Familiar Good Music policy of the station.
 Availability: E. T.
 Running Time: 60 minutes.
 Cost: On request.
 Number Available: Seven per week—unlimited.
 Audition Facilities: Transcription.
 Produced by: WHLI.
 Submitted by: WHLI, 245 Baldwin Road, Hempstead, New York.

The Money Man

Bob Swartz, the Inland Empire's most popular radio personality in a program combining the best in popular recordings and a telephone quiz. Twice a day Monday through Friday the Inland Empire listens to the radio and waits for the phone to ring when the MONEY MAN is on the air.
 Running Time: 55 min. morning, 25 min. evening.
 Cost: Minute participations \$26.00.
 Audition Facilities: Transcription and Live Talent.
 Submitted by: KHQ, Spokane, Washington.

Morning Call

Feature morning production combining live musical talent and rec-

ords, and reports on human-interest stories, bulletins, and activities-around-town fed into the program via remote short-wave, telephone recorder, remote tape.
 Availability: E. T.
 Running Time: 45 minutes.
 Audition Facilities: Transcription.
 Submitted by: WMBD, Inc., Peoria, Illinois.

Morning or Afternoon Concert

A University of Kansas critic analyzing a program of classical music. Selections are played in entirety . . . neither excerpts nor samplings.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$30.00 plus Talent \$5.00. Subject to discount.
 Audition Facilities: Live Talent.
 Produced by: Jack Hines.
 Submitted by: KLWN, Lawrence, Kansas.

Morning Stars

"Relaxation with a Lilt." Features popular recordings of vocal and instrumental artists. Music is light for easy morning listening.
 Availability: Live Talent.
 Running Time: 25 minutes.
 Cost: On request.
 Number Available: Monday thru Friday, 52 weeks, five times weekly.
 Audition Facilities: Transcription.
 Submitted by: WGL, Ft. Wayne, Indiana.

Music at the White's House

An old-fashioned weekly social around the front room piano at 25 Melody Lane, the home of Mr. and Mrs. White. Cast includes "Men of Song" quartet and famous star. Drama, comedy, popular songs and hymns.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Audition Facilities: Live Talent.
 Produced by: Alton Alexander Productions, Inc.
 Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

Music by Mantovani

Musical magic by the master—all instrumental. The perfect show for the class advertiser—a premium show for spot announcements.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Available on request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Lang-Worth Feature Programs, Inc.
 Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Music for Listening

Sunday afternoon session of pop and concert music designed for easy listening and relaxation. Minimum of talk, practically segue throughout. Runs 3:00 to 4:30 p.m. followed by top MBS mysteries.
 Availability: E. T.
 Running Time: 90 minutes.
 Cost: On request.
 Number Available: 52 weeks.

Audition Facilities: Transcription.
 Produced by: WDVA.
 Submitted by: WDVA, Danville, Virginia.

Music in the Morgan Manor

Fast moving musical variety show featuring the personality of Russ Morgan and the very best musical artists via phonograph records and transcriptions. Russ Morgan interviews interesting personalities, relates intimate stories of the entertainment world, and co-stars with your disk jockey in a program of national calibre raised to the local market level.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Available upon request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Lang-Worth Feature Programs, Inc.
 Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Music Out of the Night

Music Out of the Night is an hour long program of the world's fine music, broadcast from 11:00 p.m. to midnight, Monday through Friday on KANS. It features classical, light classics and pops, specialties — Broadway, Movie albums, etc. Very appreciable mail puller.
 Availability: E. T.
 Running Time: 60 minutes.
 Cost: Base rate plus 20% production.
 Number Available: 5 a week.
 Audition Facilities: Transcription.
 Produced by: KANS.
 Submitted by: KANS, Wichita, Kansas.

Music We Remember

Nathaniel Shilkret's symphonic "pops" orchestra, Rosario Bourdon and the philharmonia orchestra, Sylvan Levin's radio symphony orchestra and other distinguished groups in a half-hour of concert favorites.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Produced by: SESAC Transcribed Library.
 Submitted by: SESAC Transcribed Library, 475 Fifth Ave., N.Y.

Music You Want

Classical music, featuring world renowned composers. You'll hear recordings by such artists, as Toscanini, Heifetz, Melton.
 Running Time: 60 minutes.
 Cost: Published rates.
 Number Available: Daily, Mon. thru Fri., 11:00-12:00 Noon.
 Audition Facilities: Transcription.
 Produced by: RCA Victor "Red Seal Records."
 Submitted by: WGPA, Bethlehem, Pa.

Musical Chef

Musical variety program featuring the piano rambling of one of Phoenix' most popular cafe entertainers, Jimmie Whittle, interspersed with recorded favorites and

guests from among visiting entertainers.
 Availability: Live Talent and E. T.
 Running Time: 60 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Produced by: Gene Spry.
 Submitted by: KPHO, Phoenix, Arizona.

Musical Panorama

Fifteen fast-moving minutes of music in the modern manner, featuring Richard Malthy's jazz classics orchestra and chorus, Stan Freeman jazz quartet, the Honey Dreamers, and Will Bradley's jazz octet.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Produced by: SESAC Transcribed Library.
 Submitted by: SESAC Transcribed Library, 475 Fifth Ave., N.Y.

Old Corral

Western variety musical show. Pappy Cheshire, emcee, tells stories of the West. Favorite Western songs are sung by Ozie Waters, Sally Foster and Merle Travis. Slim Duncan plays the violin. Skeets Yaney, the guitar, Carolina Cotton is a yodeling cowgirl. Wade Ray, a hot cowboy fiddler and the Bunk House Quartette.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Over 2 years.
 Audition Facilities: Transcription.
 Produced by: Frederic W. Ziv Co.
 Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Opera Matinee

The world's finest operas, recorded by the stars of the Metropolitan and leading foreign opera houses, are presented each Saturday afternoon in a full-length performance. All of the classical operas are included in this series, a longtime Philadelphia favorite.
 Availability: Recordings.
 Running Time: Opera length.
 Cost: Available upon request.
 Produced by: WFIL.
 Submitted by: WFIL, Philadelphia 39, Pa.

Organ Logues

Marie Robbins, staff organist, plays all requests on a live studio Hammond organ program Monday through Friday from 1:35 to 2:00 p.m. Occasionally Marie uses guest vocalists and other studio guests. She announces numbers and the program of popular and old standard music is handled in an informal manner. Chuck Yount works with her on the announcing, and reads spots.
 Availability: Live Talent.
 Running Time: 25 minutes.
 Cost: Participations on spot card rate, plus \$1.00 talent.
 Number Available: Seven per program.
 Audition Facilities: Transcription and Live Talent.
 Produced by: WKBV.
 Submitted by: WKBV, Richmond, Indiana.

P.M. Panorama

An hour-and-a-quarter, late afternoon, feature production. Designed for listeners whose work or activities has kept them away from radio during the day. Recorded music introduced by MC, Wayne West; 2½-min. "featurettes" on world and local news, sports, and weather on the quarter-hour. Availability: E. T. Running Time: 75 minutes. Audition Facilities: Transcription. Produced by: WMBD. Submitted by: WMBD, Inc., Peoria, Illinois.

The Quiet Corner

A program that lives up to its title . . . providing a break in the usual routine of loud music and punch announcing. Music in the pop-concert vein plus a bit of humor and philosophy make the "Quiet Corner" refreshing listening. Availability: Live Talent. Running Time: 15 minutes. Audition Facilities: Transcription. Produced by: Mac C. Matheson. Submitted by: KTUC, Tucson, Ariz.

Rootin' Tootin' Roundup

A radio and/or television program that features a small but compact group of eight highly versatile musicians whose instrumental and vocal repertoire encompasses every phase of novelty arrangements, humorous skits and various styles in music. Availability: Live Talent. Running Time: 15 minutes. Cost: Upon request. Number Available: Unlimited. Audition Facilities: Live Talent. Produced by: Lew Reid. Submitted by: Musicreations by Novak, 344 W. 72 St., New York 23, N. Y.

Russ Morgan— Disc Jockey

One of the nation's most popular and beloved orchestra leaders takes over the turntables for a half hour daily program of music, interviews, and interesting show business side-lights. Availability: E. T. Running Time: 30 minutes. Cost: 30 min. as low as \$28.90; 15 min. part as low as \$21.00; min. part as low as \$5.90. Number Available: 260. Audition Facilities: Transcription. Produced by: Lang-Worth. Submitted by: KGMS, Sacramento, Calif.

Saturday Special

Fast moving, well-produced music, news and sports program. Popular records introduced by John Gray, top local disc jockey. News and sports on the exact half-hour with Sports Director, Bill Martin. Emphasis on good music and accurate up-to-the-minute reporting, with introductions held to 15 seconds. Availability: E. T. Running Time: 3½ hours. Cost: On request. Number Available: 52 weeks, one time per week. Audition Facilities: Transcription. Produced by: John Gray. Submitted by: WSYR, Syracuse, N. Y.

Showtime Showcase

A program of the great show tunes of present day theatre and the theatre of the past with commentary that brings to life the American theatre. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: 5 times a week. Audition Facilities: Transcription. Produced by: WIP. Submitted by: WIP, Philadelphia, Pa.

Shut-in Program

Request program consisting of recordings by the Chuck Wagon Gang. Many listeners are not shut-ins, but enjoy music, which is one of the most popular gospel groups in the South. Mail count good. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: 52 weeks, 6 times weekly. Audition Facilities: Transcription. Produced by: Ben Hardeman, Jr. Submitted by: WMGY, Montgomery, Alabama.

Singin' Calicoats

A man and wife team, and their 8 children, with a program of family patter and hymns, spirituals and gospel songs. Very heavy mail puller, being moved soon to 9:00 to 9:30 a.m. because of popular demand. Group writes and sings own commercials or does fine job with prepared copy. Really sell, and get good will for sponsor. Availability: Live Talent. Running Time: 30 minutes. Cost: Base rate plus 20 percent talent. Number Available: 5 a week. Audition Facilities: Transcription and Live Talent. Produced by: KANS. Submitted by: KANS, Wichita, Kansas.

Songs of Good Cheer

This show presents songs that have lived through the years, in choral arrangements as well as solos. . . unusual vocal and instrumental accompaniment and an outstanding a cappella choir. Show features singing stars Willard Young, Mary Shope, Henry Shope, Lydia Summers, Philip Duey, Stanley Carlson — with Gerald Allaire Sears, musical director and Vladimir Selinsky, orchestra conductor. Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: Over 2 years. Audition Facilities: Transcription. Produced by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Sunrise Symphony

Classical music. Only AM Classical music show in area. Has been on the air continuously for the past five years. This show has a large listening audience . . . and an established record of mail pull. Availability: Live Talent. Running Time: 60 minutes. Cost: \$70 per hour minimum, 26 times. Number Available: Indefinite.

Audition Facilities: Tape Available. Produced by: Ned Trudeau. Submitted by: Eastern NY Broadcasting Corp. (WABY), 80 Braintree Street (Colonie), Albany, New York.

Symphony Hall

Symphony Hall, WQXR's oldest and most popular program, features the best in symphonic music both old and new. This series, heard during peak evening time, has had consistently high ratings in the many years that it has been on the air. Availability: E. T. Running Time: 55 minutes. Cost: Available on request. Audition Facilities: Transcription. Produced by: WQXR. Submitted by: WQXR, New York 36, N. Y.

The Tennessee Ernie Show

Tennessee Ernie, recognized by many as "greatest talent to hit the entertainment world since Godfrey," stars in his own e.t. series, which features a wealth of Ernie's marvelous singing and colorful "gift-of-gab." Guest stars are heard on every program. Availability: E. T. Running Time: 15 minutes. Cost: As low as \$2.50 per episode. Number Available: 260. Audition Facilities: Transcription. Produced by: RadiOzark Enterprises, Inc. Submitted by: RadiOzark Enterprises, Inc., 606 St. Louis St., Springfield, Mo.

Theatre of Melody

A half-hour of the world's greatest show-tunes, old and new, with appropriate comment by Robert E. Smith, who has long been associated with show business as an entertainer, producer and manager. For program material, Smith draws largely on his own library of recordings, one of the largest privately owned quality collections in the country. Mondays through Fridays, 9:00-9:30 a.m. Thursdays, 7:00-7:30 p.m. Availability: Live with recordings. Running Time: 30 minutes. Cost: Complete sponsorship. Station time, plus \$25.00 net talent fee per broadcast. Participating: Regular one-minute applicable rate. Audition Facilities: Transcription. Produced by: WTIC. Submitted by: WTIC, Hartford 15, Conn.

The Theatre of Song

A half-hour musical radio show presenting outstanding vocal stylists in the world of entertainment with the accent on the semi-classical. Using long-playing recordings for finest quality, the program stars such personalities as Rise Stevens, James Melton, Fred Waring, Richard Tucker, Eleanor Steber and the voices of Walter Schumann. Program uses special dramatic theme with realistic applause. Features host for presentation and announcer for commercials. Accent on production. Availability: Live Talent. Running Time: 30 minutes.

Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Produced by: Charles Ballou. Submitted by: WDBJ, Roanoke, Va.

Tune in to Rhythm

The soothing rhythms of a 16-piece string ensemble under the direction of Frank Novak, featuring instrumental soloists and vocalists Claudia Jordan and Floyd Sherman, present a well-paced program devoid of blatancy and "easy on the ears." Availability: Live Talent. Running Time: 15 minutes to 30 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Produced by: Chet Miller. Submitted by: Musicreations by Novak, 344 W. 72 St., New York 23, N. Y.

Two in the Balcony

Great moments of the lyric theatre recaptured in a new series. The Hollywood Radio City Orchestra with Robert Armbruster conducting, Jimmy Wallington announcer. Prominent guest from the music world each week. Availability: Live or Tape. Running Time: 30 minutes. Cost: On request. Audition Facilities: Live or Tape. Produced by: Howard Wiley. Submitted by: National Broadcasting Co., New York, N. Y.

Vera Lynn's Studio Party

Vera Lynn, with full orchestra and an audience of a thousand men, presents 30 minutes of musical excitement. Miss Lynn mc's the show from top to bottom. At two points within each show Vera introduces a songfest of familiar numbers sung by her and the male audience. The listening audience is invited to join in. Available for broadcasting beginning December 15, 1954. Availability: E. T. Running Time: 30 minutes. Cost: Available upon request. Number Available: Unlimited. Audition Facilities: Transcription. Produced by: Lang-Worth Feature Programs, Inc. Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

The Wayne King Show

The music made famous by the Waltz King interspersed with songs by Nancy Evans, vocalist, and Larry Douglas, baritone. Wayne King orchestra presentations and dialogue narrated in the rich tones of Franklyn MacCormack. Show features a blending of 17 pieces in Wayne King's own arrangements. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: Over 2 years. Audition Facilities: Transcription. Produced by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Western Requests

A western music request program. Running Time: 2 hours.

MUSICAL

Cost: Participations. See Standard Rate & Data.
 Number Available: 52 weeks — 7 times weekly.
 Produced by: KLER.
 Submitted by: KLER, Lewiston, Idaho.

Wings of Song

Emile Cote's famous choral group with Warren Sweeney as narrator in a program for the entire family. All types of music—college melodies, pop favorites, standards, westerns, religious carefully blended into a series of most pleasant quarter-hour shows.
 Availability: E. T.
 Running Time: 15 minutes.

Cost: Based on population for syndication.
 Number Available: 78.
 Audition Facilities: Transcription.
 Produced by: Marco Productions.
 Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

WISN Evening Concert

An hour-long symphony concert, Monday through Friday, 10:15 to 11:15, presenting with uncompromisingly high standards the best in serious music on high fidelity recordings, introduced with carefully prepared commentary; winner of the 1954 Milwaukee County Radio-TV Council award for "Best

Cultural Program;" top-rated late evening show (latest Pulse, March-April). Guarantees over 100,000 advertising impressions per week.
 Availability: Live Talent and high fidelity recordings.
 Running Time: 60 minutes.
 Cost: On request.
 Number Available: Five days per week, 52 weeks.
 Audition Facilities: Transcription.
 Produced by: Lucy and Leslie Biebl.
 Submitted by: WISN, Milwaukee, Wisconsin.

Yesterday's Melodies

A quarter-hour show daily giving musical reminiscences of a particular year interspersed with data

and interesting human interest stories of the years involved. An "illusion" show which "musicalizes" history. The University of Nebraska History Department representative has had WJAG tape some of these shows for use as an "in-school" aid to teaching American History on the college level.
 Availability: Live Talent or E. T.
 Running Time: 15 minutes.
 Cost: \$32 per program.
 Number Available: Five per week (Monday through Friday).
 Audition Facilities: Transcription.
 Produced by: WJAG.
 Submitted by: WJAG, Norfolk, Nebraska.

1954

WOMEN'S

1955

Allan Prescott, The Wife Saver

A "how-to-do-it" themed show presenting useful information for inside and outside the house.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Varies with market.
 Number Available: Five a week.
 Audition Facilities: Transcription.
 Produced by: Allan Prescott.
 Submitted by: Mutual Broadcasting System, New York, N. Y.

The Betty Clark Program

Program of helpful hints to housewife, beauty tips and ideas to help beautify the home. Betty Clark interviews prominent beauty experts and home fashion consultants and aids homemakers with their problems.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Time charges and talent upon request.
 Number Available: 5 times weekly.
 Audition Facilities: Transcription.
 Produced by: WFDF.
 Submitted by: WFDF, Flint, Mich.

The Brunch Hour with Mary Moore

WJAG's homemaker, Mary Moore, chats with housewives about the home and the problems of homemakers. Roughly, one-third of the "Brunch Hour" is Mary's "Service Center," making announcements of civic, church, and school group activities with announcements made free of charge. That this service is enthusiastically received is proved by letters from Mary's many listeners.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$33.00 per program.
 Number Available: Five per week.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Maude Werner.
 Submitted by: WJAG, Norfolk, Neb.

Bulletin Board

Conducted by Eva Byron. Available only during the 9 months of the school year. The program features the activities of the various women's groups such as PTA—Garden Clubs—socials and church news. Time on Air Monday through Friday, 9:30 a.m. Sunday, 3:30 p.m.
 Availability: Live Talent and E. T.
 Running Time: 15 minutes.

Cost: Regular time rate plus talent.
 Number Available: Mon. through Fri. or Sunday afternoon.
 Audition Facilities: Transcription.
 Produced by: Eva Byron.
 Submitted by: WALT, Tampa, Fla.

Connie's Comments

Connie is highly professional in her handling of this unique women's show. She features stories of human interest, and practical information for women. She interviews persons of importance in the community; or well-known personalities who are in the town or vicinity.
 Availability: Live Talent and E. T.
 Running Time: 15 minutes.
 Cost: \$10 per minute participation (complete program cost on request).
 Audition Facilities: Transcription.
 Produced by: Connie Samuelson.
 Submitted by: WJTN, Jamestown, N. Y.

Dorothy Ann's Scrapbook

Relaxing type of variety woman's program with music, news of and about women with poetry and thought for the day.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$7.00 per participating spot.
 Number Available: 3 per week.
 Audition Facilities: Transcription.
 Submitted by: KILO, Grand Forks, N. D.

Evelyn Stahl Show

Mrs. Evelyn Stahl, Miami U., 1944, mother of two children, runs usual type homemaker program on child care; beauty; fashion; cooking.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$4.00 per program, talent; time SRDS.
 Number Available: Three weekly; Monday; Wednesday; Friday; 4-4:15 p.m. C.S.T.
 Audition Facilities: Transcription and Live Talent.
 Produced by: WPAD.
 Submitted by: WPAD, Paducah, Ky.

The Feminine Touch

Designed like the format of a woman's magazine; recipes—menus; household hints, new products on the market; fashions, human interest stories and a thought

for the day. With Mary Hickox.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request. Minute participations available.
 Number Available: 5 per week, 12:15-12:30 p.m.
 Audition Facilities: Transcription.
 Produced by: Mary Hickox and KFI.
 Submitted by: KFI, Los Angeles 54, Calif.

Fran Carter Show

Fran, woman commentator, handles this show twice weekly. She gives timely hints for the homemaker and always has at least one guest of local or national prominence.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$24.00.
 Number Available: 52.
 Audition Facilities: Transcription.
 Produced by: Nancy North.
 Submitted by: WAZL, Hazleton, Pa.

Furniture Notes for Gracious Living

Program conducted by Maureen McBride, WBBZ women's director. And the contents of the program are in its title, "Furniture Notes for Gracious Living," plus soft, sweet popular music, most requested by the large women's audience that the program serves. This program, at 9:50-10 a.m., Monday, Wednesday and Friday is sponsored by Jay G. Paris Furniture of Ponca City. Has a 8.6 rating.
 Availability: Live Talent.
 Running Time: 10 minutes.
 Cost: \$14.00 per program.
 Number Available: Tuesday and Thursday.
 Audition Facilities: Transcription.
 Produced by: Maureen McBride.
 Submitted by: WBBZ, Ponca City, Okla.

Hello Mrs.

A daily fifteen-minute women's program consisting of menus, beauty hints, fashions, household hints, a brief mention of women in the news, and spritely music.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$89.00 per week (52 week basis).
 Number Available: Mon. through Fri.
 Audition Facilities: Transcription.
 Produced by: Frank Allan.

Submitted by: KFEQ, St. Joseph, Mo.

Hollywood Headlines

Mary Wheeler—woman commentator brings latest news of Hollywood. Reviews of current moving pictures; United Press feature stories of the stars; personal interviews whenever possible along with a daily quizz contest conducted by telephone, with theatre tickets given as prizes. Popular music used as a filler.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$10.50 per time at the 52 rate.
 Number Available: 52.
 Audition Facilities: Transcription.
 Produced by: Mary Wheeler.
 Submitted by: KTAT, Frederick, Okla.

Home Maker's Club

Three Home Economists, Mrs. Louis Good, Mrs. Evelyn Evans and Miss Anna Marie Monaghan, Home Service Supervisor, Pennsylvania Power & Light Company, do a Monday through Friday, 10:45 a.m., program for Women, ¼-hour in length. Participating sponsorship limited to foods and electrical home appliances. The three program home economists participate in cooking schools and home service.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Regular 1-minute announcement rate.
 Produced by: Dick Owen.
 Submitted by: WISL, Shamokin, Pa.

Homemaker's Digest

News of fashions, homemaking, recipes narrated by Elizabeth Edwards. Special emphasis on covering activities of women's clubs, meetings, secretarial reports, etc. Has loyal female audience responsive to suggestions. Authoritatively presented with friendly, relaxed delivery.
 Availability: Live Talent and E. T.
 Running Time: 15 minutes.
 Cost: \$15.75 per program.
 Number Available: 13 weeks.
 Produced by: KXOB.
 Submitted by: KXOB, Stockton, Cal.

Homemaker Harmonies

Popular women's service program presented by local homemaker commentator including

timely news of fashion, food, beauty and homemaking, with interludes of music by star vocalist and guests.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request from World Stations.

Number Available: 52 weeks, five times a week.

Produced by: World Broadcasting System, Inc.

Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Homemaker's Notebook

Weekly women's program dealing with information from the world of nutrition, home decoration and maintenance and family care, presented in co-operation with the Nassau County Extension Service experts.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Once a week—unlimited.

Audition Facilities: Transcription.

Produced by: WHLI.

Submitted by: WHLI, 245 Baldwin Rd., Hempstead, N. Y.

Honeymoon for the Bride

Half hour weekly. Station selects 4 brides. Holds fashion show where 3 or 4 brides model trousseau and tells why she thinks she should win the honeymoon. Audience decides on winning bride, who receives trip and wedding gown, modeled by professional model.

Running Time: 30 minutes.
Cost: On request.

Produced by: King's Men Productions, Ltd.

Submitted by: King's Men Productions, Ltd., 163 Bleecker St., New York 12, N. Y.

Housewives' Corner

Variety and music (disc) show with special guests, humorous news stories and verse, household hints, recipes. Monday through Friday, 2:00-2:25 p.m., this show features listener write-in contests on different subject each day . . . such as "How My Husband Proposed To Me." Best letter wins prize each day.

Running Time: 25 minutes.

Cost: Available upon request.

Number Available: Five per week.

Audition Facilities: Transcription.

Produced by: WSB Radio.

Submitted by: WSB, Atlanta, Ga.

Jan's Daily Diary

"Jan's Daily Diary" runs in sections. First page of diary, the date page. All regional activities for the day and near future are aired. Page two of the diary, "Look smart, be smart, cook well." Here Jan would air the beauty-fashion note and the recipe of the day, usually sent in by a lady listener. Page three of the diary "New Arrivals," the baby page. Actual names of regional new-borns.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Number Available: 5 shows per week.

Produced by: KDHL.
Submitted by: KDHL, Faribault, Minn.

Jan Evans' "For Women Only"

Morning women's "magazine" type format. Friendly, informal. Male and female team with male half (Ted Roberts) doing intro and signoff and is straight man for Jan Evans. All products investigated to determine quality or value. Stress on local shopping values, informational items, fashions, and live interviews, etc.

Availability: Live Talent.
Running Time: 30 minutes.

Cost: 15 minutes segment \$30.00—1 minute participation \$7.50.

Audition Facilities: Transcription and Live Talent.

Produced by: Jan Evans and M. Shackelford.

Submitted by: WJAN, Spartanburg, S. C.

Ladies' Fair

Music and service show, including info on best food buys of the day (from market quotations). Another feature is the Baby Club with announcements of new births in area. Each broadcast spotlights a "song with a story," story behind the writing of a song and the playing of the song itself.

Availability: Live Talent.

Cost: Available upon request.

Number Available: Five per week.

Audition Facilities: Transcription.

Produced by: WSB Radio.

Submitted by: WSB, Atlanta, Ga.

Listen Ladies

Daily women's show, featuring Lavelle Joy, with a strong local flavor of club doings, fashions, interviews, birthdays and anniversary notes. Has been on the air over a year, and going strong. Sold on participating basis. Has not been available on national basis before.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: 13 weeks (5 times per week), \$20.40 per program or on participating basis . . . \$5.10 on 13 week basis for 1 min. spot anct.

Audition Facilities: Transcription.

Submitted by: KMOR, Oroville, Calif.

Listen Ladies

A program with strict appeal to women on the farm as well as the urban audience. Features: Live interviews with local personality of the day, recipes, tips to homemakers, etc. . . . !!! Past tests have proven fabulous. This is it . . . for the advertiser interested in women . . . and who isn't? ? ?

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$40.00 weekly.

Number Available: 39 weeks.

Audition Facilities: Transcription.

Produced by: Eadie Fisher.

Submitted by: Duplin Broadcasting Corp., WLSE, P. O. Box 449, Wallace, N. C.

Living Should Be Fun with Carlton Fredericks

Carlton Fredericks is one of the

nation's leading nutrition experts and the author of many books on the subject. He discusses the subject of nutrition with both authority and considerable wit. He lectures at various universities and colleges and has a large following.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: On request.

Audition Facilities: Live Talent.

Produced by: WMGM.

Submitted by: WMGM, N. Y. 22 N. Y.

The Louise Beavers' Show

Louise Beavers, beloved "Beulah" of radio and television in her own personal show featuring recipes, household hints, beauty tips, and records. The grand lady of the screen delivers a very loyal group of the Negro buying public.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request (Participation)

Number Available: Unlimited.

Audition Facilities: Transcription.

Submitted by: KOWL, Santa Monica, Calif.

A Man Looks at Women

A man does a women's program with fresh slant. Includes usual women's show content, with male reaction to fashions, foods, women in news. Produced themes, short occasional interviews, 'corner for contemplation' balance show's content. Commercials given personal touch—Research adds authority to material used.

Availability: Live Talent.

Running Time: 25 minutes.

Number Available: 5 per wk., or min. participations.

Audition Facilities: Transcription.

Produced by: John Mounteer.

Submitted by: WDVA, Boston, Mass.

The Margaret Smith Show

Recipes, homemaking hints, news and information for the woman's audience. Maggie and Art—King Arthur to you—cater to the whims of a feminine audience with information and an icing of popular recordings.

Availability: Live Talent and E. T.

Running Time: 30 minutes.

Cost: Minute participations, \$26.00.

Audition Facilities: Transcription and Live Talent.

Submitted by: KHQ, Spokane, Wash.

The Mary Jones Show

Mary Jones, director of women's programs for WFIL, and her husband Howard provide a daily half-hour of the latest gossip about happenings and events around Philadelphia. Top stars of Broadway and Hollywood and outstanding authors, civic leaders, and government officials are interviewed.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: See Standard Rate and Data.

Audition Facilities: Live Talent.

Produced by: WFIL.

Submitted by: WFIL, Philadelphia 39, Pa.

Meg Healy's Homemaker Show

A 45-minute show of interesting chatter and entertaining music. Interviews with visiting celebrities.

Tips on beauty, fashion, cooking. Accepts participating sponsors.

Availability: Live Talent.

Running Time: 45 minutes.

Cost: On request.

Number Available: Saturday morning only.

Audition Facilities: Transcription.

Produced by: Meg Healy.

Submitted by: KIXL, Dallas, Tex.

Morning Break with Dean Dickens

Dean Dickens asks the ladies to take a "Morning Break." With a program cued to the woman's world she presents music, news and interviews. For over four years Dean Dickens has been pleasing the listeners with her popular program—and pleasing the sponsors by selling their products. Her affiliation with women's organizations in fashion, literature, public service and business gives her an entree into all phases of the woman's world.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Number Available: Monday thru Friday.

Submitted by: WGST, Atlanta, Ga.

Norma Young's Happy Homes

For a quarter of a century Southern California's best known and most loved home economist, Norma Young features daily interviews with special guests along with her information for homemakers.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Audition Facilities: Live Talent.

Submitted by: KHJ, Los Angeles, Calif.

Pat and Jack

"Pat and Jack" take over the 9:05 to 10:00 a.m. segment each morning with one of radios most refreshing boy-girl shows aimed at the housewife. Series combines all variety of music, chatter of interest to the lady-of-the-house, and projects the personalities of Pat and Jack.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: On request.

Audition Facilities: Transcription and Live Talent.

Produced by: WPEN.

Submitted by: WPEN, Philadelphia 3, Pa.

Playhouse Party

One-hour variety program for women (12:15-1:15 p.m.) starring Russ David, popular MC and pianist, supported by variety entertainment, home economist and participants from audience. 100 or more women in live audience every day have luncheon just before air time.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: Participations, \$35.00 per day—\$150 per week flat. Fully commissionable.

Audition Facilities: Transcription.

Produced by: KSD.

Submitted by: KSD, St. Louis 1, Missouri.

P.M.

Afternoon variety participator. Jack Deal, M.C. plus home economist, fashion news editor, music, and remote reports by women editors from many of the network's 16 affiliated stations via FM relay, starting September 1, 1954.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$240 (156x rate) per participation per broadcast.

Audition Facilities: Transcription.
Produced by: Merrill Knapp.
Submitted by: Rural Radio Network, 306 East State St., Ithaca, N. Y.

The Radio Bazaar

Daily food, shopping and fashion news, household hints and interviews with prominent authorities on a variety of subjects of special interest to the housewife. Written, directed and MC'd by Jean Colbert, assisted in dialogue by announcer Ross Miller. Each program a carefully thought-out presentation based on the topic of the day's interview. Participating.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$45.00 base per broadcast.

Subject to usual frequency discounts.

Audition Facilities: Transcription.
Produced by: WTIC.
Submitted by: WTIC, Hartford 15, Conn.

The Ruth Dunlop Show

Weekday feature featuring Ruth Dunlop as host in this women's variety feature which includes news of fashion, foods, guest interview subjects and current events of interest to housewives. Miss Dunlop is the recipient of a Zenith Television Award for 1953 for her Public Service activities.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.

Audition Facilities: Transcription.
Produced by: Gene Spry.
Submitted by: KPHO, Phoenix, Ariz.

Sloan Simpson Show

News of the world of interest to women, plus fashion, decor tid-bits and interviews, starring New York City's former First Lady, Sloan Simpson.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Varies with market.

Number Available: One per week.
Audition Facilities: Transcription.
Produced by: Bud Drake and Sloan Simpson.

Submitted by: Mutual Broadcasting System, New York, N. Y.

Sugar 'n' Spice

Strictly a food show handled by a food expert active in the food business in the market for over 20 years. Public appearances, super market demonstrations, service calls all a plus to the radio feature itself.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-sponsorship available for \$80 weekly budget.

Number Available: Daily co-sponsorship.

Audition Facilities: Transcription.
Produced by: WACE Production Dept.

Submitted by: WACE, Hotel Broadway, Springfield, Mass.

Swap with the Stars

A cooking show—plus Hollywood glamour and music. Subject matter consists of a star's favorite record and recipe "swapped" with a different listener daily, Mon. thru Fri. Among the 65 stars who disclose their favorite recipes and records are: Bing Crosby, Eddie Cantor, Jane Russell, Rhonda Fleming, Caesar Romero, "Spike" Jones, Guy Madison, Virginia Bruce, Angela Lansbury.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.

Number Available: 65 immediately; 65 more in preparation.

Audition Facilities: Transcription.
Produced by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6533 Hollywood Blvd., Hollywood, Calif.

Swappers Club

Listeners writer station giving name and description of items for sale or swap. Letters are read on the air by woman commentator. Service is free to listener. Very heavy mail. Excellent results obtained through club. 1:45-2:00 p.m. Monday through Friday.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$26.80 plus \$3.00, \$29.80 one time rate per program.

Number Available: Five weekly.
Audition Facilities: Transcription.
Produced by: Ruth Redington.
Submitted by: WKNE, Keene, New Hampshire.

Talkin' Time

A boy-girl show, one of oldest in city. All types recordings used. Informal, homey. Show includes interviews, human interest stories, fashions, menus, party planning, etc.

Availability: Live Talent.
Running Time: 1 hour, 30 minutes.
Cost: On request.

Number Available: 52 weeks, 5 times weekly. (May be sold in 15 minute segments.)

Audition Facilities: Transcription.
Produced by: WGL.
Submitted by: WGL, 201 West Jefferson Street, Ft. Wayne, Ind.

Time Out

A program designed to inform and entertain the housewife as she takes "Time Out" before preparing noon meal. Women's interest news (local and national), household hints, child care information, interspersed with familiar music and new songs. Program is informal with everyday philosophical notes tying it together.

Availability: Live Talent.
Running Time: Two 15 minute segments.

Cost: Contact John E. Pearson Co. representative.

Produced by: T. Jack Eversole.
Submitted by: WKCT, Bowling Green, Kentucky.

The Toni Ames Show

A light program featuring news of interest to the homemaker and the career girl, is the Toni Ames Show. News pertaining to the home, fashions, women in the limelight in the city and state, with a sprinkling of occasional interviews with personalities in the entertainment and educational field, as well as civic and local individuals.

Availability: Live Talent or Recorded.

Running Time: 30 minutes.
Cost: S. R. D. card.

Number Available: 52 weeks, 6 days a week.

Audition Facilities: Tape.
Produced by: WTUX.

Submitted by: WTUX, Wilmington, Delaware.

Visiting with Marie

A woman's program with a different approach. Entertainment and information on all topics of interest to women presented in a "friendly, round-the-table" atmosphere. Daily features are live and telephone interviews with celebrities, interesting people, women in unusual professions and a featured honored guest of the week. Music recorded and live is interspersed.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: One minute participation at \$15.00 each; larger segments at earned time costs.

Number Available: Daily.
Audition Facilities: Transcription.

Produced by: George Wells.
Submitted by: KFBI, Wichita, Kans.

Wendy Phillips Show

Wendy Phillips is a commentator who goes beyond the usual "parlor chatter." She uses human interest headlines involving women, from interviewing female narcotic users to spotlighting female accomplishments in America's third largest city. A woman's show with showmanship.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.

Number Available: 5 times a week or less.

Audition Facilities: Transcription.
Produced by: WIP.

Submitted by: WIP, Philadelphia, Pa.

Woman's Page

Mary Berger Worstall, Women's News Editor of WSTV, compiles a 15 minute chock full of timely tips for the distaff side of the audience. Mary also includes the latest fashion and society news plus interviews with visiting and local personalities. A morning isn't complete without listening to the "Woman's Page."

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.

Number Available: 52 weeks—5 times weekly.

Audition Facilities: Transcription.
Produced by: Mrs. N. Edward Worstall.

Submitted by: WSTV, Inc., Steubenville, Ohio.

A Woman Speaks

Thirty minute show includes beauty, fashion, cooking, and gardening tips, plus interviews when special fashions shows or garden

club activities are held in town. Some musical selections . . . five minutes devoted to reading poetry sent in by listeners. (Recipes and hints also received by listening audience.)

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$11.00 per week for 1 minute participation.

Audition Facilities: Transcription or Live Talent.

Produced by: Annette Abercrombie.
Submitted by: WCRL, Oneonta, Alabama.

A Woman's Way

Ann Hubert's "A Woman's Way" has been the top rated women's show in the Louisville area for more than five years. The format of the show is flexible: Ann includes household hints, food and fashion news, feature news, buyer news, entertainment news and celebrity interviews with such notables as Eleanor Roosevelt, Artur Rubinstein, Martha Graham and Paul Hindemith.

Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: \$3.00 plus card rate; participation.

Audition Facilities: Transcription and Live Talent.

Produced by: WAVE.
Submitted by: WAVE, Louisville, Ky.

Woman's World

Ethel Grey conducts this show beamed to women. It includes hints on homemaking, fashions, food—anything of interest to a distaff in addition interviews with outstanding local and national guests are presented from time to time.

Availability: Live Talent.
Running Time: 40 minutes.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: Transcription.

Submitted by: WSBA, York, Pa.

Women's Magazine

A women's variety program conducted by Peggy Irving featuring cooking hints, fashion notes, household and shopping information with interesting news from Hollywood and scores of other subjects which appeal to the housewife. Occasional interviews with important people keeps interest in this program at a consistent high level.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.

Number Available: 5 per week.
Audition Facilities: Transcription.

Produced by: WMAY Program Department.

Submitted by: WMAY, 711 Myers Building, Springfield, Illinois.

Your Neighbor

9:15-9:45 a.m. Mon. thru Fri. consists of live and recorded music, woman personality is Portsmouth civic leader with long experience, teamed with senior announcer, daily has interview with locally important person or visiting personality. Music by staff pianist. Polly Daehler makes an average of 4 personal appearances per week.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$131.00 five days week.

Audition Facilities: Transcription.

Submitted by: WPAY, Portsmouth, Ohio.

All Star Western Theater

Western variety shows with music and drama. Foy Willing and Riders of the Purple Sage. Republic Picture guest stars such as Jerry Colonna, Dale Evans, Jimmy Wakely, Eddie Arnold, etc.

Availability: E. T.
Running Time: 30 minutes.
Cost: Based on population.
Number Available: 90.
Audition Facilities: Transcription.
Produced by: Desert Radio Productions.

Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., New York, N. Y.

The Answer Man

Eighteen years of continuous broadcasting in the U. S. — in many cities twice a day — plus broadcast series in ten foreign countries prove the effectiveness of The Answer Man. Available in only a limited number of U. S. and foreign markets.

Availability: Live Talent or E. T.
Running Time: 15 minutes.
Audition Facilities: Transcription or Live Talent.

Produced by: Bruce Chapman.
Submitted by: The Bruce Chapman Company, 55 West 42nd St., New York 36, N. Y.

Breakfast Gang

Only live variety "wake-up" show before 8:00 a.m. on the Pacific Coast. Features Mel Venter, Lyle Bardo's orchestra and vocalists.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.

Audition Facilities: Live Talent.
Produced by: Don Lee.
Submitted by: KHJ, Hollywood 28, Calif.

Breakfast with Becker

Wake-up program broadcast direct from Harry Becker's home. Chatter with his family and breakfast guests. Time, temperature, weather and bright music. Children's stories featured at 7:45 a.m. Fifteen minutes of local news at 8:00 a.m.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: Monday thru Friday.

Audition Facilities: Transcription.
Produced by: Harry L. Becker
Submitted by: KIMO, Independence Mo.

Christmas Package

"Christmas on the Moon"—26 fifteen minute shows. "Santa Claus Jones"—starring Charles Ruggles. One half-hour program. "My Son

is a Wise Man," starring Barbara Britton. One half-hour program. "Christmas Is My Heart Alone," starring Ona Munson. One half-hour program. "The Day Before Christmas," starring Audrey Long. One half-hour program.

Availability: E. T.
Running Time: 15 minutes and 30 minutes.

Cost: On request.

Audition Facilities: Transcription.

Produced by: C. P. MacGregor.

Submitted by: C. P. MacGregor Company, 729 So. Western Ave., Los Angeles, Calif.

Country Fair

Musical variety show starring comedienne Judy Canova in a country fair setting with an all star cast. Country music and folk songs, homespun philosophies and humorous stories by Judy Canova.

Running Time: 30 minutes.
Cost: On request from World Stations.

Number Available: 52 weeks, once a week.

Produced by: World Broadcasting System, Inc.

Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Forward America

Musical variety program featuring the immortal voice of Walter Huston with dramatic words of famous Americans, surrounded by music and song. A program of great patriotic appeal.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request from World Stations.

Number Available: 52 weeks, once a week.

Produced by: World Broadcasting System, Inc.

Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Freedom Is Our Business

Program of words and music starring actor, director and producer, Robert Montgomery, with dramatic interpretation of famous speeches by Freedom by time-honored statesmen, writers and philosophers. Music by David Rose and his Orchestra.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request from World Stations.

Number Available: 52 weeks, 3 times a week.

Produced by: World Broadcasting System, Inc.

Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Guess Appearance

With big name stars . . . plus audience participation angle. Combines three biggest elements of most successful air shows . . . variety show, audience participation, and stunts. Terrific entertainment value, for client with budget.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Produced by: Basch Radio & Television Productions.

Submitted by: Basch Radio & Television Productions, 17 E. 45th Street, New York 17, N. Y.

Guest House

A sparkling variety show, featuring Bud Guest, Detroit radio personality; supported by tenor Fred Kendall, song-stylist Renee McKay, The Spellbinders quintet and 14-piece orchestra. Wholesome entertainment for the entire family. Established in 7:00-7:30 p.m. spot, Mondays through Fridays.

Availability: Live Talent.
Running Time: 15 minutes or 30 minutes.

Cost: \$600 or \$950 less F.D. on time only.

Number Available: 52 weeks, 5 times weekly.

Audition Facilities: Transcription.

Produced by: WJR.

Submitted by: WJR, Detroit 2, Michigan.

Hook 'n' Ladder Follies

Available for radio and/or television. Homespun humor, music, singing, dancing, contest and participation ideas.

Availability: Live Talent.
Running Time: 30 minutes to 60 minutes.

Cost: On request.

Number Available: Unlimited.
Audition Facilities: Live talent.

Produced by: Lewis Reid.
Submitted by: Musicreations by Novak, 344 W. 72nd St., New York 23, N. Y.

It's Showtime from Hollywood

Musical variety—an array of varied musical fare from classical to novelty songs in the inimitable style of Freddy Martin. Freddy Martin, his singing saxophone and unique orchestrations, Owen James, emcee; The Martin Men Glee Club, Barclay Allen piano highlights, Gene Conklin's spectacular whistling.

Availability: E. T.
Running Time: 15 minutes.

Cost: On request.

Number Available: Over two years.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co.

Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Johnny Olsen Show

With his million-dollar "Penny," Johnny Olsen has music, jokes and questions to ask his audience each weekday as he presides over his Times Square penthouse.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.

Number Available: Five a week.
Audition Facilities: Transcription.
Produced by: Johnny Olsen.
Submitted by: Mutual Broadcasting System, New York, N. Y.

The Little Show

Saturday morning eye-opener with top WKBN personality Fred Nebot mixing records, features, news, etc. with his own brand of good-humored wit and wisdom. Show is presented 9-9:45 a.m. as natural lead-in to CBS radio's "Galen Drake" show.

Availability: Live Talent and E. T.
Running Time: 45 minutes.
Cost: Upon request.

Audition Facilities: Transcription and Live Talent.

Produced by: Fred Nebot.
Submitted by: WKBN, Youngs-Ohio.

Meet the Menjous

A refreshing conversational show, Hollywood's Adolphe Menjou and his wife, Verree Teasdale, in informal open house for listeners. Representative of down to earth American folk, this famous "Mr. and Mrs." chat gaily about everything from Hollywood greats to fashions, teenagers, music, food, travel, problem parents, and sports.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.

Number Available: Over two years.
Audition Facilities: Transcription.

Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, Ohio.

Morning Monologue

Personality show: with birthdays, anniversaries, poetry, philosophy, local commentary, interviews, transcribed music, and closing with bible reading. High audience rating. Conlan survey for year (Feb. 1954) gives 6.9 rating.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$40.00 plus \$10.00 talent. Subject to discount.

Number Available: 6 a week.
Audition Facilities: Transcription.

Produced by: Arden Booth.
Submitted by: KLWN, Lawrence, Kansas.

Mr. and Mrs.

"Mr. and Mrs." with Frank and Lura-Marie is a relaxful, heart-warming program with conversa-

tion, recorded music, people and events in history, menus and memos for the homemaker. . . And man at home! Human interest stories, witticisms and a personal touch from Mr. and Mrs.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Available on request.
Number Available: Monday thru Friday.

Audition Facilities: Live Talent.
Produced by: Mr. and Mrs. Frank A. Kiesa (Frank & Laura-Marie).
Submitted by: WIZZ, Streator, Ill.

The Original Amateur Hour

The original amateur hour starring Ted Mack, has been on radio and television networks for twenty years. First time offered as transcribed radio program. Transcribed show is especially produced radio program broadcast live at point of origination. Each program features seven acts and each show honors an American city.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: One each week.
Produced by: The Original Major Bowes Staff (Reemack Corp.)

Submitted by: Air Programs, Inc., Suite 902—1270 Sixth Ave., N. Y. C.

Ray Heatherton Show

Interviews with celebrities of the stage, screen and radio plus hits from Broadway musicals and other pop tunes with Ray Heatherton starred.

Availability: Live Talent or E. T.
Running Time: 45 minutes.
Cost: On request.
Number Available: Five a week.
Audition Facilities: Transcription.
Produced by: Sandy Howard.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Roadshow

Four hours of news, music, traffic and weather reports especially for the motorist. The Johnny Guarneri Trio, guest vocalists, recorded music, news. Bill Cullen is emcee. Provision for local cutins for weather, traffic and road reports.

Availability: Live Talent.
Running Time: 4 hours.
Cost: On request.
Number Available: On request.
Submitted by: National Broadcasting Co., New York, N. Y.

Ruby Mercer Show

Former Metropolitan Opera star Ruby Mercer is heard each afternoon presenting off-the-beat information for the housewife or motorist. Interviews and music.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Varies with market.
Number Available: Five a week.
Audition Facilities: Transcription.
Produced by: Joe Sonnenreich.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Santa Claus Programettes

Santa tells the boys and girls all about the wonderful toys and gifts he has been making for them up at the North Pole, and asks them to listen to his assistant (local announcer) who will tell them where they can buy these wonderful things. . . he also tells them to remind their Mommy and Daddy that there are only 25 shopping days until Christmas. The next program, of course, states that there are only 24 shopping days, and so on. Excellent merchandising angle for department stores.

Availability: E. T.
Running Time: Five minutes.
Cost: On request.
Number Available: 26.
Audition Facilities: Transcription.
Produced by: C. P. MacGregor.
Submitted by: C. P. MacGregor Company, 729 So. Western Ave., Los Angeles, Calif.

Smiley Burnette Show

The Clown Prince of Western Pictures with many guest stars; Smiley's home-spun funnies, plus his many different voices and instruments, highlight the show. Time—6:15 to 6:30 a.m., Monday, Wednesday, Friday and Saturday.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$52.00 per week.
Number Available: 260 episodes.
Audition Facilities: Transcription.
Produced by: Radiozark.
Submitted by: KOEL, Olewein, Ia.

Steamboat Jamboree

Musical variety program starring Lanny Ross in a showboat setting, surrounded by brilliant orchestral and choral rendition, barbershop quartet, Dixieland, and featuring stars like Mimi Benzell, Monica Lewis, Helen Forrest, etc.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request from World stations.
Number Available: 52 weeks, once a week.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Sunday with Garroway

Low pressure Dave Garroway treatment of music, interviews,

news. Whatever is topical in theater, politics, etc. Show is live and taped and uses NBC overseas circuits to bring in best features from London, Paris, etc. Jazz fan Garroway features great names in pops, show tunes, jazz. News editor Jim Fleming gets color behind headlines.

Availability: Live and Tape.
Running Time: 120 minutes.
Cost: On request.
Submitted by: National Broadcasting Co., New York, N. Y.

This Is Gulliver

Comments for men tailored at times when the male is listening. Around sports news, sports events, etc. Interesting automobile talk—"Fix It" items, and human interest stories the male will retell at the next smoker.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 times a week.
Audition Facilities: Transcription.
Produced by: Paul Martin.
Submitted by: WIP, Philadelphia, Pa.

Tourist Guide

Program features announcer simulating driving his car through tourist area served by station, pointing out places of interest and sightseeing attractions. Time checks, weather reports, and road conditions are also included. Chambers of Commerce in various towns and Development Commissions of two states cooperate in supplying material.

Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: WTWN, St. Johnsbury, Vt.

Traveling Companion

Sunday evening show with Fred Nebot mixing recorded music and local road conditions, news, sports and weather information as a follow-up to CBS radio's "Rhythm on the Road." Show is aired 5:30-5:55 p.m.

Availability: Live Talent and E. T.
Running Time: 25 minutes.
Cost: Upon request.
Audition Facilities: Transcription and Live Talent.
Produced by: Fred Nebot.
Submitted by: WKBN, Youngstown, Ohio.

Vacation Time

An hour for radio and/or Television—where to go, what to do, how to do it, how much to spend—on your "Two weeks with pay," as well as discussions of vacation time needs and products.

Running Time: 60 minutes.
Audition Facilities: Transcription or Live Talent.

Produced by: Alton Alexander Productions, Inc.

Submitted by: Alton Alexander Productions, Inc., Rm. 2310, 595 Madison Ave., New York 22, N. Y.

Vacation Varieties

Bright summertime music and commentary on how to enjoy the many activities within and a short distance from city limits. News of events the entire family can enjoy at moderate expense.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: 5 times a week.
Produced by: WIP.
Submitted by: WIP, Philadelphia, Pa.

The Variety Show

"Variety is the spice of life" and the Variety Show presents a variety of music, talk, weather, news, time, temperature, patriotic recitations, religious thoughts, philosophy, homemaking hints, etc.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WMIX, Mt. Vernon, Ill.

WNOX Midday Merry-Go-Round

One of the oldest country music shows staged before a live audience. An admission is charged to see the show, now in its 18th year. Comedy and a variety of country music from hillbilly swing to spiritual singing make up format. Lowell Blanchard is MC, writer and producer. Daily, Monday through Saturday.

Availability: Live Talent.
Running Time: 95 minutes.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Produced by: Lowell Blanchard.
Submitted by: WNOX, Knoxville, Tenn.

Wonderful City

Audience participation show that grants wishes of its guests. Harry Wismer is the "Mayor." Show also features variety segments (music plus soloists).

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: 6-times weekly.
Audition Facilities: Transcription.
Produced by: Mel Baily.
Submitted by: Mutual Broadcasting System, New York, N. Y.

Program Producers Discuss Industry's Future

The following symposium has as its purpose the presentation of a concise, factual picture of program production's present status, together with a general report on production planning for the coming year. In order to compile this overall picture, Radio-Television Daily asked many of the nation's leading program producers to submit their views on these subjects from the standpoint of present and planned activities of their own firms. We believe the statements, presented here, constitute the core of industry opinion concerning "what's to come in program production."

"I BELIEVE IN RADIO"

By Frederic W. Ziv
President, Frederic W. Ziv Co.

THE Frederic W. Ziv Company believes in radio. A lot of people are saying, "I believe in radio." I hope everyone who is saying that means it. The Frederic W. Ziv Company obviously means it because—we are backing up radio with DOLLARS.

In the past year, we have produced three new radio series: HOUR OF STARS programming five hours per week with Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee; THE RED SKELTON SHOW programming five half-hours per week of Red Skelton's inimitable humor; and our very latest radio release, MR. DISTRICT ATTORNEY, starring David Brian.

We feel that this type of star value programming is exactly what radio needs for renewed vigor and vitality. Star value programs of this calibre enable stations to recruit new listeners, to bring to sponsors new promotion and to set the whole town talking. Programs of this calibre, backed up by promotions such as we furnish in our promotion portfolios put new life in radio that means excitement for sponsors which will enthuse dealers and salesmen.

Your questionnaire asks: How does 1954 shape up against 1953? Our first six months of 1954 are substantially ahead of the first six months of 1953. Our sales are ahead and our production is ahead. We are producing more new radio programs this year than any year in our history.

What category of programs in demand today? A good show will always attract a good audience. The promotion-minded station and sponsor knows the value of "Hitch Your Wagon to a Star." There is a demand for mystery, comedy, big-name attractions. We are producing sixty-minute programs, thirty-minute programs, fifteen-minute programs. We know that there is a need for a great variety of programming to keep radio vital and we are dedicated to furnishing this type of vital programming.

I have read recently where a national advertiser stated: "We have more confidence in radio than broadcasters themselves." The Ziv Company frequently feels like echoing this sentiment. We do not say this in criticism. Rather, we say it as a rallying point for everyone in radio: there is much reason for confidence in radio. Radio is alive and can be made more lively by star-value programming and the type of aggressive promotion which such stars excite.

13,000,000 radio sets were sold in 1953. The American public spent \$575,000,000 on radio sets in 1953. The American public must want radio or they certainly wouldn't part with that kind of money. It's up to everyone of us in the radio industry to give the listening public bigger names, more dynamic programs and bring these programs to the public's attention via aggressive promotion.

CHANGING RADIO PICTURE DEMANDS NEW IDEAS

By Marvin A. Kemper
Executive Vice President, Richard H. Ullman, Inc.

IN THE past five years, including 1953, our radio program production has been based primarily on the use of gimmicks such as jingles, attention getters, and material, that we like to

say would react on the ear the way a newspaper headline would react on the eye. We have been extremely successful with materials for stations of this nature. Several decisions have been made regarding radio program productions for 1954. With the advent of television in all types of markets, a complete revolution is currently taking place in the radio program structure. Because of this we realize there is a greater need today than ever before for fresh and new programming ideas for use by radio stations. We are endeavoring to find a new approach to this rapidly changing radio picture.

We have found in recent months the majority of the radio stations are programming Music & News more than ever before, and the independent station of the past that was known as the Music and News Station, now has to contend with the network stations doing similar programming. The Music-News format is becoming extremely necessary to contend with or against the television media. Because Music and News have been found successful against television, we feel that the greatest demand in programming today, particularly for us, is something that will fit into this type of format. Many stations are block programming music in long time segments, and an additional gimmick to such programming is by far the greatest demand of the station. For this reason we are currently in production with program ideas that will fit a musical format, but at the same time will draw the listeners from other stations with similar musical formats.

Our production of radio programs will be greater this year than in 1953 because we feel the need of the station is greater.

We are finding more and more a program length of a show idea should be flexible so that it can be used in quarter hour segments or sixty minute periods, and sometimes longer. In this manner block programming can be used, and our shows will fit in any time segments of that block programming desired. Since the majority of these stations are programming long musical disc-jockey shows, we feel that additional radio gimmicks to fit into this type of format will definitely do the job insofar as audience and sales are concerned for that station.

OPEN END RADIO PRODUCTION INCREASING

By Bob Reichenbach
General Manager
Cheshire & Associates

FOR THE first time in four years the production of syndicated (open end) radio programs is definitely increasing and we at Cheshire & Associates are more active than ever before. With the networks still largely diverted by television program requirements, an ever-increasing dependence is being placed on transcribed shows by the operators of network affiliates who desire to keep their station properties programmed to best advantage.

Mystery and adventure series remain staples in this field. It's worthy of note, however, that many station operators are now using such favorites as our "Stand By . . . For Crime!", "Adventures of Frank Race" and "Frontier Town" in daytime half-hour program strips. The late evening mystery blocks are moving to mid-afternoon time slots.

Already this year Cheshire has produced 26 new 30-minute episodes of "Stand By . . . For Crime!", 65 new 15-minute episodes of "Swap With the Stars"; 26 new 15-minute episodes of

PROGRAM PRODUCERS DISCUSS INDUSTRY'S FUTURE

"Drama of Medicine" and plans to step up production markedly in August, in order to be ready to September 1st with still another new quarter-hour series that is already better than half completed. This will be the first radio series on the scientific aspects of interplanetary travel and communication. Narrated by Guy Runnion and directed by Robert Newman, this series will be entitled "Report on Flying Saucers!".

The bulk of our 1954 sales have been of 15-minute series, designed to run 2, 3, or 5 times per week. Interest has picked up notably in "soap opera" sales and other quarter-hour dramatic series.

STIFF RETAIL COMPETITION SPARKS TIME SALES

By Herbert Wolf
Vice President
Wolf Associates, Inc.

DESPITE the optimism indicated by various economic experts in and out of government, a look at the increase in business failures shows that business is still on the downtrend for retailers not engaged in an all-out effort to sell. As retail selling continues to be conducted in an aura of price cutting, kickbacks, rebates and all the other elements of stiff competition, there is and should continue to be an increase in dollars spent by radio and television advertisers.

Advertisers who heretofore never ventured into the "time" field are starting to buy spot commercials. Former spot advertisers are moving into alternate- and co-sponsorship deals. And, generally, the resultant business outlook for established radio and television producer/packagegers seems good.

We are producing the same number of radio shows as we were last year, and our year-round television output has doubled. Because we feel the greatest market potential for television lies with the 30-minute show, this is the program length we are emphasizing.

We find that today there is a great tendency on the part of advertisers to cash in on whatever the current program trend may be. And that trend in television seems to be toward situation-comedies and comedy-dramas. But the program demand of the public, in our opinion, remains comparatively constant—a balance between various types of programs. So there is no reason for producer/packagegers to drop everything and create a situation-comedy simply because this is the momentary program trend. In short, to be successful, a producer/packageger should be cognizant of and be able to strike a good balance between four factors: What the advertiser needs, what the audience wants, his competition and his own capabilities.

All across the land, new television stations are opening up and the UHF stations are gradually coming into their own. These factors, added to the upswing in "time" advertising, spell out a healthy business future for the independent producer.

SPOTS BEFORE YOUR EYES

By George Logan Price
President, George Logan Price, Inc.

SPOTS before the eyes of a large and increasing number of radio station executives make this year 1954 one of diminishing returns for this 20-year-old transcription producing company. Total business to date has averaged about 5% of that for any normal year before TV. Station-originated business amounts to 25% of this total, as contrasted to 40% prior to TV; advertising agencies account for 50% of the current total; 25% comes from personal clients previously served by this company for anywhere from one to nineteen years. Sales are about neck and neck with 1953, which was our poorest year to date.

Our programs consist of highly specialized inspirational dramatic features beamed at specific markets, in which we have

served 400 accounts, in 300 radio centers, for periods ranging from 52 to 520 weeks. Because of the specialized nature of our product, we service our accounts completely, with individualized copy on commercials, publicity, and public relations, always to the sponsor's exact specifications. Our packages are complete, with printed play schedules, effective inquiry-getters, and prestige-building good will gifts. Our pressings are loaned by sponsors without cost to churches, schools and other morale-building agencies. As a rule, sponsors provide free time on their announcement periods for brief messages from accredited groups in the public interest. Service absorbs around 20% of our gross revenues.

With us the 30-minute show has been most popular, with 15 minutes running second. We have had no demand in several years for 5-minute spots. All of our shows are bought and paid for, and our rates are correspondingly low . . . for small stations as little as twice the cost of the platters themselves. Even at \$5.00 per week for established 30-minute shows which could not be duplicated today for \$2,500.00 per stanza, there are no takers. Samples are sent prepaid, on request, without deposit or other obligation, with a complete audition and sales presentation set-up which in former years sold around two out of five prospects actually auditioned. It is difficult for us to determine these last two years how often a qualified prospect is given an opportunity to hear one of our brand new virgin vinyl audition platters. Four times out of five, receipt of audition samples is not even acknowledged.

We attribute this result or lack thereof to spots before the eyes of too many station executives. Rare responses received range as follows: "Price too high." "We can't charge our sponsors anything for talent; they've been educated to expect it for free." "We are a straight music and news station, using no dramatic shows." "We can't let that type of money go out of town; we need every penny for ourselves."

A HEFTY PORTION OF NEWS PROGRAMMING

By Oliver Gramling
Assistant General Manager, The Associated Press

NO MATTER which way you slice it, the meaty end of the radio/television field contains a hefty portion of news programming. It might be a commentator's discourse, or a 60-second headline wrapup, or ball game results, or precinct-by-precinct election returns. It all adds up to the potentially profitable task of satisfying the public's appetite for information on what's happening around the corner and around the world.

Evidence that the industry is realizing this lies in the fact that more stations are receiving a news wire report than ever before in the history of radio broadcasting. And more and more stress is being placed on programming this news in the most professional manner and at the proper time.

What is the proper time for news? How long should the program last? That's like asking a doctor to prescribe by telephone without giving him a hint of the symptoms.

There probably aren't two stations in the country who have identical situations and could follow a standard format for news programming to the best advantage. By experience we have learned that this vital part of the program day must be keyed to the individual listening audience. It is up to each station, therefore, to strive to fill the special needs for news by its available audience. Competition for that audience grows keener by the day. Proper news programming can keep it—and expand it.

From where we sit, the trend toward more local programming seems to mount by the day. Increased use of telecripts, carried on the radio news wire, bears this out.

The source for this assumption is the word of station managers and program directors from all parts of the country who have been working toward streamlining the AP wire report and

(Continued on Next Page)

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keeping the type and caliber of feature scripts in tune with changing times.

While it is not feasible to make a covering statement regarding the use of news, indications are that an increasing number of stations are scheduling short summaries usually five minutes, approximately every hour, with two to three 15-minute news programs spotted strategically through the day. Let us emphasize this is a very general conclusion and would not hold true in many types of communities. Spot telecripts, such as a sports feature which deals with current topics, are becoming one of the easiest programs to sell because the script can be individualized to the sponsor and to the locality.

It would be senseless to place news programs on a competitive scale with other types of programming, such as music or the mystery thriller or comedy shows. They simply are not competitive. There is—and must be—a place for both.

The business trend in radio program production for the coming year appears extremely good—for those stations with proper programming foresight. Make every programming decision with the listener in mind. Give 'em what they want, and you've got it made.

TODAY'S TRENDS IN MUSIC LIBRARIES AND SYNDICATED RADIO SHOWS

By A. B. Sambrook

Manager, RCA Recorded Program Services Sales

THE big trend in the transcription library business didn't start just last year. It's been developing over the past four or five years. What I have reference to is the ever increasing need for better and more powerful sales tools and point of sale merchandising aids at the station level. What caused this trend? Competition and a need for greater times sales. Today stations have to really get in there and dig in order to meet the growing competition of other local radio stations, of local print media, or local television.

What is RCA's Thesaurus doing to help its subscribers? We're bringing out new and better sales tools and merchandising aids. Take our recently announced point of sale aids on our "Hour of Charm" show. We developed three pieces—a window streamer, counter card and a window poster—that are colorful, attractive and easily individualized by the station for the sponsor. These pieces do a really constructive job of helping a station to sell a new sponsor or keep his existing sponsor convinced he's getting his best advertising buy.

Then we'll shortly be announcing "Sell Effects," a whole new category of features that sell in our Thesaurus catalogue. Our first new release, supplementing this category, consists of a sensational new local sales tool—"Echo Attention Getters." These are individual words recorded with an echo effect. They are designed to be used by stations to get the listener's attention for a large variety of local sponsors.

As for the programming aspect of the library field, we have noted an increased emphasis on participating announcements in music shows. Noting this need of subscribers for big name musical shows for participating announcements we designed our three newest Thesaurus programs—"The Melachrino Musicale," "Penthouse Party" and "Quickie Quiz" so that they can be utilized either as single sponsor shows or participation announcement carriers.

The results of a recent survey we conducted in connection with Thesaurus subscribers told us much about various aspects of the music library picture today. We learned, for instance, that while both quarter hour and half hour shows are in heavy usage the most commercial length today is the half-hour show. The three leading programs, in actual usage, were all half hour shows—"The Wayne King Serenade," "Music by Roth" and "The Hour of Charm."

Then too, we learned that in the past twelve months over 124,800 United States advertisers sponsored RCA Thesaurus shows. In time sales alone, Thesaurus accounted for radio station income of over \$2,632,300 during the past year. From the sale of Thesaurus shows the average subscribing station takes in \$5,177 in time sales. This, of course, does not include talent fees, which are regularly realized by stations when they sell Thesaurus programs.

In the Syndicated Radio field RCA Recorded Program Services has every expectancy of a bigger year this year than last. What's responsible? The activity of that portion of our catalogue of 26 shows devoted to Daytime Serials points to increased business for us this year. With three outstanding, pre-tested shows—"Aunt Mary," "Dr. Paul" and "Betty and Bob" carrying the ball, and our other syndicated mystery, drama, music programs, situation comedies, etc., continuing to prosper the syndicated picture is a bright one for us.



MERCHANDISING AND PROGRAMMING PROSPECTS

By Martin Stone
President
Kagran Corporation

WHEN "Howdy Doody" began on the local New York TV outlet for NBC 6½ years ago, none of us ever dreamed that someday it would be the merchandising success it is today. In discussing the future with my brother, Allan Stone, who heads Howdy's merchandising division, we can only be optimistic about the coming year. I have always felt that a product is greatly enhanced by being identified with a child's hero and as the identification with our puppet grows so does the potential.

Aside from Howdy, we have several new properties now being developed with Eddie Kean, who has scripted over 1500 TV shows, lending his talents to the planning. What types of program to develop? Well, the need for laughter will never diminish and although comedy is the most difficult and intricate form of the sight and sound medium, we all feel that it bears the greatest promise if soundly written, produced and performed.

One of our other properties, "Johnny Jupiter," was filmed strictly for laughs, and the home viewers seemed to pick up the cue. We used our own version of 3D in this, combining elements that appeal to both the kids and their parents . . . science fiction, puppets and fantasy. The comical element is still the most welcome of all and our future thinking will be along those lines.

We have by no means forgotten radio and among the personalities we hope to have on the air in the fall season are the Jackie Robinsons in their own Mr. and Mrs. show and Betty Metcalf who was a top cover girl several years ago and whom I believe will be heard in one of the bright new women's shows of the season. There has also been a great deal of interest expressed in Howdy in foreign markets and we may explore this more fully, too.

The length of a program as far as we are concerned is flexible. I don't believe that a half-hour, or once-a-week, or a quarter-hour strip is more popular than a full-hour across the board or vice versa. As long as the listener's interest is sustained, the dial will remain where it is. There are too many ramifications involved here . . . the programming structure of the stations involved, the budget of the individual sponsors, the type of program being presented and what the competition may be.

Our initial entry into this field was in radio with "The Author Meets The Critics." The audio medium is by no means dead and I expect that it will be a vital force in broadcasting for more years than there are "Howdy Doody" fans.

PROGRAM PRODUCERS DISCUSS

RADIO IS EVERYWHERE ALL THE TIME

By Pierre Weis
General Manager

World Broadcasting System

RADIO is everywhere all the time! That just about sums up the radio story for 1954 from almost every standpoint.

From a business point of view, radio at the local level was never healthier. From a programming standpoint, radio was never more versatile.

From an advertising standpoint, more advertisers every day are turning to radio to carry out their workhorse ad campaigns that demand consistent efforts tailored to reach the consumer when and where he is most ready to buy. That means programming with strong local appeal. For the radio station of today is Community Enterprise. The local community depends upon it for continuous information, community-wide projects, entertainment, and regularity of news and other special service.

The proof that this need exists is demonstrated by the demand from station affiliates and the fact that World's production budgets for unique programs and a wider variety of selling services like jingles, Sell-Sounds, advertiser lead-ins, station service features and other special material is up more than 35% over last year.

Programming material of all types is increasing in demand, especially five-times-a-week, across the board features as spot carriers. Music is the backbone of programming surrounded with a variety of special appeals in continuity to attract more listeners and advertisers. The demand grows for more and more half hour, five days a week, top talent, open-end programming feature in the World ComET Plan which subscribers can get for a dollar a day to help defray the cost of manufacturing the discs. Already signed by more than 325 World affiliate stations, reports are pouring in on the speedy advertiser response to this special program series.

The ComET Plan is the greatest programming achievement in a radio library service. When you consider the caliber of talent in the World ComET Plan — the lead-off stars are Betty Grable and Harry James — you get some idea of what World can give the local station without the usual high costs of programming and talent charges.



RADIO UNDERGOES SHARP READJUSTMENT

By Carlton E. Morse
President

Carlton E. Morse Productions

THE past few years have been a period of sharp readjustment for radio; for the first time in its life radio had to meet direct competition. However, now that radio has had to yield part of its old market to television, it is finding and developing new doors opening up via portable radios, automobile radios, and radios in various rooms of the house other than the living room.

After some hesitation, radio programming and advertising appears to be settling down to the extent that 1954 may well end better than 1953. Radio seems to have found its place, and is now seeking to stabilize it.

New trends in programs are becoming evident. Where the half-hour and full-hour star-studded programs were formerly the feature, prestige shows of radio, we now find that this type of program has almost completely transferred to television. Today radio is developing the multi-weekly program to a greater extent than ever before.

We feel that the across-the-boards 15 minute show, particularly the domestic drama, is the most in demand today. For that reason we are concentrating on our productions, "One Man's Family" and "The Woman in My House," with our production running about the same as last year.



**FOR COMPLETE
LIST**

OF PROGRAM

PRODUCERS

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OF THE 1954

RADIO ANNUAL

TELEVISION YEARBOOK



COMMENTS BY BROADCASTERS

Make the Most of Your Music

Earl Dahlstrom

Prog. Dir., KATL, Miles City, Montana

MAKE the most of your music, and you'll have the most of the available audience! We in the radio business are primarily in the entertainment business. We are in entertainment to secure the largest audience possible for our advertisers' messages.

Be extra selective as to just what music is heard on the air. We at KATL, where we have what amounts to a captive audience, have found that by systematically "weeding" our present record files and screening incoming new recordings, we have what amounts to a fool-proof music library.

Every person who has anything to do with planning and producing musical programming on the station consciously plans the content of his programs to fit the general living habits of the people to whom we play. By keying our music to the lives of our people, by airing only the best selections of all the arrangements available, regardless of type of music, and by being extremely conscious of the fact that anyone can play a phonograph but only an artist can play a phonograph as though it were a fine instrument, we have boosted our general audience to a sign-on to sign-off high of more than ninety percent of sets in the area tuned to OUR station.

What Kind of Music Do Listeners Want?

Walter E. Wagstaff

Gen. Mgr., KIDO, Boise, Idaho

WITH the encroachment of television, it becomes more vital that radio make new appraisals of its program assets. Manifestly, news and music are the two outstanding areas in which radio can still be superior to television. The station must play what the listeners in its area want to hear. This seems obvious, but there is still a lot of music being played—just because "it has always been done that way." For example it's taken for granted that to reach farmers in the early morning hours we play hillbilly, that we play only dance music around midnight, that we reach teen-agers with "hot" music, etc.

Management must study music preferences in its area and lay down definite plans and policies for co-ordinated music programming. Inexpensive studies can be made with post card surveys, on-the-air contests, and telephone can give management invaluable information on listener preferences.

For example, we found out in our area that a majority of the farmers didn't want hillbilly music in the mornings—in fact, that the farmers' tastes in music were about the same as everyone else's. Tastes differ in every market, and the station manager who follows national patterns, or plays certain kinds of music just because "it has always been done that way," is dissipating his most valuable program resource—music.

Promoting and Publicizing Station Programs and Personalities

Don O. Hays

Dir. of Operations, WKNA, Charleston, W. Va.

ICAN'T see promoting a feature newscast, disc show, women's program, sportscast or any personality-type show *minus* the name of the individual identified with the program. I compare this method of presentation with Christmas without a Santa Claus . . . a martini without an olive.

One of the definitions of the word *associate* is to "connect in thought." Isn't association exactly what you want your listeners to do? To connect the program with your station?—By adding "fuel to the fire" . . . "food for thought" . . . a *definite name* to this association, the odds for far more dials switching to your frequency are in your favor.

Now, I'm fully aware of the many practical lessons we've all learned through experience. Namely, maximum promotion of

a local personality . . . only to have the whole business blow up in your face. Your golden boy either gets too big for the town or too big for himself.

From a commercial point of view . . . and that's the important one . . . I'm wholeheartedly in favor of promoting the show first . . . the personality second. But let's bear in mind that the personality provides the program individuality. Every one of your competitors can duplicate your basic offering, but they can't match your program personality.

Programming to Meet the New Competition

Virgil Sharpe

Mgr., KOWH, Omaha, Neb.

ILOOK to the overall operation of programming on a radio station as it is practiced by most stations today with a cynical and jaundiced eye. Because most AM radios are having to fight for business today, many stations are utterly ignoring programming.

I have five points, some of them concerning programming to meet the new competition, which I think are of cardinal importance: 1. Get yourself a rating service of some kind or other and use it as a programming tool, not a sales tool. 2. Get well planned, well balanced, popular music on the air as quickly as possible, and in as great quantities as possible. See that the musical programs stay in the time segments in which you place them so that your listeners can find them in the same place on their dial and on their clock day after day. 3. Put this musical programming in the hands of personalities. 4. Program everything possible on your station, not only music but even your station breaks. 5. Don't have any secrets from your staff. Get them interested in the over all operation.

Integrating Station With Community

J. Frank Jarman

Mgr., WDNC, Durham, N. C.

THE best way to build and hold a radio audience is to be an integral part of the local scene. The alert radio station will stay in the public eye with its programs, personalities and accomplishments. This can be done with a smart approach to promotion, and since radio is show business the smartest approach is through the showmanship angle and the use of vehicles which do not necessarily have to be expensive.

Your own facilities should be your major promotional medium. Blow your own horn long and loud through well placed and well planned announcements and programs. Steer clear of stereotype copy and make sure you hold the interest of your listeners with a unique approach in plugging your regularly scheduled programs and special events.

My station uses a "Speakers Bureau" to get its staff members, programs and station activities before various organizations.

Almost every station has one idea man on its staff, so assign him to an hour each day in which to dream up ideas to gain new listeners for your station and help hold the ears that might have tuned away.

Music Programs Don't Just Happen

Syl Novelli

Asst. Prog. Dir., WHAM, Rochester, N. Y.

STATIONS can improve their Concert Music programming by securing services of a musical authority as consultant. Perhaps your area does not possess a Leinsdorf or a Fiedler, but a musical director looked upon as the number one musical authority in the community. People in smaller communities may not have musical knowledge that is prevalent in the metropolitan areas—for that reason a musician of lesser magnitude will speak to them nearer their own level.

Telephone recorded interviews incorporated in popular music programs provide material second only to an actual personal

DELIVERED AT BMI CLINICS

appearance plus building the stature and prestige of the announcer.

Basic ingredients for popular music programs today are an announcer and recordings. Urge your announcer to use great care in selecting the music for his programs by listening to all 8 selections on an LP Album because some are better than others. Remind announcers constantly that the other stations in your area receive the same free record service—use them wisely—differently—and with good taste.

News Hits Hardest Close to Home

Arnold Snyder

Dir. of News & Special Events, WTTM, Trenton, N. J.

WITH a fast-moving three-man News Staff that writes, airs and gathers 17 daily newscasts and news features, WTTM interprets big local news in terms of its impact on the lives of Central Jersey-Delaware Valley residents.

In full view of TV's news cameras, WTTM has demonstrated that the only thing dead about Radio is some of the people who work at it! Some 30 radio and TV stations from New York and Philadelphia reach into the Trenton area, but they're express signals, hurtling through . . . preoccupied with covering ground. WTTM, like any alert local station, is concerned with serving people and their need for quick, authentic information. WTTM newscasts feature the big news from City Hall, the Courthouse, Governor's office and Legislature.

WTTM regards the news as only one phase of informing the community. Through "It Looks to Me" commentary, WTTM interprets and takes editorial stands on big local, area and state-wide issues.

Our large, faithful audience knows it will "Hear the Big News First on WTTM," in newscasts geared to Central Jersey-Delaware Valley life.

Radio Programming for Rural Audience

Roy Bacus

Commercial Mgr., WBAP, Ft. Worth, Tex.

RADIO audiences are not necessarily broken down by rural and city boundaries. Rural listeners like many programs enjoyed by city listeners, and a certain number of urban dwellers are directly interested in so-called rural or "farm" programs. The rural audience, however, is genuinely appreciative of radio programming in general and also welcomes specialized programs directed to the so-called "farm" bloc. Many stations build farm programming around a farm editor. Not only is the farm editor commercially attractive—he also does an excellent job of public service and of merchandising the station and client as he moves in and out of farm meetings, farm stores, etc.

Stations unable to afford farm editors can maintain close contact with Governmental agricultural agents for correct appraisal of elements newsworthy to the farm audience.

Farm programming has proved commercially successful in early morn, at noon, at "supper" and in the evening and radio will be "serving it up" for years to come.

Good Music Is Good Business

Walter Flint

Prog. Dir., WGPC, Albany, Ga.

THE gloves are off—radio, in fighting for its life, will use every medium at its command to hold the listener (and to woo him from other media). And in this fight, MUSIC is our peculiar weapon. That which is merely "background" on TV, is a genuine mood-sustainer on radio; we have to use music skillfully to whisk the listener from scene to scene to establish and MAINTAIN a mood. More than ever, the right music can do it—but more than ever it has to be RIGHT, selected and programmed intelligently.

The AVERAGE listener isn't always the most VOCAL. Therefore, the announcer has to be doubly careful not to let a small but blatant minority do his job for him in the selection of music. Too many "request" shows represent a tiny clique of listeners who have the time to write demanding "their songs."

Importance of Copy

By Ken Bagwell

Prog. Dir., KXYZ, Houston, Tex.

"SAY it right! Say it well! Say it often—then shut up!" This station believes in that credo—but we've added a new line: "Say it differently!" In trying to say it differently, we turn, more often than not to our production department and transcribe our commercials and announcements. We're convinced that today's radio must be geared to . . . people who are doing other things, in addition to listening to their radio. We try to get their attention for our sponsors' sales message—and we do it by working every angle. Wherever possible, we transcribe spot announcement schedules, and commercials for programs . . . utilizing two voices, musical lead-ins and closers, etc. This accomplishes something else: excellent voice change at various times during the day.

Another MUST: we have long felt that a client on this station should have his commercials so integrated into his program that they are a *part* of the show—not just interruptions.

Finally—we encourage ad-lib low-pressure selling by announcers, where it fits . . . believing radio listeners are tired of being shouted at. We ask that the announcer look for the "unusual" angle.

Activated Interviewing for Radio

Marjorie King

KNBC, San Francisco

ACTIVATED INTERVIEWING FOR RADIO is an improved interviewing technique, designed to develop emotional, intellectual and physical participation on the part of the listening audience.

These are my basic guides to Activated Interviewing: 1. In introducing your guest, you devote as much as forty seconds to your visitor's background, experience and pertinent qualifications for the subject at hand . . . and then march your questions toward the goal you've established . . . like soldiers, right down the line. 2. Since a great deal more "homework" is required for this sort of program operation (unlike the old days . . .), it's imperative that the interviewer have a fairly thorough knowledge of the topic in order to ask the sort of questions that bring answers out in the kind of vibrant, explosive form you want. 3. If a very important point is being made in Activated Interviewing, it's wise to ask the guest to repeat him or herself. 4. Guests for special program series must be contacted far in advance generally, for . . . men and women of real purpose are only available when they're convinced you're offering a genuine opportunity to further the work so dear to their hearts.

How We Sparkle at WLOF

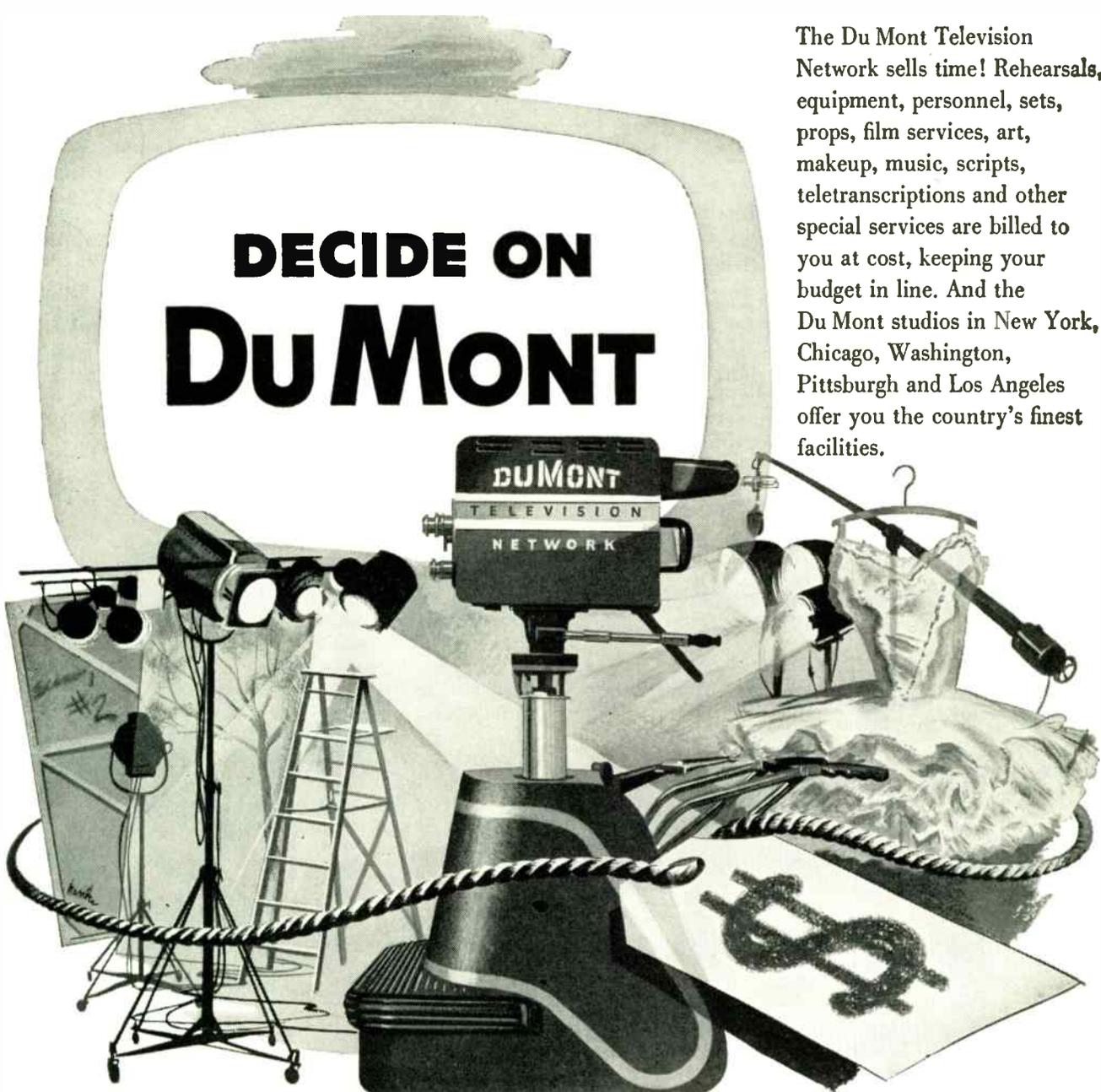
Donn R. Colee

Gen. Mgr., WLOF, Orlando, Fla.

THIS business of SPARKLE in the radio business can be defined by each member of the staff and each definition will be a little bit different. SPARKLE is a combination of *enthusiasm* and *showmanship*. Radio is just people . . . people, entertaining more people . . . and if the man at the mike sounds like he's enthusiastic and excited . . . it reflects. The listeners are affected . . . they too get enthusiastic about what WLOF has to say. But beware of letting down in your sparkling approach on the air, because if you bog down even a buried hour during the day—the sparkle won't be habit-forming throughout the organization!

We give members of our staff an unusual opportunity—the right to make their own mistakes—elbow room—their right to expound and to develop into sparkling personalities. Get every member of your staff sold on your station—get 'em enthusiastic and they'll become SHOWMEN—and this combination of ENTHUSIASM AND SHOWMANSHIP catches on.

Decide on the Network with Lowest Production Costs



DECIDE ON DU MONT

The Du Mont Television Network sells time! Rehearsals, equipment, personnel, sets, props, film services, art, makeup, music, scripts, teletranscriptions and other special services are billed to you at cost, keeping your budget in line. And the Du Mont studios in New York, Chicago, Washington, Pittsburgh and Los Angeles offer you the country's finest facilities.

● LOWER TIME COSTS

You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 13% to 46.1% more. In addition the Du Mont Network has the most favorable discount structure.

● NO "MUST-BUY" PROGRAMS

Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

● TIME PERIOD PROTECTION

The Du Mont Television Network has always protected its sponsors. When you decide on Du Mont you have a *time franchise*.

IT PAYS TO DECIDE ON THE

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MUrray Hill 8-2600

435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262

A Division of The Allen B. Du Mont Laboratories, Inc.

L I V E T V S H O W S

FOLLOWING a policy established with the 1953 "Shows" issue, "live" and "filmed" shows available for TV are listed separately in this year's book. There are, literally, "a million" ideas for live show packages listed in the following pages—what with the many possible variations.

THE producers, the networks, the stations, and the others whom we have asked for information have devised, not only for this edition but for themselves, a lot of good possibilities. With color television not only becoming a vital factor but actually "here," live television takes on a new hue.

THE switchover from monochrome to color is visible in the following pages—although not so much as it will be in our 1955 "Shows" issue.

WE BELIEVE, however, that the shows presented herewith are the best vision of things available now and of things to come. Their availability for the most part is immediate; their scope, as to time, subject, "Comus and Momus" and other factors is unlimited.



41 EAST 57 STREET · NEW YORK 22, NEW YORK

July 21, 1954

- TO: BRISACHER, WHEELER & STAFF
Van Camp Sea Food Company, Inc.
- CECIL & PRESBREY, INC.
Sylvania Electric Products, Inc.
- DANCER-FITZGERALD-SAMPLE, INC.
American Chicle Company
- ESTY, WILLIAM COMPANY, INC.
R. J. Reynolds Tobacco Company
- KATZ, THE JOSEPH COMPANY
American Oil Company
- LENNEN & NEWELL, INC.
P. Lorillard Company, Inc. (Old Gold)
- LUDGIN, EARLE & COMPANY
Jules Montenier, Inc.
- SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.
Noxzema Chemical Company
- TATHAM-LAIRD, INC.
C. A. Swanson & Sons
- YOUNG & RUBICAM, INC.
P. Lorillard Company, Inc. (Kent Cigarettes)
Remington-Rand, Inc.

Thanks for allowing us to help you in TV programming for
your clients thus far in 1954.

Mark Goodson - Bill Todman



New Era For TV

By Thomas A. McAvity
NBC Vice President in Charge
Television Network Programs

A NEW era looms for television with the approach of the 1954-55 season—an era of the greatest excitement this medium has ever seen.

For 1954-55 is going to be 1950-51 all over again—only much more so—a year in which great upheavals in program scheduling will provide viewers with a completely new set of stimulating, provocative programs that will keep TV in its rightful role of chief conversation piece in homes across the country.

Remember 1950-51, when NBC-TV pioneered new concepts of programming with such revolutionary productions as "Your Show of Shows," "All-Star Revue," and "Colgate Comedy Hour"?

These and other shows like them pried open what we felt sure at the time was surely television's "golden era." Folks stayed home on Saturday nights to howl at that wonderfully talented pair, Sid Caesar and Imogene Coca, or on Sunday nights to watch a different top comedian each week on "Comedy Hour."

All of a sudden, television came of age as a major entertainment force and advertising medium.

Well, if TV came of age in 1950, it will burst into full maturity this coming season.

Just consider what NBC-TV alone has planned in the way of new programming for the 1954-55 year!

Three series of color "spectaculars," embracing the most celebrated producers, directors, writers and stars of show business, have been scheduled. Thirteen of these super-shows will be seen every fourth Saturday, 13 every fourth Sunday (both of these series produced by Max Liebman), and another 13 will be presented every fourth Monday, these produced by Leland Hayward. Produced in RCA compatible color, which means, of course, that they also will be seen on the country's black and white sets, these 90-minute extravaganzas will spotlight such names as Betty Hutton, Henry Fonda, Jeanne Crain, Frank Sinatra, Nanette Fabray, Judy Holliday, Janet Blair, Jack Buchanan and other top stars of TV, Broadway, Hollywood and the Continent in original musicals, variety shows, adaptations of Broadway hits, dramas and even dramatic readings.

On Monday nights, we will present the "Sid Caesar Show," with the former star of "Your Show of Shows" in an entirely new hour-long format; plus a new filmed series, "Medic," which we are confident will be one of the most talked about programs of the year.

Martha Raye will star in a new live show on Tuesday nights, alternating in the 8-9 p.m. spot with Milton Berle and Bob Hope, while at 10:30 p.m. Tuesday we'll have a new filmed comedy series, "It's A Great Life," with James Dunn and Michael O'Shea.

On Thursday nights, the hour-long, live "Lux Video Theatre" will come to NBC-TV, adding stature to the network's already impressive roster of hour and half-hour dramatic offerings.

On Friday evenings, there'll be a new filmed situation comedy series with Peter Lawford, while Saturday nights will be almost completely revamped with the new "Mickey Rooney Show," plus completely new live half-hour shows for Donald O'Connor, Jimmy Durante, Imogene Coca and George Gobel, one of the brightest young comics to come along in recent years.

It's a pleasing picture to contemplate—bright, fresh new programming, completely sold out. It's a picture we feel the public is going to find especially pleasing, too, on the nation's TV screens this Fall.



Color Planning

By Hubbell Robinson, Jr.
V.P. in Charge of Network Programs
CBS Television

THE ancient bromide, "The Show's The Thing," never had greater validity than it does now that color is about to take its place as a staple in the television schedules. More than 40 major CBS Television network programs, averaging three or more a week, will be broadcast in color this fall-winter on a rotating basis. Between 60 and 70 CBS Television affiliates will be equipped to broadcast the network programs in color by early fall.

Color television leaves nothing to the viewer's imagination—the image is complete. Every detail of a production must say exactly what the producer intends it to say. More specifically, color television will add luster, shine, glamor to every type of entertainment.

In public service programming, such as the "Adventure" series presented by CBS Television in cooperation with the Museum of Natural History in New York, the addition of color should vastly increase our ability to educate and inform. "Adventure," dealing with natural history, anthropology, and other related subjects will certainly become more meaningful.

During the first year of regular color broadcasting schedules, one main purpose of the network will be to acquaint advertisers and their agencies with the techniques and uses of color. For the past eight months, the CBS Television color staff has been conducting a series of intensive experiments with the products of the network's current advertisers, and is now ready to provide advertisers with an interim counselling service which will help them to give their products the best possible reproduction and display in color television.

We have found that in close-up the familiar packages and trade marks of well-known products may require particular attention to insure their reproduction with good color fidelity. In some cases, retouching may be required to achieve the final desired results.

By the time that color television reaches its full maturity, color will add an average of about 10% to the cost of programming, increased costs ranging from 5% to 20%, depending on the program.

The final factor to be considered in bringing the entire matter of color television into true perspective is that of color television itself as an advertising medium. There is perhaps no more convincing evidence of advertisers' desires for adding color to black and white television than their current use of color in magazines and newspapers. In these mediums, color adds a total of 48% to space rates, art work and engraving charges, yet advertisers have found it extremely worthwhile, despite the increased charges, to capitalize upon the values of greater eye appeal and reader identification which color gives.

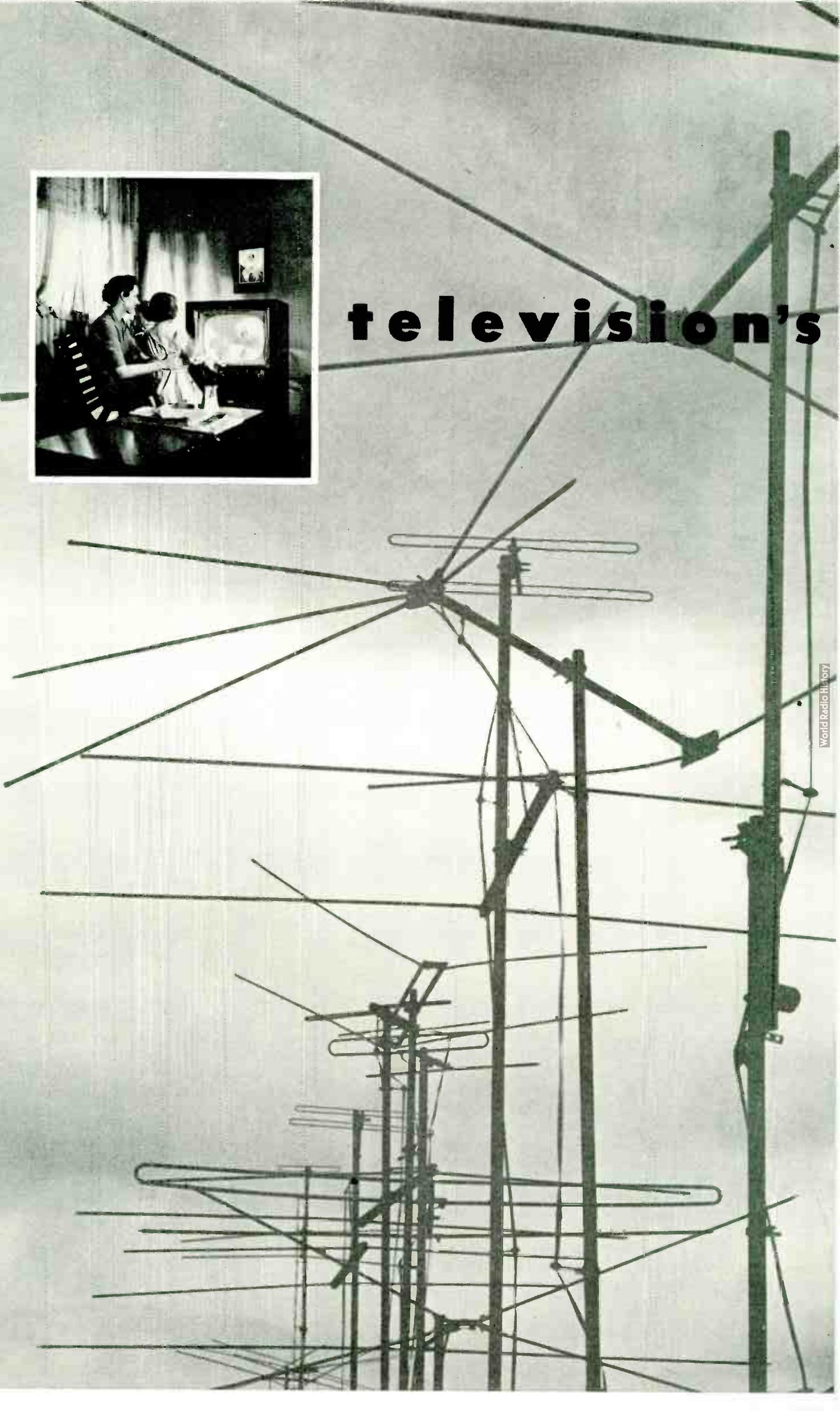
The future values that color television offer belong to those of us who are imaginative enough, and practical enough, to take advantage of them in the present.

CBS Television has already expanded its facilities for color. In addition to our existing color studio at 485 Madison Avenue, the recently acquired 81st Street Theatre in New York City has been completely remodeled. For network originations from the West Coast, we've converted some 10,000 square feet of Television City in Hollywood.

With all of these facilities set for action, our color television programming plans call for more than 40 major CBS Television network programs to be broadcast this Fall, starting August 22 with Ed Sullivan's "Toast of the Town."



television's



Now for the first time...

here are the vital facts on

daytime profile

It's the first nationwide survey of Daytime TV audiences...
and it's ready for you now.

IF YOU SELL...

soaps, soups, cereals, cars, cigarettes, appliances, packaged desserts,
home permanents, home repairs or almost any other product...

YOU'LL FIND DAYTIME TV VIEWERS ARE YOUR BEST CUSTOMERS!

Here are the highlights of some of the findings:

Two out of every three TV homes are daytime homes.

Daytime viewers are younger.

Daytime families are larger.

More daytime families have children.

Daytime families have larger incomes.

Daytime families spend more for almost all products.

For example, compared to non-daytime viewers, they buy 17% more
laundry soaps and detergents...30% more shampoos...37% more packaged
desserts...68% more new automobiles!

You just tell us what you want to sell, and we can show you
the facts on the best customers for your products and the most effective
programs to reach the greatest number of active buyers. Your local
NBC representative has the complete story. Call him today.



a service of Radio Corporation of America



Video Sweeps Forward

By Ted Bergmann
Managing Director
Du Mont Television Network

TELEVISION is continuing its tremendous sweep forward. Our own gross billings, according to P.I.B., were \$4,654,555 for the first five months of 1953. Our billings for the same period in 1954 were \$5,815,995, an increase of \$1,181,442.

And, from where we sit, we can see no reason why this percentage of increase shouldn't maintain throughout the rest of the year.

There is, of course, sound reason for our sanguine outlook. For one thing, Du Mont's ability, to provide advertisers with breadth of station coverage to meet their respective marketing needs has been steadily improving. Whereas on September 1, 1953, Du Mont's station affiliations numbered 138, September, 1954, will see over 200 stations.

Too, our program structure for fall will be, I believe, the strongest in the history of the network.

Two programs, showcased this summer have elicited such highly favorable comment that we expect them to be among the fall's most popular offerings.

One of these is "One Minute, Please," a new panel game imported from Britain which has been well received here. Another is "Gamble on Love," an audience participation program.

We have options on several attractive programs, properties such as a new drama series with Frederic March, which will add strength to our present collection of shows.

As in all fields of sales, one type of television production will from year to year prove to be a faster moving commodity than another. Presently domestic situation comedy is TV's best-seller. In this category "The Goldberg's," now beloved of two generations, remains a steadfast favorite of the millions. "Marge and Jeff," likewise, is one of this species of programs which is doing an especially effective job for us. Among the several outstanding programs that Du Mont has under option for fall presentation is "My Son Jeep."

An extensive schedule of professional football games, to be seen Saturday nights and Sunday afternoons throughout the fall, will be rounded out with telecasts of such gridiron classics as the College All Star game August 13, the Detroit Lions-Green Bay Packers game Thanksgiving Day and the pro championship play-off early in December.

Our Monday Night Fights from St. Nicholas Arena are being telecast over a steadily growing list of stations which already exceeds the number previously serviced for these events, while wrestling from Marigold Gardens in Chicago maintains its popularity.

Our facilities are superb. Our new Tele-Centre, which was constructed at a cost of \$5,000,000, and dedicated in mid-June, is regarded as the most complete program production plant on the east coast. Capable of mounting the most elaborate of presentations, it is constructed on the basis of experience garnered by Du Mont production and engineering crews since television's earliest days. Its long list of innovations, designed to enable sponsors and agencies to achieve excellent production at minimum cost, include isolated control booth for production men, video and audio experts, as well as finger-controlled lighting, and equipment to "fly" sets.

Featured at the Tele-Centre will be a studio for color telecasting by film over WABD this fall, as well as research facilities for sponsors and advertisers who wish to work with Du Mont in perfecting their use of color. We are also equipping WDTV, Pittsburgh, to transmit color programs that will be available on all networks by September.



Fireworks or Regularity

By Slocum Chapin
V.P. and Director of TV Network
American Broadcasting Company

THERE has been a lot of hoop-de-do these past weeks about the new once-a-month "spectaculars" scheduled for the coming season. I think the big talk about the "super shows" raises (or perhaps obscures) a fundamental question of media strategy — Is the most effective television the fireworks of the "spectacular" or the steady spotlight of the every-week TV program?

The proponents of the spectaculars say that sponsorship or half-sponsorship of 60-minute or 90-minute programs once every four weeks constitutes smarter, more effective advertising than sponsorship of, say, a half-hour show scheduled every week. They forget, I believe, that one of the things that has made broadcast advertising so effective — in addition to its mass circulation — is the weekly tune-in habit.

No once-a-month spectacular can hope to match the efficiency of the average once-a-week half-hour program in terms of homes reached and cost per thousand.

For example, ABC-TV's weekly 30-minute "Stu Erwin Show", earning a cumulative audience of 42.2 over a four-week period, reached a total of 12,000,000 different homes during that period. Each home reached watched the program an average of 2.1 times which means that General Mills achieved an aggregate of 25,000,000 home visits over that four-week period. This was accomplished with the program delivering an average weekly Nielsen of 23.8.

To match this — that is, to deliver 25,000,000 home visits with one-a-month frequency — the spectacular would have to pull an impossible 95.2 rating! Yet Rodgers & Hammerstein 90-minute spectacular pulled only a 44.6 Nielsen on NBC-TV. The 2-hour Leland Hayward — Ford spectacular pulled a 40.6 Nielsen on NBC-TV.

In terms of commercial time, the score is 12 minutes for the half-hour every-week program to 6 minutes for the hour-long once-a-month spectacular.

In terms of cost efficiency, of course, the every-week program has an even more distinct advantage over the once-a-month spectacular. Nielsen reports a \$6.34 cost-per-1,000 homes for "Stu Erwin". Estimates on the "spectaculars" range from double to five times this figure.

But the traditional media yardsticks of circulation and cost do not scare the proponents of the "spectaculars." They say that a third yardstick must be used in comparing the "average" with the "spectacular" — namely, impact.

Impact, of course, is very important, but the so-called "spectaculars" do not have a corner on "impact" or new program conceptions. As a matter of fact, TV's most spectacular and exciting new program of the 1954-1955 season will be broadcast and sponsored every week on ABC-TV beginning in October. This is the unique hour-long "Disneyland" program created for TV by Walt Disney. I believe "Disneyland" will be more spectacular than any of the "spectaculars." "Disneyland" certainly has "impact." For its three sponsors, it truly represents a weekly "spectacular."

In building our program structure, however, we at ABC-TV are planning our schedule and approaching advertisers with a conception rather different than that which underlies the scheduling (and sponsoring) of once-a-month spectaculars. We believe there are enduring values in continuity of advertising and in continued identification and merchandising of a specific program. For \$2,500,000 I would rather have a spotlight than fireworks once a month.

Alan Scott Spotlight

Spotlights personalities with outstanding or unusual occupations, hobbies or stories to tell. Newspaper columnists, the Handy Man, a one-year baby, (the famous "Miss Terry,") a weekly fashion show for women and one for men are featured Monday through Friday, 2-2:30 p.m.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$170 per participation.
Produced by: WPTZ.
Submitted by: WPTZ, Philadelphia 3, Pa.

Any Questions

Science and health show done in an entertaining way with family interest in mind.

Availability: Live Talent.
Running Time: 15 minutes and 30 minutes.

Cost: Low budget.
Number Available: Indefinite.
Produced by: V. S. Becker.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Art and You

"Art and You," a Sunday afternoon feature, initiated by the New Mexico Art League is for family viewing. The diversified arts and crafts so prevalent locally are demonstrated and exhibited by the artists themselves. This informative and entertaining series introduces the work of Indian, Spanish and "Anglo" residents.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$195 per program.
Number Available: Continuous—up to 52.

Produced by: Virginia Sears.
Submitted by: KOB-TV, Albuquerque, N. M.

As a Matter of Fact

Produced in association with the University of Chicago. Every aspect of the world around us discussed accompanied by film and world's greatest authorities. Program appeals to all age groups.

Running Time: 30 minutes.
Cost: Upon request.

Produced by: Herbert S. Laufman & Co.
Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

Can You Do It?

A gag stunt panel with name comedians as panel members.

Availability: Scripts.
Running Time: 30 minutes.
Cost: On request.

Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Gag Line

Win Forman acts as moderator for a panel of four local celebrities who are asked to provide appropriate quips or gag lines for various cartoons that are shown.

Running Time: 30 minutes.
Cost: Available on request.
Submitted by: WARM-TV, channel 16, 333 Madison Ave., Scranton, Pa.

The Guest Room

Oklahomans have come to look to the "Guest Room" as the daily meeting place for a visit with the great, the near-great and interesting people from interesting places the world over, as hostess Prissy Thomas brings them before WKY-TV cameras during Oklahoma City stopovers.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 per one-minute participation with frequency discount available.

Number Available: Single participation up to 52-week campaign, or longer.
Produced by: Ken Wright.
Submitted by: WKY-TV, Oklahoma City, Okla.

Heirs to Fame

Panel show with name MC cast and heirs of famous people. Different—merchandising angle.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.

Produced by: Basch Radio & Television Productions.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

In the Public Interest

Representatives of recognized organizations from all of western Michigan and northern Indiana appear on the program to explain their set up and their goals. Veteran performer Dick Bing, host for "In the Public Interest," selects the organizations to insure balanced interest, and is the guiding hand behind the entire production.

Running Time: 10 minutes.
Cost: Sponsorship: Card rate for time plus \$40.00 production, commissionable.

Number Available: 1 program per week.
Submitted by: WKZO-TV, Kalamazoo, Mich.

Inventors' House

People with inventions, creations, original ideas in various fields come up and demonstrate their project; are interviewed and have a chance to meet experts in the particular field of their original creation to see whether there is any practical value for manufacturing and merchandising. Contacts are made on the air for the interviewees. Only items which are protected by some copyright or patent can be shown and discussed.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$350.

Number Available: Unlimited.
Submitted by: Richard H. Roffman Associates, 675 West End Ave., New York, N. Y.

Journey with Joyce

Personable Bob Joyce takes companion blonde Rae Murray on a journey to faraway places each week. Films, slides, travelogues, notes and stories about travel spots, and interviews with other folks who've made stops at these pleasant places, along with musical interpretations round out this hour-long interlude.

Availability: Live Talent.

Running Time: 60 minutes.
Cost: \$40.00 per min. participation.
Submitted by: WPMT-TV (and WLAM-TV—The Maine TV Network), Portland, Me

Junior Critics

Teen-agers covering the activities in the entertainment world. A well-known moderator will preside.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 52 and more.
Produced by: V. S. Becker.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Juvenile Juke Box Jury

Half-hour show, the panel consisting of children. The records used will be children's records, which will be discussed by the panel. Some of the children will perform.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: Peter Potter Enterprises, 1554 Crossroads of the World, Hollywood, Calif.

Larry Finley's Late Show

Larry Finley interviews top Hollywood movie stars and celebrities and introduces the late movie feature, Monday through Friday, on KNXT. Four 15-minute, "live" interviews direct from the Larry Finley Restaurant on Hollywood's Sunset Strip, during each program.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Submitted by: KNXT, Hollywood 28, Calif.

Meet Your Congress

Important current events are debated by invited congressmen and senators from both parties.

Running Time: 30 minutes.
Cost: \$4,000.

Produced by: Du Mont.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

One Minute Please

A comedy panel show moderated by John K. M. McCaffery in which the 4 panelists are divided into two teams of 2 women and 2 men, each of whom must talk for one minute on a given subject, without repetition, undue hesitation or straying from the point.

Running Time: 30 minutes.
Cost: \$4,000.

Produced by: David Lowe.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Stop, Look and Listen

"Stop, Look and Listen" makes a program point of interesting people. "Stop, Look and Listen" has spotlighted such personalities as a chinchilla ranch operator and his prize chinchillas, two trained chimpanzees, visiting Florida poster girls, a Mind Reader.

Running Time: 30 minutes.
Cost: \$20.00 participating spots.
Number Available: Four.
Produced by: WTSK-TV.

Submitted by: WTSK-TV, Knoxville Tenn.

Voice of Youth

Moderator Bill Wright and four teen-age panelists (members of the Voice of Youth Foundation) discuss international affairs and their effects on contemporary American youth. Commercials may be live or film.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$285.
Produced by: Bill Wright.
Submitted by: KFEL-TV, Denver, Colorado.

When I Grow Up

A new panel show with entertainment for the whole family, moderated by Milton Q. Ford. A panel of four children try to guess what the contestants (also children) want to be when they grow up. Each week there is a well-known adult guest who's secret ambition as a child the panel tries to discover.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$700.
Produced by: George Spota—Martin Goodman Productions.

Submitted by: WMAL-TV, 4461 Connecticut Ave. N.W., Washington, D. C.

What's Your Hobby

Interviews by Tommy Nelson with people who have unusual and interesting hobbies, or part time activities.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time plus \$25.00 talent.
Number Available: 1 per week.
Submitted by: KHSL-TV, Chico, Calif.

Who's the Boss?

This lively panel show stars the popular columnist, humorist and radio-TV personality Walter Kiernan, in the role of master of ceremonies. A panel of four celebrities is also an integral part of the program. The panel interviews secretaries of famous people in an attempt to discover the identity of their bosses. The "Boss" himself "dictates" part of a letter giving a clue. In one case on each program a "Boss" appears in person to give the clue, but the panel does not see him until the questioning is over.

Running Time: 30 minutes.
Cost: \$6,500 Net.

Produced by: Lester Lewis Associates.
Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

You and the Law

A question and answer program based on questions submitted by viewers pertaining to various legal problems. Panel is composed of outstanding local lawyers who answer questions, citing similar situations and cases they have handled in the past.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$175.00 per half hour.
Number Available: 52.
Submitted by: WGVL, Greenville, S. C.



Color TV And Syndication

By John L. Sinn
President
Ziv Television Programs, Inc.

TWO factors will dominate the television scene during the rest of 1954 and in the years following, color television and syndication.

The role of syndicated television sales has been pretty much stabilized but we have only reached the threshold of the great and expanding uses to which television film can be put in the development of this powerful medium.

In five years film has become the dominant factor in television programming. In that five years a certain amount of standardization in the distribution, sales and production of filmed programs has set in. Ziv, which pioneered the field of syndicated film, will not settle for standardization because standardization leads to complacency. Ziv will continue to explore with real determination, new and ingenious sales approaches, program appeals and client services.

Our recent signing of Eddie Cantor to a seven-year multi-million dollar contract to produce 39 films a year is an example of Ziv's great confidence in the important role that film is playing in television.

The acquisition of the television rights to one of the all-time favorites of radio, the stage and Hollywood, Meet Corliss Archer, is another example. Here is a family situation comedy built around one of the most celebrated and most popular teen-age characters in a generation.

But successful film syndication today more than ever before relates closely to efficient customer service as much as to creative program building. In addition widespread distribution of the film product must be maintained and this means an extensive highly trained field sales organization.

Ziv's production center in Los Angeles is continually developing new techniques and methods of production and programming to meet the needs of the station and the advertiser. One of its prime achievements is Zivcolor, a color film shooting technique which makes all Ziv telefilm products the most adaptable on the market for color television.

The initial stage of color television will be a hectic one with stations seeking to be the first on the air with regular color broadcasts and advertisers seeking to be the first to use color programming to carry their color commercials.

Ziv, however, did all its experimenting four years ago and is ready now to supply top quality film products to stations and advertisers. In addition to current film products in color — and that includes all film series now in distribution — the new Eddie Cantor Theatre series and Meet Corliss Archer with the latest Ziv discovery, Ann Baker, in the title role, will be produced in color.

In addition to the service Ziv gives its clients using current Ziv film products, Ziv maintains the policy of continuing new production of their current film series to keep the client supplied with uninterrupted schedules on television shows that have won audience enthusiasm and response.

The demand of advertisers and the trend that is developing in the movement of top names in the entertainment field to film TV proves that they are aware of the tremendous potential of film, both black and white and color, as an entertainment and a sales medium. Among other things they are convinced of the flexibility and the versatility of film which makes for better sustained quality.

The years ahead will be booming years for the television industry and the leadership will stay with the producer of the motion picture films for television.



Local 'Color' At WKY-TV

By P. A. Sugg
Manager
WKY-TV, Oklahoma City

OKLAHOMA CITY's WKY-TV became the nation's first fully operational independent color television station April 8, 1954, less than four months after the approval of the new medium by the FCC and in less than three weeks after delivery of the first station-destined color cameras to leave the RCA factory.

And, since April 26, WKY-TV has been originating more color programming each week than all the major networks combined, with an average of 5 hours a week. The station has also been signing on a half-hour early each day since April 1st with a standard color-bar test pattern for the benefit of local TV distributors. Fall plans include a tripling of the current color schedule, to 15 hours of local color programming per week.

Because of the management's anticipation of the early advent of the color medium, WKY-TV production, program and art personnel had been participating in an organized seminar series on color processes, color design and harmony, and the psychology of color, conducted by staff members and guest speakers.

It was prior planning such as this that enabled WKY-TV to begin telecasting in compatible color its full hour homemaker show, "Cook's Book," only 18 days after the station's debut color telecast.

Since then so fast has been the station staff's progress in overcoming the initial and recurring problems in lighting, makeup and set design, as well as technical problems, that the miracle of color telecasting is already routine to WKY-TV's staff.

To enable the staff to gain more experience, and give added interest to the show, the set, other than the stationary kitchen appliances, is changed from day to day by using colored paper and chalk drawings to suit the mood of the programs.

To make the most of this early lead established in the field of locally-originated color television, WKY-TV is currently telecasting a series of "closed-circuit" product demonstrations in the color medium for the benefit of local business executives and advertising agency personnel.

Opinion has varied as to the exact increase in operating cost in telecasting in color, but it would appear to be somewhere in the neighborhood of 10% to 20%.

With a staff now fully experienced in color telecasting, WKY-TV is planning an early fall step-up in its live studio-originating colorcasts that will give Oklahomans more color television than any other area in the United States.

The next show destined for color is WKY-TV's locally originated "Sooner Shindig," a half-hour musical show that has consistently been listed in the 15 top rated shows in Oklahoma. This show has already seen periodic color treatment in addition to color commercial inserts for monochrome programs.

Several other shows are in the "preparing-checking out" phase and will be programmed adjacent to NBC color telecasts to give WKY-TV viewers a block of colorcasts.

Included is a half-hour show of entertaining material that will make use of fashions and furnishings.

Since WKY-TV will be equipped to locally produce color film and slides by early fall, the locally produced news and weather shows are also slated for the color treatment, as well as "Aftermath," a nightly quarter hour show.

This rapid expansion of WKY-TV color telecasting underlines the station management's feeling that the competitive nature of advertising will see nearly all network programming turn to color in a relatively short time, since it appears illogical that any advertiser will be happy with his product's black-and-white commercial sandwiched in between color shows.

**"I LED 3 LIVES"
HIGHEST RATINGS!
GREATEST SALES!**

Of Any Show Produced
For Local Sponsorship!

**"MR. DISTRICT ATTORNEY"
PREMIERED
APRIL 1,
ON 94 STATIONS!**

A New Record in the Field!

**"FAVORITE STORY"
97.6% RENEWALS
FOR SECOND YEAR!**

Greatest renewal record
in syndication history!

**"BOSTON BLACKIE"
SELLING SENSATION
FOR 150 SPONSORS!**

TV's unmatched
Mystery-Adventure

**"CISCO KID"
PRODUCED
CONTINUOUSLY FOR
5 GREAT YEARS!**

Unparalleled performance in
ratings, renewals and results

THE
Acknowledged
LEADER

*Fresh
as a whiff!*



**T WINKLING WITH
Z-I-N-G!**

ZIV-

FUNNY SUNNY FAMILY

"MEET C ARC

**EVERY PROGRAM A HALF-HOUR
OF SIDE-SPLITTING FAMILY
SITUATION COMEDY**

TV's Mightiest Selling Force!

**LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED**

America's fa

BASED ON CHARACTERS C



**THERE'S NO
COMEDY LIKE
FAMILY SITUATION
COMEDY!**

Mr. Archer: John Eldridge Mrs. Archer: Mary Brian Dexter: Bobby Ellis

LAUGH AFTER LAUGH!

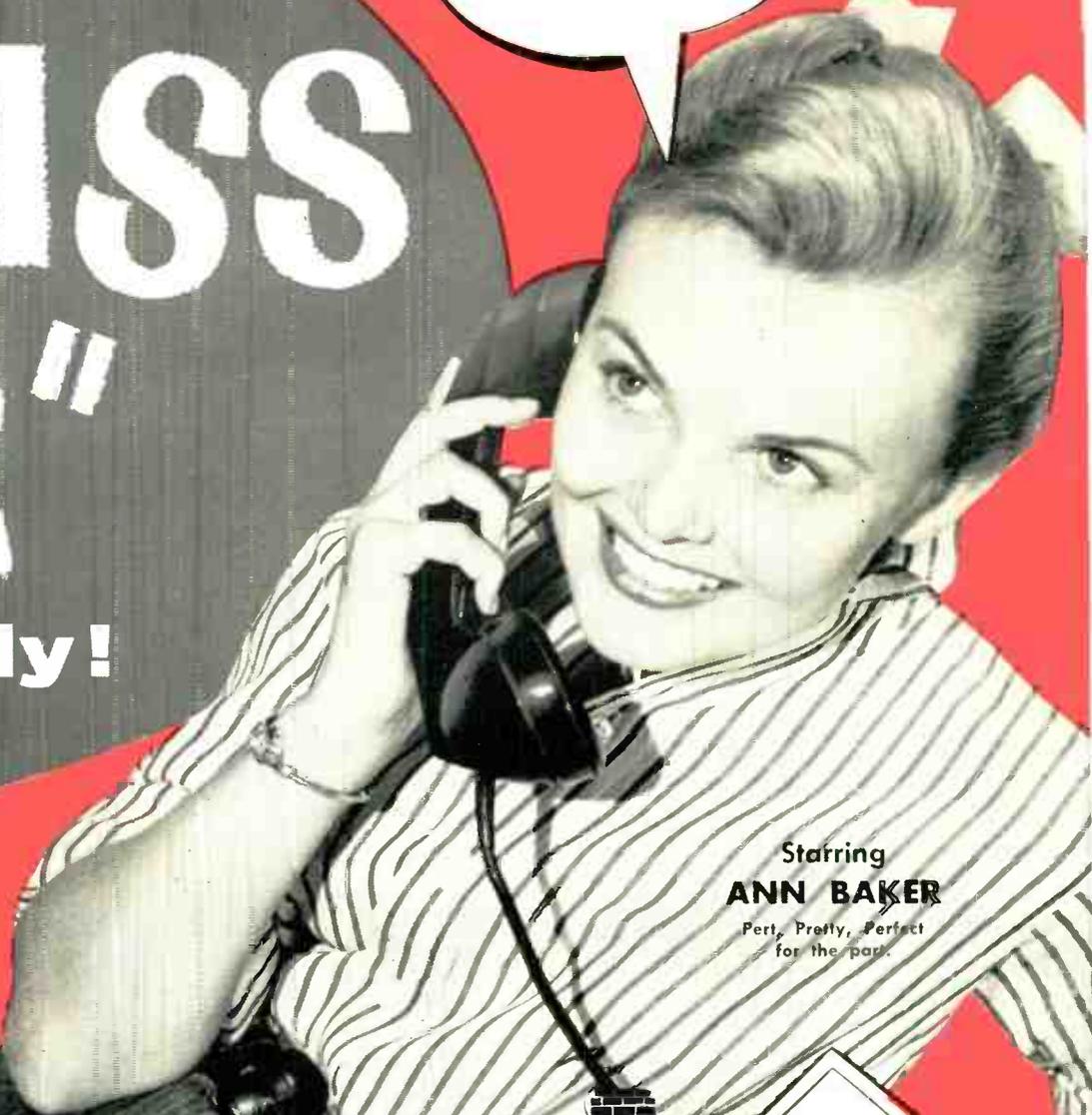
TV's
SITUATION COMEDY

CORLISS "HER"

Favorite family!

CREATED BY F. HUGH HERBERT

HELLO,
I'M CORLISS....
MILLIONS HAVE
APPLAUDED ME ON RADIO,
STAGE, IN MOVIES, BOOKS
AND MAGAZINES! **NOW**
I'M READY TO
SELL FOR YOU
ON **TV!**

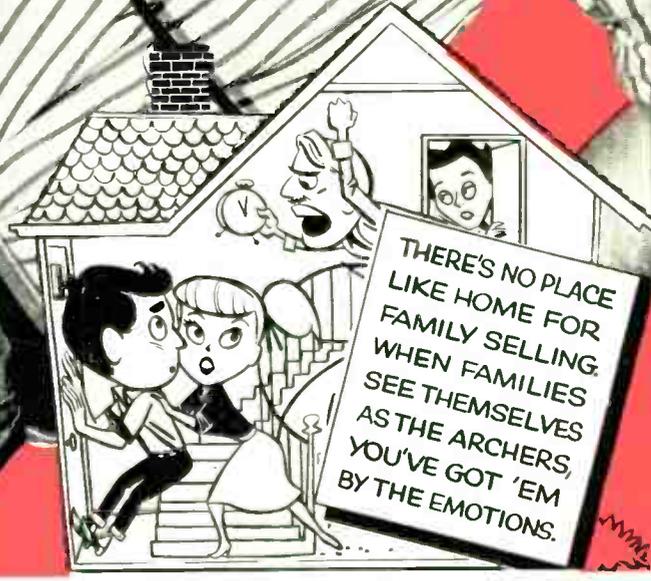


Starring
ANN BAKER
*Pert, Pretty, Perfect
for the part.*



ZIV TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



NOW 2nd Record in production!

Making TV History!... FOR PRESENT
SPONSORS AND READY TO DO THE SAME
FOR YOU, IF YOUR MARKET IS STILL OPEN.

"I LED

From the
secret files
of a counterspy
for the
F. B. I.

3

- TENSE
because its factual
- GRIPPING
because its real
- FRIGHTENING
because its true

LIVES"

THE MOST PROMOTABLE SHOW ON TV!
Each half-hour a true-life adventure!
STARRING HOLLYWOOD'S DYNAMIC

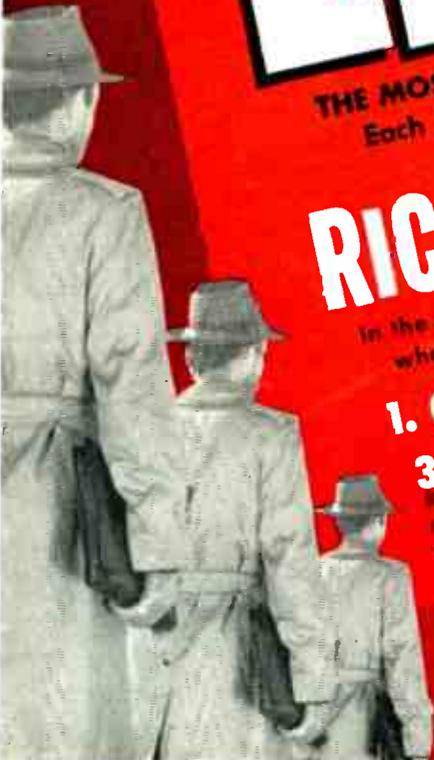
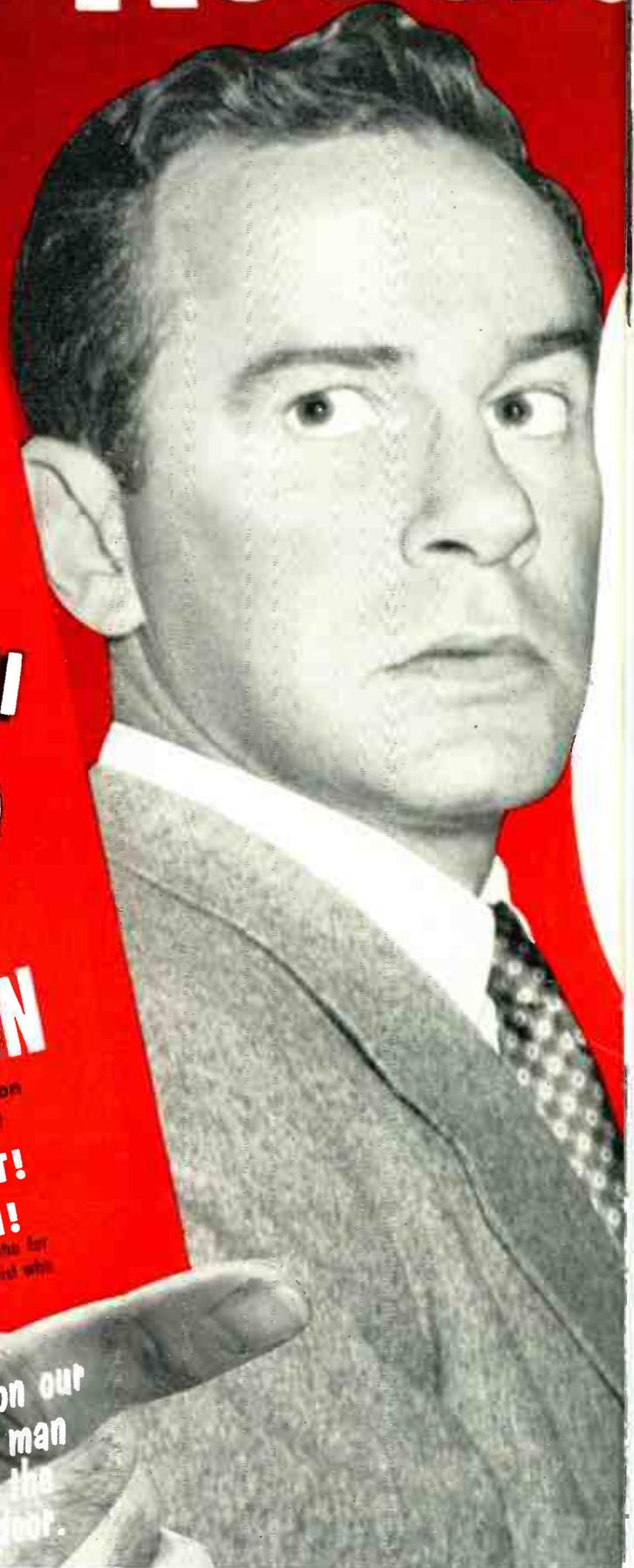
RICHARD CARLSON

In the true-life story of a patriotic young American
who led 3 lives in the service of our country!

1. CITIZEN!
2. COMMUNIST!
3. COUNTERSPY FOR THE FBI!

Based on the true-life adventures of HERBERT PHILBRICK, who for
nine agonizing years lived in constant danger as a communist who
reported daily to the F.B.I.

TREASON on our
doorstep... this man
slammed the
door.



Record-Breaking Year!

Record-Breaking Ratings!

1ST
NATIONALLY!

| SPONSOR-TELEPULSE ratings of top spot film shows | | | |
|---|---|----------------|--|
| Chart covers half-hour syndicated film programs specially made for tv | | | |
| Rank | Top 10 shows in 10 or more markets Period 1-7 April 1954 | Average Rating | 22 MARKETS SURVEYED |
| 1 | I Led Three Lives, ZIV (D) | 25.7 | N.Y., L.A., Boston, Chi., Mpls., Seattle, St. L., Wash., Atlanto, Balt., Buffalo, Cinc., Cleve., Columbus, Dayton, Detroit, Milw'kee, Philo., S. Fran., Birm., Charlotte, New O. |

1ST
NATIONALLY!

| FACTS AND FIGURES | | BROADCASTING TELECASTING | |
|--|---------------|--------------------------|---------------|
| April 12, 1954 | | | |
| ZIV's THREE LIVES TOPS FILM VIDEODEX | | | |
| <small>ZIV TV's I Led Three Lives is still at the top of Videodex Inc.'s top ratings of TV films, based on a March 17 survey of programs that appear in a minimum of 20 markets. The survey includes percentage of TV homes, number of cities, and number of TV homes.</small> | | | |
| Program and Distributor | % of TV Homes | % of TV Cities (200's) | % of TV Homes |
| 1. I LED THREE LIVES (ZIV) | 19.8 | 100 | 5,841 |

| CONSISTENTLY AT THE TOP LOCALLY | | | |
|---------------------------------|------|------------------------|------|
| Buffalo, Telepulse | 53.0 | New Orleans, Telepulse | 58.0 |
| Charlotte, Telepulse | 59.3 | Milwaukee, Telepulse | 47.0 |
| Cincinnati, ARB | 47.7 | Salt Lake City, ARB | 39.6 |
| Houston, Telepulse | 36.0 | St. Louis, Telepulse | 44.3 |

Record-Breaking Renewals! It's terrific! Stations and sponsors rushing to renew months before expiration date. Renewed for second year by: PHILLIPS PETROLEUM COMPANY in 23 markets; COORS BEER in 8 markets; WIEDEMANN'S in 3 markets; FALLS CITY in Huntington; IDEAL LAUNDRY in Fort Smith; ECKERD'S DRUGS, INC. in Charlotte; KCBD-TV, Lubbock, Texas; WNAC-TV, Boston; KTNT-TV, Tacoma; KRON-TV, San Francisco; GOLDEN STATE CO., LTD., in 8 markets.

Record-Breaking Results! Sponsors, agencies and stations speak for us in these quotes from typical unsolicited letters.

F. L. Rice, Manager, Advertising Department
PHILLIPS PETROLEUM COMPANY
"Our average rating over 23 TV stations used has steadily increased. With I LED 3 LIVES we are getting more than our share of the viewing audience in tough, multi-station markets."
Carl L. Nelson, Advertising Manager
GOLDEN STATE COMPANY, LTD., California
"Every day we receive enthusiastic reports from our sales staff, from letters, comments from market owners, customers or people who have switched to Golden State products because of the show."



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Fresh! Vigorous! Exciting!

2nd GREAT YEAR

NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

**ADOLPHIE
MIENJOU**

YOUR STAR AND HOST IN

**“FAVORITE
STORY”**

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length
Commercials Plus Opening
and Closing Sponsor
Identification!



*Thrilling
great
action*

Rating!



*to television's
best dramatic
achievement...*



These leaders have
RENEWED FOR 2ND YEAR!

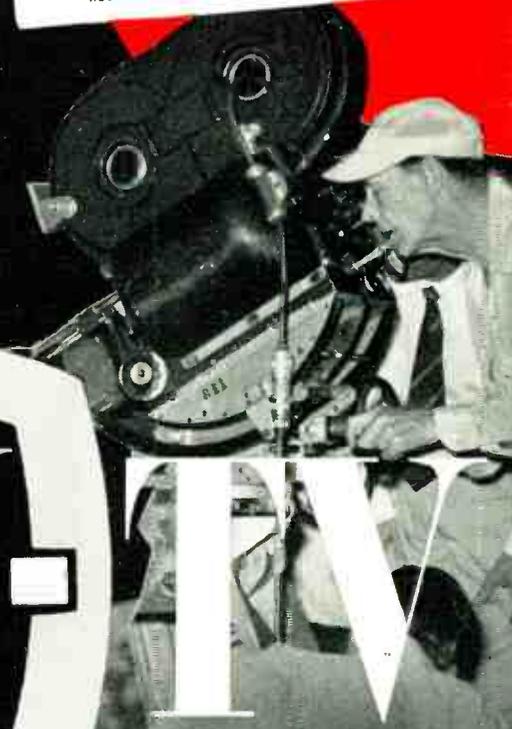
- **BLATZ** Beer in **3** markets!
- **DREWRY'S** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESSEE** Beer in **5** markets!
- **SCHAEFER** Beer in New York City!

TOP RATINGS in market after market!

- **SEATTLE, 1st Place!**
Sat. eve. - rates 53.3 - Telepulse, June 1953
Beats Robert Montgomery, Mr. & Mrs. North,
Ford Theatre, Playhouse of Stars.
- **WASHINGTON, D. C. - 2nd Place!**
Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
Beats Danger, Suspense, Kraft TV Theatre,
Douglas Fairbanks Presents, Lux Video Theatre.
- **KANSAS CITY, 1st Place!**
Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
Beats Philco-Goodyear TV Playhouse, Ford Theatre,
Kraft TV Theatre, This Is Your Life, G. E. Theatre,
What's My Line, Godfrey's Talent Scouts.

TOP RATINGS in market after market!

- **PITTSBURGH - 1st Place!**
Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
Beats This Is Your Life, Dawn You Go, Ford
Theatre, Playhouse of Stars, Robert Montgomery.
- **SAN ANTONIO - 2nd Place!**
Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
Beats Suspense, Blind Date, Burns & Allen, Kraft
TV Theatre, Toast of the Town, Beulah, G. E.
Theatre, Robert Montgomery, Lux Video Theatre
- **PORTLAND - 2nd Place!**
Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
Beats Break the Bank, Chance of a Lifetime, Play-
house of Stars, The Goldbergs, Big Story.



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Windy City Withstands Talent Piracy



By Herb Kraus

Chicago Bureau
Radio-Television Daily

CHICAGO, which brought vigorous and original quality to early radio only to see its handiwork snatched away by the production factories of Hollywood and New York, is determined that the same murder won't be committed on television.

Of course systematic mayhem has already been inflicted on the body of "Chicago-style Television." During the past few years we have witnessed the hegira of many top stars and production-direction talent to Sodom, Calif. and Gomorrah, N. Y. However, the residuum of Chicago talent, though bloody, is still unbowed.

Credit for the "onward and upward" struggle for original Chicago television against the siren calls of the coasts, should go to the Jules Herbuveauxs, George Heinemans, Ben Parks, Sterling Quinlans, Frank Schreibers, Les Atlases, and the one or two creative package firms like Jules Power. These men and their able assistants are agreed that Chicago TV is both vibrant and viant and Chicago will maintain itself as the third great production center of quality and originality come the hell of Hollywood or the highwater of Broadway.

Actually, the network origination picture from Chicago isn't too grim. The Windy City feeds about a dozen programs, most of them good, over the co-axial cable. A rough guess of some of the top production men here is that Hollywood actually originates less live shows than Chicago, since the bulk of their production is on film.

Among the Chicago network shows which can hold a kleig light to the best of the competition are Mr. Wizard, Down You Go, Hawkins Falls, Ding Dong School, Zoo Parade, Welcome Travelers, On the Farm, Don McNeill's Breakfast Club and Super Circus (plus Kukla, Fran and Ollie, we all pray).

"Mr. Wizard" is an example of Chicago TV at its best. Produced by Jules Power Productions for the Cereal Institute of America, the weekly stanza is seen on 99 stations—22 live and 77 by kinescope—probably the largest kinescope network in the country. Don Herbert, a former school teacher, is the wizard who brings the wonders of science down to earth and into the living rooms of the children. "Wizard" won the Peabody Award this year as the best children's program on the networks.

George Heineman of NBC, whose original thinking has accounted for many good local and network shows, thinks that Chicago has enough writing and production talent available to handle any kind of television production. (Marv David who scripts NBC's new experiment "On the Farm," as well as writing for Ken Nordine, Fran Allison, et al, is an excellent example of native talent.)

Chicago's problem, network-wise, is keeping the "stars" in town. As far back as the days of Amos and Andy, Marian and Jim Jordan, and Gene Autry up through Dave Garroway and Mike Wallace, the "exodus" from Chicago has been enough to consternate a modern pharaoh. But, like dragons teeth, new soldiers have sprung up, sword in hand, to take their place.

Heineman, who was responsible for "Ding Dong School," considered by many the ne plus ultra of pre-school video offerings, is also interested in good local programming, which he feels is the backbone of any station. Ken Nordine's late night poetry reading by request was developed under his aegis, as were Noon-time Comics, Elmer the Elephant, Jet Pilot, and Live and Learn.

ABC, under the direction of Quinlan, has been concentrating on daytime live shows with emphasis on personalities rather than production, and it seems to be paying off listener-wise and sponsor-wise, if not always esthetically.

WBKB has 63 live personalities appearing on Channel 7 dur-

ing the week, more than any other station in the country, according to Quinlan. They include such well-known performers as Danny O'Neil, Tom Duggan, Win Stracke, Tommy Bartlett, Two-Ton Baker, and Chet Roble.

It pays off in sales, according to Quinlan, who points to the fact that WBKB has more food advertisers than any other Chicago station. Quinlan frowns on soap operas, get-rich-quick tear-jerkers, quiz shows and feature films as a steady TV diet, and has studiously steered clear of them, at least on local daytime schedules.

On the public service front, WBKB is presenting a baby show (All About Baby); a medical show (The Doctor Answers); and plans a dental show (in which teeth would be pulled over the air) and another scientific show to round out a full daily hour of public service for the wife and mother.

Network originations are still pretty slim on Channel 7. Other than Sunday's Super Circus and "The Breakfast Club," a Saturday night dance date show from the Aragon ballroom is about the only other network production in work.

From advance information the new studios will be unparalleled anywhere except by Television City in Hollywood. It will be so large that trucks will drive right onto the stages with equipment and there will be room enough to rehearse a dozen shows at once.

What kind of shows will CBS dream up to people these stages? Right now local programming is being supervised by Les Weinrott and several good formats have developed. A definite policy in respect to the point of emphasis, personalities or programming, has evidently not yet crystallized. Many good writers from CBS radio have gone on to greener pastures and not too many star-type personalities are on the payroll. John Harrington, Fahey Flynn, Irv Kupcinet, and new weather man P. J. Hoff, who command strong followings, are all in the commentator category. Several fine network shows flow into Chicago during the day, but the current has not been reversed to any appreciable degree to export any of the local products.

However, the thinking behind some of the local shows like "This is the Midwest," "Choose Your Career," "Operation New Horizons," and "This Way Up," all of which are commendable public service ventures, indicate that when the Arena is converted, CBS can be a positive force in network originations.

Over at WGN-TV, "Down You Go," which is fed to the DuMont net, is off for the summer and fall network plans are still uncrystallized. WGN-TV has pioneered in combining reasonably good Hollywood films with high-powered commercials, to show a profit for both the sponsor and the station.

Ben Park, chief of network production at NBC-TV, sums up the Chicago situation something like this: We can produce and sell network shows to the New York powers and the agencies if we a) do the type of things which can't be done elsewhere; b) do a certain type of program better than the coast can do; c) do programs as well, but cheaper.

Jules Power adds two more criteria for network programming: a) Produce a good show locally, according to network standards, and if it is running successfully, the client will probably keep it here. b) Produce a show of network caliber with a star who refuses to leave Chicago.

After talking to those who know—and love—Chicago television, the conclusion is inescapable that like the premature demise of Samuel Clemens, the death of Chicago network TV has been greatly exaggerated.

The Bandstand

Bob Horn, one of nation's top disc jockeys, spins records for in-studio dancing party each weekday afternoon. Guest stars and visiting music celebrities drop in to say hello, and sign autographs for the hundreds of teen-agers who come in to dance on the show. Popular recordings are featured, along with "Pick the Hits" segments. Availability: Live Talent. Running Time: 120 minutes. Cost: \$150 per participation. Number Available: Monday through Friday live show. Produced by: WFIL-TV. Submitted by: WFIL-TV, Philadelphia 39, Pa.

Bill Wegman Show

Music as his fans like it by easy-going, relaxed Bill Wegman—winner of a local TV magazine's contest for favorite local performer. All kinds of musical shorts—romantic scenes, jivebands, lazy-river moods, with Bill supplying the free-'n-easy comment. Running Time: 15 minutes. Cost: \$75.00. Submitted by: WGEM-TV, Quincy, Ill.

Bob Scott Show

Dynamic, imaginative Bob Scott must be listed as a disc jockey but his shows run the wide gamut of pantomime, musical shorts, special acts, and mimicry. Bob's a showman—first, last, and always—and his shows abound in the unusual. Running Time: 30 minutes. Cost: \$75.00 per ¼ hour. Number Available:—Continuous. Submitted by: WGEM-TV, Quincy, Ill.

Hal's A Poppin'

This is an easy-going "Disc Jockey - Variety Show," original skits; appearances of guest recording artists and local talent; community and public service promotion; home audience contests. This show, starring Hal Fryar, is now attracting a live studio audience. Availability: Live Talent. Running Time: 45 minutes. Cost: \$190 includes talent, production, time, music, etc. Can be sold by segments. Submitted by: WFMJ-TV, Youngstown, Ohio.

Hi-School Hits

Each of the many High Schools in the area is invited to participate thru four or five representative students who display their talents on this popular Saturday morning show. Records are played and discussed as well as school teams and other things of interest to high school students. Availability: Live Talent. Running Time: 30 minutes. Cost: Time rate plus 20 per cent. Submitted by: WSTV Television, Steubenville, Ohio.

Kloss Inn

Bob Kloss, Jim Hestor, Eddie Johnston contrive the latest in popular as well as folk music. A lively argument ensues as to which style of music is best and the audience is invited to participate in this

argument. Eddie Johnston, our music director, has a small restaurant in which an old-time player piano is situated. Availability: Live Talent. Running Time: 90 minutes. Cost: Class "D" rates per one minute participation. Produced by: Garry Vorhees. Submitted by: WTRF-TV, Wheeling, W. Va.

Make Believe Ballroom

Talent hour with audience. Teen-agers dance to records while viewers are voting for their favorite amateur via telephone. Al Jarvis presides, Joe Yocam does commercials. Availability: Live Talent. Running Time: 75 minutes. Cost: Participating. Number Available: 5 per week. Produced by: Al Jarvis. Submitted by: KABC-TV, Hollywood 27, Calif.

Murray-Go-Round

Young and old climb aboard the "Murray Go Round" four times a week for a fast-paced variety show starring zany gagster Hal Murray. Availability: Live Talent. Running Time: 30 minutes Mon., Wed.; 45 minutes Fri.; 60 minutes Sat. Cost: \$40.00 per each participating announcement. Number Available: 4 programs per week. Produced by: WEEK-TV. Submitted by: WEEK-TV, Peoria, Ill.

The Paul Dixon Show

A variety and disc jockey show with emphasis on pantomime. Versatile Paul Dixon emcees and Wanda Lewis and Sis Camp are featured dancers, ad libbers and pantomimists. Running Time: 60 minutes. Cost: On request. Produced by: Len Gorian. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Studio "5"

A warm and friendly, yet sophisticated atmosphere is mood for Studio "5," which opens over audio theme of Tenderly; set is a deserted studio and talent introduces program of favorite music, from selection of over 1,060 Studio Transcriptions. Running Time: 30 minutes. Cost: 1 time \$35.00, 26 time \$32.25, 52 time \$31.50, 104 time \$29.75, 156 time \$28.00, 260 time \$26.25. Submitted by: KCSJ-TV, Pueblo, Colo.

Swing Session

Scranton's oldest "pop" record show has been translated into a TV show with disk jockey Ed. Maddon playing host to groups of teenagers invited to the studio to dance to records as played on his special juke box. Swing Session is presented Monday thru Friday at 5 p.m. Running Time: 30 minutes. Cost: Available on request. Submitted by: WARM-TV, Channel 16, 333 Madison Ave., Scranton, 10, Pa.

K T V U**"HALF A MILLION WATTS FROM
HALF A MILE IN THE SKY"****Channel 36***with grade A coverage of***SACRAMENTO****STOCKTON***and***MODESTO CALIFORNIA***nation's most powerful***525,000 watts of ON THE AIR power****now affiliated with****NBC-TV****with the best of live network***Represented by* **GEORGE P. HOLLINGBERY**

Colonel Humphrey Flack

Alan Mowbray and Frank Jenks star in the hilarious misadventures of a modern Robin Hood.
Running Time: 30 minutes.
Cost: \$14,000.
Produced by: Stark-Layton Productions Inc.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Cracker Barrel Club

Hiram Q. Hoehandle, downeast dandy holds forth in grand style, with guest vocalists, instrumentalists and plain good fun. A recent contest he held for illustrations of the North American Tree Climbing Trass (combination trout and bass that climbs trees) drew hundreds of cra-ay-zy entries.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$40.00 per min. participation.
Submitted by: WPMT (WLAM TV, together the Maine TV Network), Portland, Me.

Duffy's Tavern

The ever popular situation comedy beloved by millions of American families since 1941, this brand new TV half-hour show stars Ed "Archie" Gardner and his cronies, Finnegan, Miss Duffy and Charlie the waiter.
Running Time: 26:30.
Cost: On request.
Number Available: 39.
Produced by: Hal Roach, Jr.
Submitted by: Motion Pictures for Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Forever Imogene

In this television situation comedy show 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 every form of entertainment—song, dance, pantomime, satire, drama, impersonations, etc.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on request.
Number Available: Half - hour weekly.
Produced by: R. F. A. Production Unit No. 17.
Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

It's Joey

A situation comedy series with music which tells the story of the hilarious misadventures of an all-American kid named Joey (Joel Gray). Joey is an orphan who lives with his aunt, a warm-hearted woman who is a former vaudeville performer. He has a girl friend who is constantly encouraging him in his ambition to go to New York and become a Broadway star. Her parents are not as enthused. The story line will allow Joel to demonstrate his superb comic dancing, and singing abilities.
Running Time: 30 minutes.
Cost: \$17,500 Net.
Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

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 chauffeur-assistant, who struggles in vain to restrain her escapades. Our zany 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." Fast-paced; packed with action.
Availability: Live Talent.
Running Time: 30 minutes.
Number Available: Half - hour weekly.
Produced by: Oliver W. Nicoll Productions.
Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Linn Sheldon Show

A show with a variety of sketches . . . gags . . . guest acts . . . and music. Lends itself to afternoon women's audience. A show by one man who has a gift of gab and a talent for humor.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Spot participation \$27.50.
Produced by: Buck Long and Linn Sheldon.
Submitted by: KFDA-TV, Amarillo, Tex.

Marge and Jeff

The only totally ad lib domestic comedy series now being televised. Marge Greene and Jeff Cain struggle with the problems of newlyweds

and their cocker spaniel Paisley.
Running Time: 15 minutes.
Cost: \$1,500 a day, gross cost.
Produced by: Ernest Walling.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

My Son Jeep

A situation comedy centering about the activities of a 10-year-old boy named Jeep who is flesh-and-blood, "all American," well-behaved, extremely likeable and with a mind of his own. He lives in the wholesome atmosphere of a large, comfortable town. However, that's about where Jeep's contact with tranquility ends. Starring Jeffrey Lynn and Martin Huston.
Running Time: 30 minutes.
Cost: \$14,000.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Soupy's On

Zany and effervescent — that's Soupy Sales. This fast moving show employs a 4 piece combo for background music, also special numbers. Guest stars from the city's night spots visit the show. Soupy is the "Jerry Lewis" type entertainer employing gags, stories, and imaginary people for his antics. Commercials are given clever lead-ins.
Availability: Live Talent.
Running Time: 15 minutes.
Number Available: 5¼ hours weekly.
Produced by: WXYZ-TV.
Submitted by: WXYZ-TV, Detroit 26, Mich.

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Gabby Hayes

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The Author Meets
the Critics

Jackie Robinson

Battle of the Hill Billies

Five top Hill Billy bands each Saturday night compete with Studio Audience show six months old and weekly show is best accepted we originate.

Availability: Live Talent.
Running Time: 90 minutes.

Cost: \$500.00.

Number Available: One weekly.

Produced by: Marshall Gilliard.
Submitted by: WAIM-TV, Anderson, S. C.

Carefree Corral

This program utilizes the talents of Bashful Bobby Wooton, Karen Kay, the Carefree Cowgirl, and Benny Schuster, the make-believe cowboy; plus the Diamond H Ranch Boys. This is a half-hour of Western music at its best, comedy added, and western fun for everyone.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Rate Card plus 100 per cent.

Number Available: 1 weekly.

Produced by: KSBW-TV.
Submitted by: KSBW-TV, Salinas, Calif.

Circle 13 Dude Ranch

Features cowboy singing star, Jack Huddle, and his band in cowboy dress. Show is produced on special Western set and features current western and hill-billy music.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Produced by: Vernon Poerner.
Submitted by: KDUB-TV, Lubbock, Texas.

Cornhusker's Jamboree

Big Jim Stacey leads the boys and gals in hillbilly festival, with a pick-and-a-dab of mountain tunes, duets, choral numbers, dance numbers, etc. Monday through Friday, 5-6 p.m.

Running Time: 60 minutes.

Cost: Participating.

Submitted by: WCPO-TV, Cincinnati, Ohio.

Friday Nite Hoedown

Chief country cousin Art Bolin acts as host and MC to studio audience of hill billy and western fans who have come to the studios to listen to hill billy records and squared ance. Live music is provided from time to time by guest hill billy bands and artists.

Running Time: 60 minutes.

Cost: Available on request.

Submitted by: WARM-TV, 333 Madison Ave., Scranton 10, Pa.

Lazy H Ranch Jamboree

Maryland's best known hillbilly troupe, featuring Tex Daniels' Lazy H Ranch Boys, plus square dancers, comedian Luke Knucklehead, and guest artists. All in authentic rustic outdoor setting.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$150 per participation, full sponsorship rates on request.

Number Available: Unlimited.

Produced by: WAAM, Inc.

Submitted by: WAAM, Inc., Baltimore, Md.

The Sagedusters

Claude Casey, veteran singer and showman, emcees a variety musical show of western, hillbilly and popular songs. Four-piece group of versatile instrumentalists and singers, plus a girl singer. Casey's success as recording star and frequent guest as singing personality in top western movies is being duplicated in TV.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: 15 minutes, \$180. Half hour \$300.

Number Available: On request.

Produced by: Claude Casey and Johnny Wright.

Submitted by: WFBC-TV, Greenville, S. C.

Sierra Melody Gang

A western and hill billy music program, mc'd by bandleader Morris Taylor.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Time plus \$75.00 talent.

Minute participation \$40.00.

Number Available: 1 per week.

Produced by: Morris Taylor.

Submitted by: KHSL-TV, Chico, Calif.

Square and Folk Dance Center

Fred Leifer, folk and square dance caller and expert, author of the Lil Abner Square Dance Handbook, teaches, demonstrates and

otherwise entertains in the field of square dancing and folk dancing, using audience guests; guest celebrities; young and old, brings up experts who talk of the psychological value of such community activity, etc.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$500.

Number Available: Unlimited.

Submitted by: Richard H. Roffman Associates, 675 West End Ave., New York, N. Y.

Star Mountain Roundup

Western music played and sung by top-notch band called the Cherokee Ramblers. Guest artists appear frequently.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: \$325.00 weekly. Participation available.

Number Available: Unlimited.

Produced by: Jake Johnson.

Submitted by: KETX-TV, Tyler, Tex.

Western Jamboree

Fifteen minutes, five days a week of western and hill billy music by "Sleepy" Moore and the trail hands, starring Norma Beasler.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$100.00 per show.

Number Available: Unlimited.

Produced by: Lou Miller.

Submitted by: KMPT, Oklahoma City, Okla.

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Animal Fair

Animal Fair is instructive, educational, and geared primarily for entertainment . . . featuring interviews with pet owners, veterinarians, animal trainers, etc. In all cases, however, the animals are the "stars" of the show, and the format emphasizes the value and interest provided by pets. WOW-TV's versatile Howard Hall is program emcee. Running Time: 25 minutes. Cost: Time plus production and talent. Produced by: Howard Hall. Submitted by: WOW-TV, Omaha, Nebraska.

Beautiful Lady

A give-away show. Availability: Live Talent. Running Time: 30 minutes. Cost: Inexpensive. Number Available: 52 or more. Produced by: V. S. Becker Productions. Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Dollar Derby

Dollar Derby is an audience participation type show with the highest rating of any locally televised program against all competition daytime in the country. It is an auction format show with both live studio audience as well as home viewer audience. It is an unusual program format that can be diversified to suit local market conditions. Food chains and gasoline chains are finding it unusually successful. Availability: Live Talent. Running Time: 30 minutes and 60 minutes. Cost: On request. Number Available: Unlimited. Produced by: Richard H. Ullman Inc. Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, N. Y.

Fiction and Fact

Shadow Stumpers are used, with shadows of items projected, revealed on program one week later. Viewers write their guesses as to identities of shadows, win prizes for right answers. Latest hit records are used as hbackground for shadows. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Unlimited. Produced by: WFMV-TV. Submitted by: WFMV-TV, Greensboro, N. C.

Gamble On Love

Famed movie and night club star Denise Darcel is mistress of ceremonies on this quiz show for people in love, married or single, who'd like to feather their nest with the prizes offered. Running Time: 30 minutes. Cost: \$4,500. Produced by: Robert K. Adams. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Go for Cash

"Go for Cash" is a fast-moving program, with Ryan Halloran as emcee assisted by Rose Mary Dean, with various contests designed along the lines of an old-fashioned spelling bee played for cash prizes. Contests deal with identification, true and false questions, and "match and rematch," etc. Availability: Live Talent. Running Time: 30 minutes. Cost: \$85.00. Produced by: WAVE-TV. Submitted by: WAVE-TV, Louisville, Ky.

Half-Hour Holiday

Cartoonist Bill Snel emcees this lively half hour and is host to various women's organizations which help make up the cast for each show. It's fun for all—the gals in the studio and the gals at home—with laughs, games, songs, skits, sketches and prizes galore. Availability: Live Talent. Running Time: 30 minutes. Cost: One participation \$200. Three participations \$570. Number Available: Participating announcements—Wed., Thurs., Fri. Produced by: Norman Palmer, American Video Productions. Submitted by: WATV, Newark 1, N. J.

The Jack Rourke Show

Panel selected from studio audience answers questions sent in by viewers. Jack Rourke presides, Mark Jordan does commercials. Availability: Live Talent. Running Time: 30 minutes. Cost: Participating. Number Available: 5 per week. Produced by: Dick Wendelkin. Submitted by: KABC-TV, Hollywood 27, Calif.

Just for Fun

With from 50 to 70 hep housewives as the studio audience, comedian Jackson Weaver and pantomimist Aletha Agee streak through an hour of games, contests, community sings, and staged pantomiming to popular songs. Guests include night club, theatre, television and movie stars. Availability: Live Talent. Running Time: 60 minutes. Cost: Jackson Weaver & Aletha Agee. Number Available: Five per week. Produced by: WMAL-TV. Submitted by: WMAL-TV, Washington, D. C.

Ladies' Day Out

Win and Lynn Forman, WARM radio and TV Mr. and Mrs. team invite various women's clubs and organizations to the studio to talk about their organization and its work and then to participate in special quizzes and games, and guest interviews. Seen Monday through Friday, 4:30 p.m. Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Produced by: Win Forman. Submitted by: WARM-TV, 333 Madison Ave., Scranton 10, Pa.

Ladies First

Bruce Mayer, recent DuMont network star, emcees 60 minutes of skits, games, dances and stunts before a studio audience averaging 100 per program. Mayer plays host to a different women's club or organization daily—awards valuable prizes to contestants. Cast includes two vocalists and organist. Availability: Live Talent. Running Time: 60 minutes. Cost: 52 times, \$122.50 per participation; 260 times, \$105.00 per participation. Number Available: Daily participations up to 52 weeks. Produced by: WWJ-TV. Submitted by: WWJ-TV, Detroit, Mich.

Magic Carpet

Three daily contestants meet the Sheik, affable Joe Scott, and the Queen, charming Joan Krimm, on the "Magic Carpet," with the opportunity of winning daily prizes and, for the weekly winner, an all-expense paid trip to New York City. The score board indicates the number of miles which each contestant progresses toward that goal. Availability: Live Talent. Running Time: 30 minutes. Cost: Upon request. 1 min. spots available. Produced by: Al Wallace Productions. Submitted by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Micro Quiz

Everyday objects are focused beneath a 135 mm lens to produce the most amazing sights—difficult to identify by the viewers, but lots of fun. The emcee phones viewers, chosen from the mail pull, to ask them for an identification of the day's trick subject. Difficult ones are called "Skullbusters." Availability: Live Talent. Running Time: 15 minutes. Cost: \$60 per quarter hour; \$30 per min. participation. Submitted by: WPMT (WLAM-TV, together The Me. TV Network), Portland, Me.

Open for Challenge

The show is a new version of the popular well-known parlor game, charades. Emcee Stan Sawyer supervises two competing teams; the permanent team being composed of four vivacious girls carefully trained for the game, and their challengers, any team of four men, who have written in and previously received a special kit of signals to practice charades before appearing on the show. The challengers can run the gamut from teams of college professors to Indian chiefs. Running Time: 30 minutes. Cost: \$5,000 Net. Produced by: Sawyer-Wirth Associates. Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Pick a Pack

An afternoon audience participation show, featuring Jane Lynn and Jim Wood as the emcees. Valuable prizes given away (such as refrigerators, ovens), for winning contestants, mostly women. Live WLW-T staff musicians furnish music; also singers used. Availability: On request. Cost: \$50 per participation, WLW-T, Cincinnati. Number Available: Single participation up to 52-weeks, or longer. Produced by: Robert Boulware. Submitted by: WLW-T, Crosley Broadcasting Corp., Cincinnati, Ohio.

Rumpus Room

Rumpus Room is a gay dance session presided over by Johnny Sobol with dance music for attending teen-agers; a review of school activities; and many other features, including long-distance phone calls with celebrities; and guest appearances of recording artists. Availability: Live Talent. Running Time: 60 minutes. Cost: Class C rate card. Number Available: 5 times per week—52 weeks. Produced by: John Sobol. Submitted by: WILK-TV, Wilkes-Barre, Pa.

Saturday Night at the Columbia

The cameras "go to town" in the main dining room of the hotel housing the studios each Saturday night, and table hop to chat with the guests and spotlight the dancers. Highlite of the evening is televising of the entire floor show, with musical and variety numbers. Availability: Live Talent. Running Time: 90 minutes. Cost: \$45 per min. participation. Submitted by: WPMT (WLAM-TV, together the Me. TV Network), Portland, Me.

Say It with Music!

Studio contestants and home viewer "game"—teams of players "Play the Panto" by interpreting lyrics of given songs via pantomime, with comedy props used for extra fun. Players win cash prizes if band recognizes song; otherwise prize money goes into jackpot for home-viewer for whom Emcee and Girl Friday do special panto. Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Produced by: R. F. A. Production Unit No. 15. Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

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Shopping Bag

Genial Johnnie Williams, MC, aided by hostess, Dottie Sloop, at the piano, presents one of the south plains most popular audience participation shows. A live studio audience joins in the fun and receives prizes for the craziest hat, eldest lady, wedding anniversaries and birthdays. The advertiser's products are woven into the format of the show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$25.00 per participation (1 minute).
Number Available: On request.
Produced by: Johnnie Williams.
Submitted by: KDUB-TV, Lubbock, Tex.

Stop, Look & Listen

Tom Moorehead is master of ceremonies for an audience-participation variety program catering to the feminine viewers. Using games, stunts, dances, and novel participation features, Moorehead moves through the show ad-libbing humorous comments and introductions to the games. Prizes are presented to both the participants in the studio and at home.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: \$150 per participation.
Number Available: Mon. through Fri. live show.
Produced by: WFIL-TV.
Submitted by: WFIL-TV, Philadelphia 39, Pa.

Take My Word

An audience participation show in which couples chosen from the audience participate in this game. The couple is given a subject on which they must construct a sentence within a specified time limit. Each member of the couple alternates with a word. The aim is to get as many words as possible in before completing the sentence. The very nature of the game is conducive to laughs and Jimmy Nelson, the host, keeps things geared for laughs during the show with the able assistance of his dummies.

Running Time: 30 minutes.
Cost: \$10,500 Net.
Produced by: Bob Jennings.
Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Tell Me, Mr. Preacher

The Rev. Naylor invites viewers of all faiths to telephone him their personal problems. Callers' identities are never aired, but their problems are—along with the pastor's counsel, based upon an abiding trust in God and his own years of rich experience in helping men help themselves through faith.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$145.00 per program.
Number Available: 13 minimum—up to 52.

Produced by: The Rev. Robert F. Naylor, pastor, Central Methodist Church.
Submitted by: KOB-TV, Albuquerque, N. M.

Trader Van

Housewives from all over the WRGB area come to Trader Van's daily program to offer items they no longer want for sale to the viewing audience. Grant Van Patten, as Trader Van, supervises this TV trading post by displaying items for the participants and interviewing them about the commodity itself. Response has been tremendous to this unusual show, with more than enough eager buyers for items including an airplane, household appliances, etc.

Availability: Live Talent.
Running Time: 15 minutes and 30 minutes.
Cost: Not sold on program basis.
Cost per participation \$75.00 gross each.
Produced by: WRGB.
Submitted by: WRGB, Schenectady, N. Y.

TV Auction

Audience bids for privilege to answer question series for unknown prize package plus additional prizes for each correct answer—practical and gag prizes are awarded by auctioneer-magician Rollie Sponberg, well-known and popular. Audience made up of club groups in 60 miles cover radius.

Watch Your Step!

New television program presenting a "dancing game" with visually staged competition between studio participants and home viewers, whereby home viewer "freezes" a studio couple over a lucky number on the dance floor and both compete for prizes. New, completely visual, full of action.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on request.
Number Available: Half-hour weekly.
Produced by: Oliver W. Nicoll Productions.
Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Who's Who

Contestants from the studio audience are exposed to two diametrically opposite characters, such as a preacher and a pickpocket. Contestant must determine who's who.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,500 above the line.
Number Available: Any number.
Produced by: Alton Alexander.
Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

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All About Baby

Ruth Crowley, Registered Nurse and Associate Editor of American Family Magazine interviews visiting mothers and discusses with them child care, training behavior, habits and other varied baby subjects. A real sleeper in Chicago daytime television, All About Baby is one of the most accepted child care programs on the air. Availability: Live Talent or sound on film. Running Time: 15 minutes. Cost: \$125 per spot live or on film. Produced by: Herbert S. Laufman & Co. Submitted by: WBKB, Chicago, Ill.

Art Mart

A series of live TV shows dealing with the field of art—using a moderator or m.c. to link the various panel guests together in some lively discussion—also visual material will be available. Those called upon will include artists, teachers of art, art gallery owners, art authorities, art directors, art collectors, museum directors, and celebrities. Availability: Live Talent. Running Time: 30 minutes. Cost: \$400. Number Available: Unlimited. Produced by: Richard H. Roffman Associates. Submitted by: Richard H. Roffman Associates, 675 West End Ave., N. Y. C.

Author Meets the Critics

A discussion and criticism of books of current importance. Virginia Peterson moderates. The author and two critics, one pro and

one anti, are guest panelists.

Running Time: 30 minutes. Cost: \$2320.

Produced by: Martin Stone.

Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

The County Editor

Weekly panel of local weekly newspaper editors discussing local, area and national news events and problems. Unrehearsed, moderated by Tom O'Connor, editor of Allendale (S. C.) County Citizen. Three guest editors trade opinions each week, from standing panel of more than 40 papers.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$35.00 participation (half hr. or quarter hour on request).

Produced by: WJBF-TV.

Submitted by: WJBF-TV, Augusta, Ga.

Crime Information Center

Everything to do with fictional and factual crime is discussed. Authors of mystery and crime fiction novels; criminologists; police officials; science laboratory experts in the crime detection field!; authorities on crime prevention; foreign crime specialists; foreign crime writers; etc., are interviewed. Clues and scientific equipment will be available for handling, inspection, demonstration, etc.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$500.

Number Available: Unlimited.

Produced by: Richard H. Roffman Associates.

Submitted by: Richard H. Roffman 675 West End Ave., N. Y. 25.

The Doctor Answers

Dr. W. W. Bauer of the AMA, and Elizabeth Hart, well known radio and TV personality, provide facts about health, medicine and answer questions submitted by the viewers. This is the first such show in Chicago to win the sanction of the AMA. A prestige show for prestige clients.

Availability: Live Talent or sound on film).

Running Time: 15 minutes.

Cost: \$125 per spot live or on film. 15-minute segment \$350—no frequency discount.

Produced by: Herbert S. Laufman & Co.

Submitted by: WBKB, Chicago, Ill.

The John Hopkins Science Review

Discussions and demonstrations of scientific phenomena, new and old, offered by experts in the field of study.

Running Time: 30 minutes.

Cost: \$3,500.

Produced by: John Hopkins University and WAAM, Baltimore.

Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

Junior Town Meeting

"Junior Town Meeting," a youth discussion program now in its fourth year on television, has attained national recognition. Using students from public, parochial and private schools of New Jersey, New York and Connecticut, JTM exhibits young people at their best in stimulating programs dealing with public affairs.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: \$1600.00.

Number Available: Open.

Submitted by: WATV, Newark 1, N. J.

Michigan Unlimited

Top-flight politicians, news correspondents, and big names on the Michigan scene discuss news of the day with Willis Dunbar. Dunbar's knowledge of international events, background in world problems, and intimate relationship with leading politicians enables him to interview his guests in an interesting and informative manner.

Running Time: 10 minutes.

Cost: Sponsorship: Card rate for time plus \$40.00 production, commissionable.

Number Available: 1 program per week.

Submitted by: WKZO-TV, Kalamazoo, Mich.

Presenting Dr. Crane

Fifteen or 30 minute series featuring nationally prominent human relations counselor, Dr. George W. Crane. Panel program based on human relations problems.

Running Time: 15 minutes or 30 minutes.

Cost: Upon request.

Produced by: Herbert S. Laufman & Co.

Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

Ralph's Workshop

A fifteen-minute program where Ralph Pisor, the genial host, makes small jobs out of big ones. He shows how to make cabinets, shelves, and all sorts of handy gadgets to be used around the house and shop. He also shows how to use tools properly. An appealing show to persons of all ages.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: Rate card plus 50 per cent.

Number Available: 1 weekly.

Produced by: KSBW-TV.

Submitted by: KSBW-TV, Salinas, Calif.

Report to the People

KFBB-TV Director of Television Le Roy Stahl interviews participants in local and state activities. Programs are presented with great number of visual aids such as charts, maps, live models, etc. Program varies from state officers to 4H Club members.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$120.00 (one time rate).

Number Available: Indefinite.

Produced by: Le Roy Stahl

Submitted by: KFBB-TV, P.O. Box 1139, Great Falls, Montana.

Siouxland Speaks

Siouxland Speaks is a discussion program covering topics of interest to all Siouxland. Austin Schneider of the KVTV news staff moderates. Topics have included "Liquor by the Drink," "Toll Roads," "Missouri Valley Development," and "City Manager Government." Prominent business, civic, political figures discuss these issues.

Availability: Live Talent.

Cost: Time plus \$30 production program charge commissionable.

Number Available: Single participations up to 52 weeks.

Submitted by: KVTV, Sioux City, Iowa.

Springfield on Trial

Program places Springfield "on trial" with actual judge and practicing attorneys presenting "case" for and against some phase of municipal activity. Viewers are "jury." Program conceived and originated by Springfield Junior Chamber of Commerce.

Availability: Live Talent.

Running Time: 60 minutes.

Cost: Card rate plus \$50.

Submitted by: WWLP, Springfield, Mass.

Studio B for Bartlett

Tommy Bartlett, radio and TV veteran of 20 years and national prominence presides over an informal discussion session pinpointing its appeal to the housewife. Leaders from various fields appear on the show to discuss problems sent in by the housewives.

Availability: Live Talent or sound on film.

Running Time: 30 minutes.

Cost: \$150 per participation anct. Not subject to frequency discounts.

Produced by: Tommy Bartlett Productions.

Submitted by: WBKB, Chicago, Ill.

Wilbur Stark-Jerry Layton, Inc.**Television and Radio Productions**

270 Park Avenue

New York City



Concerning Miss Marlowe

Maggie Marlowe is a stage actress, successful, just turning 40. At this turning point, with her age beginning to show, she yearns for the love and family life she's never had and feels cheated of. Throughout the story is the conflict—marriage or career for Miss Marlowe? Monday through Friday, 3:45-4 p.m. EDT.

Running Time: 15 minutes.

Cost: About \$16,500 gross per 15-minute program; Three 15-minute segments available one week; two on alternate weeks.

Produced by: Benton and Bowles.
Submitted by: NBC, New York, N. Y.

First Love

"First Love" is the story of a realistic, contemporary marriage—how two people learn to live together and how the situations that arise affect their personalities and their relationship. Monday through Friday, 4:15-4:30 p.m. EDT.

Running Time: 15 minutes.

Cost: About \$14,500 per 15 minute program; Two 15-minute segments available per week.

Produced by: Adrian Samish.
Submitted by: NBC, New York, N. Y.

Golden Windows

"Golden Windows" relates the story of two people whose attrac-

tion for each other stems from their completely opposing backgrounds. With a New York background, they search for happiness—each blind to the value of what he has, coveting what seem to be greener pastures. Monday through Friday, 3:15-3:30 p.m. EDT.

Running Time: 15 minutes.

Cost: About \$16,500 gross per 15-minute program. Three 15-minute segments available on one week; two on alternate weeks.

Produced by: Young and Rubicam.
Submitted by: NBC, New York, New York.

Hawkins Falls

"Hawkins Falls" is a "television novel" about a typical middle-western small town and the lives of its people. Originating in Chicago, it packs a chunk of realism into each 15-minute segment. Monday through Friday, 4 p.m. EDT.

Running Time: 15 minutes.

Cost: About \$14,113 gross per 15-minute segment. 15-minute segments available on Mondays, Tuesdays and Thursdays.

Produced by: NBC.
Submitted by: NBC, New York, N. Y.

One Man's Family

"One Man's Family" is the story of the Barbours of San Francisco, parents and five children, dedicated, in the words of writer-producer

Carlton E. Morse, "to the mothers and fathers of the younger generation and to their bewildering offspring." Monday through Friday, 3-3:15 p.m. EDT.

Running Time: 15 minutes.

Cost: About \$14,800 gross per 15-minute program.

Number Available: 15-minute programs, five days a week.

Produced by: Carlton E. Morse.

Submitted by: NBC, New York, New York.

Passport to Danger

Covering all aspects of science. Centered about scientist who is involved in various adventures.

Running Time: 30 minutes.

Cost: Upon request.

Produced by: Herbert S. Laufman & Co.

Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

Stars in Their Eyes

A situation comedy written around true life incidents of loves and disappointments... A popular sister is used. A half hour weekly or 15 minutes, five times weekly.

Availability: Live Talent.

Running Time: 30 minutes, 15 minutes, 5 times a week.

Cost: Upon request (moderately priced).

Number Available: Indefinite.

Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Three Steps to Heaven

"Three Steps to Heaven" concerns Poco Thurmond, a girl from the Middle West, who is modelling in New York. The story title comes from Poco's philosophy—that the three steps to happiness are faith, courage and love. Monday through Friday, 10:45-11 a.m. EDT.

Running Time: 15 minutes.

Cost: About \$13,358 gross per 15-minute program. Three 15-minute segments available, one week; two on alternate weeks.

Produced by: NBC.

Submitted by: NBC, New York, N. Y.

A Time to Live

"A Time To Live" concerns a young widow, Julie Byron, who has worked hard to establish herself as a top newspaper reporter, and her struggle to resolve this basic conflict: Is she first a reporter, or is she first a woman? Monday through Friday, 10:30-10:45 a.m. EDT.

Running Time: 15 minutes.

Cost: About \$14,300 gross per 15-minute program. Five 15-minute segments available per wk.

Produced by: Adrian Samish.

Submitted by: NBC, New York, New York.



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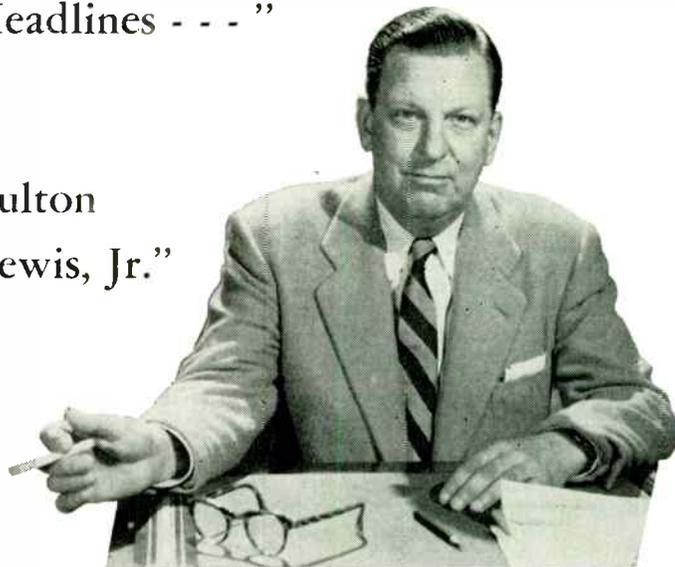
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Around Home with Mrs. Mildred Swift

Mrs. Swift, Ouachita Parish home demonstration agent, brings informative and entertaining material to viewers regarding everything around home, with emphasis on agricultural and gardening developments. Well-received throughout area.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$115.00 (one-time rate) incl. time, production, talent.
Number Available: One per week.
Produced by: KNOE-TV.
Submitted by: KNOE-TV, Monroe, La.

The Fair

Oklahoma's favorite television agricultural counselor, Harold Dedrick, conducts farm viewers through a fifteen-minute noon-hour farm show which is loaded with valuable agricultural information, latest market reports and farm news. Dedrick, WKY-TV farm department director, is assisted by associate farm director, Jack Stratton.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 per one-minute participation with frequency discount available.
Number Available: Single participation up to 52-week campaign, or longer.
Produced by: Ken Wright.
Submitted by: WKY-TV, Oklahoma City, Okla.

Farm & Home Editor

Doc Ruhmann, WBAP farm editor, and Gayle Wilson, former country home demonstration agent, bring the latest news and information of interest to farmers and farm homemakers each day at noon, Monday thru Saturday. Show includes demonstrations, exhibits, interviews and all types of market reports.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$178.00 per quarter hour show.
Number Available: Five weekly.
Produced by: WBAP-TV.
Submitted by: WBAP-TV, Fort Worth, Tex.

Garden Digest

Farm and garden editor Bill Moshier conducts an informative and helpful program for the farmers and gardeners in the Puget Sound Area. He answers questions submitted by the viewers, and keeps them informed on any new methods or products in this particular field.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: 1 minute participating \$125.00 each flat—live or film.
Produced by: Paul Morris.
Submitted by: KOMO-TV, Seattle, Wash.

Garden Vagabond

Green-thumb expert, Norvell Gillespie, takes viewers on filmed visits to the famous gardens of the world. (Sundays—11:30 a.m.—12:00 noon).

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: KNXT, Hollywood, Calif.

Gardeneering

Ray Lindell, local gardening expert, uses outdoor studio to demonstrate proper techniques in caring for anything in the plant world. Guest authorities also contribute. Better homes and garden. Garden book is weekly prize for three most timely questions. Outdoor facilities ideal for demonstration of "outdoor" products.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$90.00 gross per one minute participation, time and talent. \$180.00 gross full sponsorship, time and talent.
Produced by: WREX-TV.
Submitted by: WREX-TV, Rockford, Ills.

Georgia-Carolina Farm and Home Hour

One-hour live show presenting latest farm news, better-farming demonstrations, home demonstrations, staged by 50 county agents and home agents in WJBF-TV. One county featured weekly, including home talent, school bands, guest farmers, extension experts. Includes extended area weather forecast, local market report.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: 1 hour \$150.00 complete.
Produced by: WJBF-TV.
Submitted by: WJBF-TV, Augusta, Ga.

The Green Thumb

Weekly Saturday afternoon gardening program featuring George Kelly, horticulturist and KLZ-TV farm director, with timely tips on gardening and allied fields. KLZ-TV cameras go outdoors into a special garden and flower plot, constructed especially for this program.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$50.00 per 1 minute participation, commissionable, 4 per program.
Produced by: Jim Lannon.
Submitted by: KLZ-TV, Denver, Colo.

Party Line

County agents from the five counties that form the heart of upstate New York effectively demonstrate a kaleidoscopic variety of home and farm hints of pertinent interest to both urban and rural viewers. Hint-hungry housewives and their husbands make this Monday thru Friday telecast an interesting and educational viewing must.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$150.
Produced by: WHEN-TV.
Submitted by: WHEN-TV, Syracuse, N. Y.

RFD Channel 3

"RFD Channel 3" is the only locally produced farm show in western Michigan and northern Indiana. Farmers in the area rely on this program for time-saving sugges-

tions and valuable advice. Farm Director Carl Collin has had 24 years experience in agriculture.

Running Time: 10 minutes.
Cost: Sponsorship: Card rate for time plus \$40.00 production per program. Minimum 13 week contract.

Number Available: 1 program per week.
Submitted by: WKZO-TV, Kalamazoo, Mich.

RFD Piedmont

Station Farm Director, George Perry, conducts program with news in the agricultural world of interest to Piedmont farmers. Guests are included daily from N. C. State College, 4-H Clubs, Farm Bureau, Grange, and other farm agencies. Interviews, demonstrations, film used.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WFMY-TV.
Submitted by: WFMY-TV, Greensboro, N. C.

Sam Black

The number one farm citizen of Berks County provides an easy, informal visit of interest to the city, urban and rural audience. Designed as a public relations effort between the farmers and the consumer, Sam Black covers all facets of farm living including the exhibition of live animals.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$70.
Number Available: One per week.
Produced by: WEEU-TV.
Submitted by: WEEU-TV, 433 Penn St., Reading, Pa.

Siouxland Farmer

Siouxland Farmer is basically a how-to-do-it program for farmers. County Agents from the KTVV area demonstrate the latest methods and ideas in farming. Home agents and 4-H club members participate, also. Specialists from Iowa State College, South Dakota State College, and Nebraska University are frequent guests.

Availability: Live Talent.
Running Time: 15 minutes.

Cost: Time plus \$25 production talent commissionable.

Number Available: Monday, Wednesday, and Friday at 12:45.
Produced by: Roger Miller.
Submitted by: KVTV, Sioux City, Iowa.

Urbs and Suburbs

Once a week an Agricultural Extension Agent, 4-H Club Worker, or other agrarian-minded person demonstrates and suggests better ways of rural and suburban life. This program is also used to bill-board special meetings, and programs of rural organizations.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time rate plus 20 per cent.
Produced by: WSTV Television.
Submitted by: WSTV Television, Steubenville, Ohio.

The USAC Farm Show

This is an hour-long program produced in co-operation with the U. S. Extension Division and Utah State Agricultural College demonstrating proper handling of animals; agricultural cultivation, etc. Program makes use of live animals.

Saturday, 12-1 p.m.
Running Time: 60 minutes.
Cost: \$400 per program.
Number Available: 26.
Produced by: Utah State Agricultural College.
Submitted by: KTVT, Salt Lake City.

Valley Farm & Home Show

Beamed to the nation's third highest farm income area, Valley Farm & Home calls on practical farmers, 4-H groups, and agricultural experts to provide a complete service to California's Central Valley's viewers. Don Russell, pioneer TV farm reporter in northern California, also provides news, weather and films of interest to farmers.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$70.00 per one-minute participation.
Produced by: Don Russell.
Submitted by: KTVU(TV), Stockton 5, Cal.

LIVE TV MYSTERY

The Plainclothes Man

Utilizing the subjective camera technique which never shows the face of the "Unseen" Lieutenant, although all the action is seen as though through his eyes and viewers are given the impression that they are the Plainclothes Man and solve the crimes with the aid of the visible Sgt. Brady. Ken Lynch is the voice of the "Unseen" Lieutenant and Jack Orrison is Sgt. Brady.

Running Time: 30 minutes.
Cost: \$9570.
Produced by: John L. Clarke.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

The Stranger

A live mystery series dramatizing the adventures of the "Stranger," a man who comes from nowhere to enter the lives of people who are innocently victimized. Not a supernatural being, he uses only feasible means to help those who need help badly. The "Stranger" is a man without a past or future who disappears as mysteriously as he arrives.

Running Time: 30 minutes.
Cost: \$10,000.
Produced by: Frank Telford.
Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

The Actors

This fifteen-minute nighttime dramatic series utilizes two regular actors and guest appearances of local theater personalities. Working with dramatic sketches from full-length plays, the Actors perform without aid of props or scenery. Camera and lighting effects are highly original, making this one of our most exciting shows. Availability: Live Talent. Running Time: 15 minutes. Cost: \$195.00. Number Available: Continuous, up to 52. Produced by: The Actors. Submitted by: KOB-TV, Albuquerque, N. M.

Am I the Type

Original two act plays based on sharp characterization. A new worthy talented actor is presented each week as the star of the play, and talent scouts and casting directors are invited to watch. At the end of each play the new find asks, "Am I the type?" Availability: Live Talent. Running Time: 30 minutes. Cost: \$7,500 above the line but including a big name guest star. Number Available: 39. Produced by: Alton Alexander. Submitted by: Alton Alexander Productions, Inc., 59 Madison Ave., N. Y. 22, N. Y.

Armchair Playhouse

For after-lunch relaxation, "Armchair Playhouse" offers recent dramatic presentations starring well-known personalities. A daily habit with Atlanta audiences, these shows have long occupied their popular, early afternoon spot every day in the week. Running Time: 75 minutes, 7 days per week. Cost: On request. Submitted by: WSB-TV, Atlanta, Ga.

The Black Phantom

Complete with flowing cape, mask and filter mike, The Black Phantom weaves the story between episodes of serialized mysteries... "The Mysterious Dr. Satan," "Son of Zoro," etc. Availability: Live Talent. Running Time: 25 minutes. Cost: The Black Phantom. Number Available: Five per week. Produced by: WMAL-TV. Submitted by: WMAL-TV, Washington, D. C.

Canyon Jack

"Canyon Jack" features western movies and story teller, "Windy Willie." Each film story runs three nights. Each night's show is divided into three film segments, for commercial insertion. Windy bridges each segment with patter before and after commercials, tying in with story line in film. Films are supposedly adventures that "Windy" figured in, or features characters "Windy" knew well in the old days. Availability: Live Talent. Running Time: 30 minutes. Cost: One minute participations,

\$72.00 per. Produced by: Charlie Featherstone. Submitted by: WSYR-TV, Syracuse, New York.

Channel 9 Theatre

The greatest motion pictures ever released for television will be televised on KHJ-TV starting in September, included are such motion pictures as "Arch Of Triumph" with Charles Boyer and Ingrid Bergman, "Miracle Of The Bells" with Frank Sinatra and Fred MacMurray, "Magic Town" with James Stewart and Jane Wyman, "One Touch of Venus" with Ava Gardner. Each one of 30 all star cast feature motion pictures will be shown 5 times weekly from Tuesday thru Saturday. Running Time: Feature length movie. Cost: Special participating sponsorship \$2,500. Commissionable for 5 one minute announcements and 10 billboard announcements in feature films. Produced by: General Teleradio special feature film package. Submitted by: KHJ-TV, Los Angeles 28, Calif.

Commerce Council

Dramatized story of the rise and development to prominence and success of various business firms. An announcer interviews the president of the firm and then switches to the dramatized portion of the program. At the end, the interview section returns with concluding remarks. The Commerce Council, a body of leading citizens, chooses a different firm to be so honored each week. Availability: Live Talent. Running Time: 30 minutes. Cost: \$750. Number Available: Unlimited. Produced by: Richard H. Roffman Associates. Submitted by: Richard H. Roffman, 675 West End Ave., New York.

Fredric March Theatre

A new drama series utilizing top dramatic personalities with the widely acclaimed Fredric March as host. Running Time: 60 minutes. Cost: \$19,000. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Give Me Liberty

A series featuring little known escapees from behind Iron Curtain countries. Also persons who have shown braveness or contributed to the cause of liberty. Availability: Live Talent or Kine. Running Time: 30 minutes. Cost: On request. Produced by: Basch Radio & TV Productions. Submitted by: Basch Radio & TV Productions, 17 East 45th St., New York 17, N. Y.

The Late Show

For late-evening entertainment, the "Late Show" features only the finest of recent film productions, some of which are especially de-

signed for television. Coming after the rush of the day's activities, the "Late Show" offers those lengthier presentations and full-scale productions which cannot be included in a daytime schedule. Running Time: Approx. 90 min. Cost: On request. Submitted by: WSB-TV, Atlanta, Ga.

Letter of the Law

Live drama, spontaneous and unrehearsed, economical, educational and saleable. Fictitious legal drama. The actual trial of an imaginary and compactly dramatized criminal case. Defendants and witnesses are type cast from local color. Actual judges preside and local trial attorneys defend and prosecute. Adaptable to network or local settings. Ran for over two years at WTOP-CBS, Washington, D. C. Write-in jury each week for audience reaction. Availability: Live Talent. Running Time: 30 minutes and 60 minutes. Number Available: 60. Produced by: Ben Paul Noble. Submitted by: WTOP-TV, Washington, D. C.

Love Story

A dramatic series with emphasis laid on love and romance and featuring top theatrical people in the leading roles. Running Time: 30 minutes. Cost: \$10,000. Produced by: David Lowe. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

'Monty' Curtiss, Newsreel Cameraman

Dramatic series with integrated TV newsreel film action. "Monty" Curtiss, newsreel cameraman, is romantic, adventurous hero. Variety of adventures offered as he films human interest items, sports, political figures—the gamut of day-to-day assignments of a newsreel cameraman. His editor, competitors, are shifty characters. Love interest centers around girl photographer whom he resents but falls in love with. Program covers drama comedy, adventure and has high-power family appeal. Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Produced by: Oliver W. Nicoll Productions. Submitted by: Television and Radio Features of America, 37 W. 46 St., New York 36, N. Y.

Murder by Gaslight

Dramatized mystery series based on actual crimes of gaslight era. For the 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, story-teller, is experienced criminologist with grim sense of

humor. Series is bound to hold the interest of millions of mystery fans and armchair detectives. Running Time: 30 minutes. Availability: Live Talent. Cost: Available on request. Number Available: Half-hour weekly. Produced by: Oliver W. Nicoll Productions. Submitted by: Television and Radio Features of America, 37 W. 46 St., New York 36, N. Y.

My True Story

A half-hour dramatic series wherein a complete story is told on each program. Because these stories are based on fact, and the situations are such that the average person can identify himself with them, they are entirely believable. The characters are understandable and the resolution is usually constructive. In casting the show, the emphasis will be on using fresh faces whenever possible. The major parts will be cast with seasoned Broadway and TV actors. Running Time: 30 minutes. Cost: \$10,000 Net. Produced by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Mysterious Professor Grell

This is a switch on whodunits. Prof. Grell, a recognized professional psychiatrist, probes in the minds of his cases and thus prevents instead of solving crimes. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Produced by: Basch Radio & Television Productions. Submitted by: Basch Radio & Television Productions, 17 E. 45 St., New York 17, N. Y.

Night Editor

Hal Burdick, who plays the night editor of a small newspaper, recalls thrilling newspaper stories for narration. Running Time: 15 minutes. Cost: \$1,300. Produced by: Ward Byron. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

Postal Inspector

This series of dramatic episodes will consist of true and authentic case histories as taken from the files of the U. S. Post Office Department. The documentary material which will be dramatized may run the gamut from air mail fraud through parcel post irregularities down to the part the postman plays in protecting our mail service. The Post Office Inspection Service carries in its files cases dating back to Pony Express days, also cases involving murder, vice, frauds, robberies, forgeries and blackmail, to name a few. Running Time: 30 minutes. Cost: \$13,275 Net. Produced by: Bernard J. Procter. Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

LIVE TV DRAMA

Sketchbook

As a series, "Sketchbook" has been designed as a new departure in half-hour television programming. It combines in a thirty minute framework two, three or four dramatic vignettes adapted from outstanding sketches and short stories. Sir Cedric Hardwicke will act as host and narrator. The fact that he must weave together each separate vignette into a single theme will result in the week-to-week program taking on the flavor of his personality.

Running Time: 30 minutes.
Cost: \$9,800 Net (Subject to program execution).
Produced by: Richard H. Gordon, Jr.,
Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

The Turning Point

Combination drama and interview show. The turning point in famous personalities lives is dramatized. Coupled with dramatic presentation is actual interview with

this personality as he is today.
Running Time: 30 minutes.
Cost: Upon request.
Produced by: Herbert S. Laufman & Co.
Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

This Was News!

The news events of the past—old, recent, and most recent—life-like dramatizations in three actionful vignettes presented live and part film (or all on film for syndi-

cation). Introductions narrated by a newscaster-personality. Heavy drama, light comedy, good American humor, surprise twists—true facts.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on request.
Number Available: Half-hour weekly.
Produced by: Oliver W. Nicoll Productions.
Submitted by: Television and Radio Features of America, 37 W. 46 St., New York 36, N. Y.

1954

LIVE TV SPORTS

1955

Baseball Scoreboard

The program features former National League ump George Magerkurth and Bill Lohmeier. The day's scores, league standings, comments by "Mage" and a Major League star of the day is selected. During season Mr. Magerkurth relates stories about the great stars of the game and answers questions sent in by viewers.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$180 per show.
Number Available: Monday's show.
Produced by: Bill Lohmeier.
Submitted by: WHBF-TV, Rock Island, Ill.

Central Valleys Sportsmen's Club

Late filmed and telephoned reports from prime California fishing and hunting spots plus prominent guests answering viewer's queries have made the membership of the Central Valleys Sportsmen's Club large and loyal. The show is timed to brief the week-end outdoor's fan and features a rustic lodge setting.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$70.00 per one-minute participation.
Produced by: Herb Juell and John Pepper.
Submitted by: KTVU-TV, Stockton 5, Calif.

Coaches Corner

A weekly program MC'd by sports personality Bud Hanna, in which he interviews coaches and sports figures about current activities, and their particular participation.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Time plus \$40.00 talent. Minute participation \$40.00.
Number Available: 1 per week.
Produced by: Bud Hanna.
Submitted by: KHSL-TV, Chico, Calif.

Dan Healy's Clubhouse

WMGT's "Mr. Sports" conducts chats with outstanding personalities covering the field from auto racing to yachting. Dan also includes local sports personalities and community athletic events.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$73 each program or \$312.50 per week on 26 week contract.
Number Available: 5 per week.
Submitted by: WMGT, Pittsfield, Mass.

Eddie Waleski's Sports Report

York's favorite sports personality in round-up of latest sports news, including interviewing with local luminaries. May Pulse rating 10.8.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$70.00 per day for time and talent.
Number Available: Five weekly, 7:15 to 7:30 p.m., Monday through Friday.
Produced by: WSBA-TV.
Submitted by: WSBA-TV, York, Pa.

Elks Amateur Boxing

Denver's amateur boxers in an hour of bouts, perform before a studio audience. The Denver Elks Boxing Committee, as part of the Elks Club youth program, presents this show in cooperation with KBTU. Thursdays, 7:30-8:30 p.m.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$110 per one minute participation, talent and time gross.
Produced by: KBTU.
Submitted by: KBTU, Denver, Colo.

Fight Talk

An interview type sports show, featuring Don Dunphy and Bob Cooke. This program follows the Saturday Night Fight show. Guests from the sports world are interviewed. A round-up of the fight is discussed by Don Dunphy and Bob Cooke.

Running Time: Average running time, 13 minutes.
Cost: \$1,600 net.
Produced by: American Broadcasting Company.
Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

Hollywood Legion Boxing Bout

Top West Coast match-making for five events every Saturday night. Outstanding fightcaster, Hank Weaver, reporting the action from ringside.

Availability: Live Talent.
Running Time: 150 minutes.
Cost: \$2000 Main Event; \$1100 Semi; \$600 3rd; \$500 2nd; \$400 1st.
Number Available: 5 events each Saturday night.
Produced by: Ed Conklin.
Submitted by: KABC-TV, Hollywood 27, Calif.

The Jim Gibbons Show

Jim Gibbons, ace play-by-play sportscaster for ABC-TV Redskins football, emcees a smooth and lively variety-sports TV combination. Local spot talent, glee clubs, armed services bands, high school choral groups, theatre and night club acts, and top sports figures appear regularly. Sports results and news interspersed.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Jim Gibbons, Jim Smiley (Organist) and guest stars.
Number Available: 5 per week
Produced by: WMAL-TV.
Submitted by: WMAL-TV, Washington, D. C.

Joe Boland on Sports

Joe Boland, famed sportscaster of the Irish Football Network, presents up-to-the-minute sports news and interesting interviews with celebrities from the world of sports.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$175.
Produced by: WSBT-TV.
Submitted by: WSBT-TV, South Bend, Ind.

Locker Room

Fifteen minutes of sports news, interviews and demonstrations by leading sports personalities, such as Gorgeous George, Wild Red Berry, The king and his court. L. H. Bengtson sports director for KMPT does the show.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$85.00.
Number Available: Unlimited.
Produced by: Lou Miller.
Submitted by: KMPT, Oklahoma City, Okla.

Manners for Mutts

Dog training program featuring Joe Simpson of the Berkeley Dog Training School. Instruction to dog owners on the proper training of dogs. Program features the training of a specific mutt and shows his progress through the weeks.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$75 talent, plus \$240 time.
Number Available: One per week.
Produced by: KGO-TV.
Submitted by: KGO-TV, San Francisco, Calif.

On the Line with Considine

A fifteen minute commentary program which features Bob Considine presenting his views on current topics and interests. At times, Considine will use film to clarify certain situations, sometimes he just speaks informally relying only on his vast fund of experience and periodically he has invited guests join him in discussion of human interest or controversial events.

Running Time: 15 minute.
Cost: \$2,850 net.
Produced by: American Broadcasting Company.
Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

The Outdoors Club

Two outstanding area sportsmen discuss with films, snapshots, and guests outdoor sports. There is now a 52-week contest on to find a better conservation pledge. There is a very close tie-in with the Hunting & Fishing lodges of Pennsylvania, West Virginia, and Eastern Ohio. Sports Director Red Donley produces the show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Time rate plus 20 per cent.
Produced by: WSTV Television.
Submitted by: WSTV Television, Steubenville, Ohio.

Professional Football

Television's biggest audiences have watched the telecasts of the games of the National Football League, the major league of professional football. A galaxy of all-Americans are seen throughout the country as games are telecast on a regional basis to create maximum local interest. Top sportscasters handle the game in their area.

Running Time: Varies.
Cost: \$3,000,000—\$750,000 (Sponsorship for one-quarter of the series).
Number Available: 12 weeks.
Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

Roller Derby

"Roller Derby" is unique as a television program. In the last four years, KTLA has made Los Angeles one of the major centers for this sport. With top teams from all over the nation appearing on this telecast, it has acquired a larger audience than most other regular sporting television shows. Dick

LIVE TV SPORTS

Lane hosts this program.
Availability: Live Talent.
Running Time: 2 and one-half hrs.
Cost: \$750 per half hour.
Number Available: Weekly.
Produced by: KTLA.
Submitted by: KTLA, Los Angeles, Calif.

So You Know Sports

This show, featuring Rick Weaver, capitalizes on public interest in sports and audience participation. Sports fans write in their questions and Rick attempts to stump his three panelists, including former major league baseball pitcher, Fritz Ostermueller.
Running Time: 30 minutes.
Cost: \$150 per week.
Submitted by: WGEM-TV, Quincy, Ill.

Sports Desk

Prominent Bar Area sportscaster Bob Fouts reports on baseball, football scores and other sporting events—a fast five minutes for the sports fan.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$33.50 talent plus \$150 time.
Number Available: 3 per week.
Submitted by: KGO-TV., San Francisco, Calif.

Sports Final

The only late-evening sports review telecast in the area, Sports Final gives viewers a complete wrap-up of all the day's sporting activities and developments with the assistance of an especially-designed TV scoreboard. Local highlights are covered in film footage shot by station newscamermen.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$102.50.
Submitted by: WHEN-TV, Syracuse, N. Y.

Sports Final

This program spotlights the late sports results from all fields and presents, as well, an important local personality in the sports field for an interview and comment. Monday, Tuesday, Wednesday 10:45 p.m.; Thursday 11:15 p.m.; Saturday 11 p.m.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$900 per week on basis of six weekly.
Number Available: 52 weeks.
Produced by: KTVT.
Submitted by: KTVT, Salt Lake City, Utah.

Sports News

WFIL-TV sports director Tom Moorehead gives nightly recap of the latest scores and the stories behind the sports headlines. Guest celebrities from visiting and local ball clubs are interviewed. Moorehead also uses phone calls to sport stars to get topical interviews on outstanding national sporting events and stories.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500 per program.
Number Available: Mon. through Sat. live show.
Produced by: WFIL-TV.
Submitted by: WFIL-TV, Philadelphia 39, Pa.

Sports Report

Sports program using guest from colleges in this area. Sport films.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Produced by: Jimmie Simpson.
Submitted by: WNAO-TV, Raleigh, N. C.

Sports Review

Usual sports report of the day with interviews either live or film with top sports figures.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$70.00.
Number Available: Four.
Produced by: Al Joseph.
Submitted by: WAIM-TV, Anderson, S. C.

Sports Shop

Each weekday night at 10:20 the region's outstanding sports personality welcomes fans into his Sports Shop, a replica of a sports store. Program gives sports fans a complete rundown on the day's big sports news, using facsimile, local and national films plus a noted guest from the world of sports.
Running Time: 10 minutes.
Cost: \$165.00 time and talent plus earned discounts—commissionable.
Number Available: 5 programs a week.
Produced by: Jack Gardner.
Submitted by: KLZ-TV, Denver, Colo.

Sports Spot

Al Wistert, former All-American and Philadelphia Eagles All-Professional, presents quick concise round-up of day's sports news. Wistert also discusses one topic at length—Canadian football, changes in baseball rules—pointing out both sides of the issue fairly and constructively. Frequently he tells an inside story of his playing days or of the famous athletes he's known. Monday through Friday, 11:10-11:15 p.m.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$297.50 per telecast, commissionable, including program and air time, \$170.00 per participation.
Number Available: Five weekly.
Produced by: WPTZ.
Submitted by: WPTZ, Philadelphia 3, Pa.

Sports Spotlight

Latest national, regional and local sports news compiled and presented by Don Owen from United Press and coverage of local sporting events. Owen also interviews visiting sports personalities and important persons on the local sporting scene.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: Card rate plus \$5.00 production fee, \$22.50 camera charge.
Number Available: One through five programs per week up to 52 weeks campaign or longer.
Produced by: Henry J. Davis.
Submitted by: KSLA, Shreveport, La.

Sports Tonight

The latest sports news and results of the day's games.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$101.25.
Produced by: WSBT-TV.
Submitted by: WSBT-TV, South Bend, Ind.

Sports Whirl

Harry Arthur, well-known throughout nation for commercial work in radio and TV, gives full sports picture of world, nation and area, with interesting guests from the sports world.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$153.00 (one-time) DST; incl. times, production, talent.
Number Available: 5 per week.
Produced by: KNOE-TV.
Submitted by: KNOE-TV, Monroe, La.

Sportscope

A complete report on all the sports news from around the world. The special baseball score board enables Bob Schnuelle to present a concise daily recap of the day's baseball scores. Local scores are phoned in each night by long distance calls from coaches from around the area.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$75 for complete program.
Number Available: 6 weekly.
Produced by: Bob Schnuelle.
Submitted by: KHOL-TV, Kearney, Neb.

The Sportsman's Den

A program that covers the tops in the fields of hunting and fishing. Presided over by "Sedge" Sedgewick, who is known to sportsmen throughout the area as an expert in his field, "Sedge" incorporates top-notch film, interviews with outdoor personalities and demonstrations for an interesting 15 minutes.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$145.00 on 6 month contract.
Number Available: 1 per week.
Produced by: Volney Sedgewick.
Submitted by: WMGT, Pittsfield, Mass.

Spotlight on Sports (Fridays)

Fifteen minutes featuring popular sportscaster Ross Beatty, who interviews members of the Western League baseball team and other sports personalities in southern Colorado. This gives viewers a personal closeup of their local baseball team and sports figures.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: 1 time, \$77.60; 26 times, \$74.22; 52 times, \$70.84; 104 times, \$67.46; 156 times, \$64.08; 260 times, \$60.70.
Submitted by: KCSJ-TV, Pueblo, Colo.

Spotlight on Sports

"Spotlight on Sports" tells the story of major sporting events by means of films and commentary by Len Colby. For the inside story on sports happenings, outstanding athletes participate in the show.
Running Time: 15 minutes.
Cost: Live 1 minute participations: Card rate plus 20 per cent of 1x rate.
Submitted by: WKZO-TV, Kalamazoo, Mich.

Time Off for Sports

Top sportscaster, Bill Fleming presents a fast-moving five minute sports roundup Monday through Friday. Emphasis is on pictures with each program packed with latest film clips, scores, highlights of the day, and human interest stories.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$50.00 per show (commissionable) for sportscaster and film plus card rate time.
Number Available: Five programs weekly up to 52 weeks.
Submitted by: WWJ-TV, Detroit, Mich.

Tomorrow's Champions

"Tomorrow's Champions" features the finest amateur boxing available in the Louisville area. The weekly program, in cooperation with the City Division of Recreation, cards three fast-stepping bouts in various weight divisions.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$762.65.
Number Available: Full Sponsorship.
Produced by: WAVE-TV.
Submitted by: WAVE-TV, Louisville, Ky.

TV Sports Page

Warren Walden, Rhode Island's veteran radio and TV sportscaster covers all events for sports-minded Southern New England; interviews outstanding national, regional, and local sports figures.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$180 per 1 minute participation; or \$465 per complete program.
Submitted by: WJAR-TV, Providence 2, R. I.

World of Sports

Summary of sports news.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$87.50.
Produced by: Fred Mathews.
Submitted by: KETX-TV, Tyler, Tex.

Wrestling from Hollywood

Through its efforts, KTLA has made Los Angeles the center for wrestling in the nation. As a result of the expert handling of this telecast, a large viewing audience of avid fans tune in every week, without fail, to watch.
Produced by: KTLA.
Submitted by: KTLA, Los Angeles, Calif.

Wrestling Mat Time

Denver promoter Mike London brings in cards of outstanding Rocky Mountain region wrestlers. Mike and Bill Keene, Channel 9's sports director, call the matches weekly, before a live studio audience. Mondays, 9-10 p.m.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$110 per one minute participation. Gross time and talent.
Submitted by: KBTU, Denver, Colo.

The Al Donahue Show

Remote from Santa Monica Ballroom. Musical varies featuring The Al Donahue Orch., and The Pied Pipers.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$2,250.
Produced by: Hunt Stromberg, Jr.
Submitted by: KABC-TV, Hollywood 27, Calif.

Art Gow Show

Versatile Art Gow, KLZ-TV musical director, and a leading figure in the Denver music world, hosts this informal daily quarter-hour from a living room set complete with piano and comforts of home. Art chats about music of all types, introduces name guests, and plays and sings the classics and pops.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$45.00 per 1 minute participation—commissionable. 3 per program.
Produced by: Curt Hoffman.
Submitted by: KLZ-TV, Denver, Colo.

Band of Tomorrow

Sparkling musical program with outstanding track record. Each week musicians compete for place in the "Band of Tomorrow" until finally all star band is completed. Program MC'd by top name orchestra leaders.

Running Time: 30 minutes.
Cost: On request.
Produced by: Herbert S. Laufman & Co.
Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

Bar 6 Roundup

Cliff Carl, the inland empire's favorite western personality sings and plays the guitar in western fashions. His pal Curley furnishes more guitar background, all in the authentic bunkhouse setting of a western ranch.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Minute participations \$100.
Submitted by: KHQ-TV, Spokane, Wash.

Band Stand Revue

"Bandstand Revue," one of KTLA's top musical shows for the past four years, features tunes that were the hit of that week, five, ten, fifteen, twenty and twenty-five years ago. Some of the greatest names in show business guest on the show. The regular stars are Anita Gordon, the McDonald Sisters and the singing emcee, Leighton Noble and his orchestra.

Running Time: 60 minutes.
Cost: \$3600.
Number Available: 1 weekly.
Produced by: KTLA and Klaus Landsberg.
Submitted by: KTLA, Los Angeles, Calif.

Bayou Bill

Sal Vance, popular La balladeer, opens the door to his bayou cabin every Monday at 4:00 for a quarter-hour of folk songs and home spun

philosophy. Cartoon technique is used to illustrate his songs.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Single participation—52-week participation. Full show sponsorship.
Produced by: WDSU-TV.
Submitted by: WDSU-TV, New Orleans 16, La.

The Bob Shoaff Show

Musical pantomime starring personable, talented Bob Shoaff and a cast of seven pantomime artists. Show is based on specific theme each week with sets, costumes and music selected to carry out theme. Program is well paced and appeals to all ages.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$185.00 per half hour sponsorship, gross for time and talent.
Number Available: 52.
Produced by: Ben Greer.
Submitted by: WGVL, Greenville, S. C.

Broadway Musical Comedy

Musical comedy Broadway and Nationally known title shows condensed into one hour and presented once monthly. Song hits will be maintained and dialogue wherever necessary brought to date.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Fifty to one hundred.
Produced by: Agnetta Agency or interested parties — Nationally known director furnished.
Submitted by: Agnetta Agency, Rm. 602, 1270 Sixth Ave., New York, N. Y.

The Buddies of the Airlanes

A half hour of the best in western and folk music as presented by the best known group of this type in this area. "The Buddies," Pat, Speed, Curley and their usual guests have been on the air with WHBF for more than 8 years.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$325 per show.
Number Available: Three.
Produced by: Milt Boyd and Don Wooten.
Submitted by: WHBF-TV, Rock Island, Ill.

Chicago Symphony Orchestra

The Chicago Symphony Orchestra during its 63-year history has earned international distinction as one of the truly great orchestras of the world. Under the direction of Fritz Reiner, George Schick and distinguished guest conductors the orchestra was the first to present a consecutive series of hour-long concerts over a national television network.

Running Time: 60 minutes.
Cost: \$3,000.
Number Available: Winter season.
Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

The Collegians

From the clubhouse of The Collegians, each Saturday WMAR-TV presents an outstanding musical entertainment feature. Complete with jive bands, dancers, acrobats, singers and comedians, the club members entertain Baltimore viewers with an hour and a half variety program. There is a live audience of three to four hundred present each week.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On 52-time basis: (Hour, \$617.50; Half-hour, \$370.50; Quarter-hour, \$247.00), plus talent.
Produced by: T. Oliver Hughes.
Submitted by: WMAR-TV, Baltimore 3, Md.

Eckert Family

A unique Western musical group with diversified talent has taken Reading and Berks by storm. Completely booked for the summer by via of personal appearances, the Eckert Family's mail response tops every other local live show on WEEU-TV. The unit featuring the father and his four sons entertain from the setting of a Pennsylvania Dutch barn.

Running Time: 30 minutes.
Cost: \$164.40.
Number Available: One per week.
Produced by: WEEU-TV.
Submitted by: WEEU-TV, 433 Penn St., Reading, Pa.

Ed McKenzie's Saturday Party

McKenzie has live audience participation show with guest stars like Don Cornell, Ronnie Gaylord, and the DeJohn Sisters. Audience holds jam session, also take part in "barn dance." Setting is the corner soda shop. Live musicians plus transcribed music gives show variety. Commercials are spliced into shows format. This show incorporates musical, disc-jockey, and variety.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Produced by: WXYZ-TV.
Submitted by: WXYZ, Detroit 26, Mich.

Harmony Hall

A full scale musical production Mondays at 10:30 p.m. including songs, dance routines and instrumental numbers featuring vocalist Maggie Brooks, dancer Tony Bevinitto, Paul Guma Trio and guest artists. Dialogue restricted to commercials, program segments woven together musically or through scenic background.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$150.00 per participation.
Number Available: Single participation up to 52-week campaign or longer.
Produced by: WDSU-TV.
Submitted by: WDSU-TV, New Orleans 16, La.

Hum & Strum

Hum (Max Zides) and Strum (Tom Currier) are 30-year veter-

ans of stage, radio, television, and recording. They specialize in ballad singing, harmonizing to Strum's piano. A rollicking quarter-hour of song and friendly chatter.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$95 per 1 minute participation; three for \$255 weekly; or \$250 per complete program.
Submitted by: WJAR-TV, Providence 2, R. I.

The Jack Owens' Show

Popular singing star Jack Owens and his family in a musical variety — audience participation — guest interview show.

Availability: Live Talent.
Running Time: 40 minutes.
Cost: \$1,350.
Number Available: 5 per week.
Produced by: Harfield Weedon.
Submitted by: KABC-TV, Hollywood 27, Calif.

Jerry Harris Show

Augusta's only all-negro talent series. Jerry Harris, popular Augusta pianist and emcee, introduces acts of all types from the area.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$25.00 participation (half-hour or quarter hour now on request).
Produced by: WJBF-TV.
Submitted by: WJBF-TV, Augusta, Ga.

The Jim Deline Gang

Jim Deline and Gang present a musical variety show Monday through Friday in a relaxed friendly manner that has endeared them to Central New Yorkers for over 15 years. Four singers and versatile orchestra combine their talents to present listener requests, showcase guest stars, complete theme programs and well integrated commercials for complete family appeal.

Availability: Live Talent.
Running Time: 45 minutes.
Number Available: Minute participations or show segments available.
Produced by: Michael Breen.
Submitted by: WSYR-TV, Syracuse, N. Y.

The Margaret Whiting Show

Relaxed, informal musical show featuring songs by Margaret Whiting, backed by Leo Dukehorn Trio. Guest star is interviewed and performs. Commercials: Jay Cook.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1500.
Number Available: 1 per week.
Produced by: Ian Bernard.
Submitted by: KABC-TV, Hollywood 27, Calif.

LIVE TV MUSICAL

Melody Matinee

Melody Matinee is a lively, musical show, starring Dave Thompson and Vivien Dale and organist Eddie Osborn. Rex Murphy is emcee. The program features the latest popular tunes, plus old favorites, and a daily mystery tune which viewers can guess for cash prizes.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: One minute participating time charge only.

Number Available: Single participations up to 52 weeks. Monday through Friday program.

Produced by: George Hutchins.

Submitted by: KTV, Sioux City, Ia.

A Musical Nite-Cap

A light and gay musical comedy with unusual setting, starring one of the top youthful singers and actresses also a well-known singing group consisting of three boys and a girl. Something different. 15 minutes, three to five times weekly or half hour once a week. Produced with matchless excellency.

Availability: Live Talent.

Running Time: 15 minutes and 30 minutes.

Cost: Moderately priced to fit the sponsors budget.

Number Available: 52 weeks or more.

Produced by: V. S. Becker Production.

Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

Music at the Whites' House

An old-fashioned weekly sociable around the front room piano at 25 Melody Lane, the home of Mr. and Mrs. White. Cast includes "Men of Song" quartet and famous star. Drama, comedy, popular songs and hymns.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$6,500 per half hour. Above the line with different star each week.

Number Available: 52.

Produced by: Alton Alexander.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

Music for the American Home

Show featuring orchestra, soloists, chorus, and, occasionally, dancers, incorporating several imaginatively but modestly staged production numbers. The purpose of the series is two-fold: to provide tasteful musical entertainment and to give opportunities to rising American artists selected from all parts of the country through a special plan, thus encouraging promising young professionals in continuance of their careers.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Available on request.

Number Available: Half - hour weekly.

Produced by: R. F. A. Production Unit No. 16.

Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Music Forum

A series of live TV shows dealing with the field of music—using a moderator to link the various panel and interview guests together in lively discussion. Also actual examples of how music is written, how musical instruments are made. Those on the show would include musicians, singers, writers of music, music authorities, concert hall owners, record makers, music publishers, etc. Popular, semi-classical and classical subjects to be covered.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$300.

Number Available: Unlimited.

Produced by: Richard H. Roffman associates.

Submitted by: Richard H. Roffman, 675 West End Ave., New York, N. Y.

The Music Show

A half-hour of relaxing musical fare featuring conductor Robert Trendler's pops orchestra and vocalists Jackie Van, Mike Douglas and Henri Noel.

Running Time: 30 minutes.

Cost: \$6,367.

Produced by: WGN-TV, Chicago.

Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

Nocturne

Bob Raiford as MC puts the finishing touches on the television day with his quarter-hour of "Nocturne." Special vocal guests are backed by the magic fingers of Loonis McGlohon on the piano and the bass rhythm of Creighton Spivey. Bob's soothing ad-lib conversation combines with these ingredients every Tuesday and Thursday to bring you another relaxing "Nocturne."

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$180.00 per telecast per 1-minute participation, gross for time and talent.

Produced by: Norman L. Prevatte.

Submitted by: WBTV, Charlotte, N. C.

Pantomime Hit Parade (Dotty Mack Show on network)

Colorful music tour with expert pantomime and colorful sets to put mood and atmosphere into each production number. Dotty Mack lends glamour to show aided by her guys, Colin Male, urbane pitch man, and husky Bob Braun. Music numbers interrelated by general story line.

Running Time: 60 minutes.

Cost: Participating.

Produced by: Jackson Launer.

Submitted by: WCPO-TV, Cincinnati, Ohio.

Paul Montgomery Show

This is a quarter hour show of hammond organ melodies ranging from classics to popular shows of the day. Paul is very well known in this area and the show is well received.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$5.00 per show above time cost.

Number Available: 3 per week.

Produced by: Paul Montgomery.

Submitted by: WNAO, Raleigh, N. C.

Peekin' Inn

A late evening musical get-together featuring songs both old and new by Tony Linden, baritone, and Hal Greene, pianist. A back-stage setting with an after-hours atmosphere gears this fifteen minute spot to complete relaxation on the part of our home audience who, of course, are "Peekin' Inn."

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$110 includes talent, sets, music, air-time, etc.

Number Available: 2 per week.

Produced by: WFMJ-TV.

Submitted by: WFMJ-TV, Youngstown, Ohio.

Penthouse Party

This Friday evening show has as its M. C., Chris Alexander, former nightclub and theater entertainer and a musician in his own right. Mr. Alexander's refreshing impersonations and bright mimicry make him one of TV's popular personalities. Show features talented guests, two attractive female songsters.

Running Time: 30 minutes.

Cost: \$35.00 participating spot rate.

Number Available: 4.

Produced by: WTSK-TV.

Submitted by: WTSK-TV, Knoxville, Tenn.

Sammy Davis Show

A fast-moving, tuneful musical comedy starring Sammy Davis, Jr., the outstanding comedian, singer and dancer. Sammy appears as part of the Will Mastin Trio and as a single assisted by an excellent supporting company. A "commercial" show with broad appeal.

Running Time: 30 minutes.

Cost: On request.

Produced by: American Broadcasting Company.

Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

Search for a Song

A program where amateur song writers present their songs to the judges. Judges consisting of song publishers, successful song writers and famous people in the music business.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Produced by: Peter Potter.

Submitted by: Peter Potter Enterprises, 1554 Crossroads of the World, Hollywood, Calif.

Shorty Fincher & The Rhythm Ranch Gang

Western music and fun by one of the longest-established hill billy outfits, in Western costume.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$200,000 per program for time and talent.

Number Available: One weekly Tuesday, 7:30 to 8:00 p.m.

Produced by: WSBA-TV.

Submitted by: WSBA-TV, York, Pa.

Six-thirty Club

Dick Workman is male vocalist, Sox Tiffault musical accompanist, and girl singer present a relaxed 15 minutes Monday through Friday for the supper hour audience. Musical relaxation is the order of the day.

Availability: Live Talent.

Running Time: 15 minutes.

Number Available: Minute participation available up to 52 weeks or longer.

Produced by: Fran Walsh of the WSYR-TV production staff.

Submitted by: WSYR-TV, Syracuse, N. Y.

Spotlight Featuring Carl Pehlman

Carl Pehlman, organist, presents melodies that all enjoy, aided by the production facilities of KKT, to present outstanding shows. Carl invites various top artists, both instrumental and vocal to spice the program. He has sold everything from paint to appliances.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$111.00 per show.

Number Available: Weekly.

Produced by: KKT.

Submitted by: KKT, Colorado Springs, Colo.

Stars on Parade

Nightly talent show showcasing young talent from entire area. WJBF-TV's suave Jim Armistead selects talent, is host for the show presenting all types of acts introduced as "potential stars of tomorrow." Works through civic groups, community organizations and schools to arrange talent.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$45.00 participation (half hour or quarter hour on request).

Produced by: WJBF-TV.

Submitted by: WJBF-TV, Augusta, Ga.

Adventure Corner

The director of the local Carnegie Library produces this informative and entertaining half-hour program. Thru storybooks and films many exciting places are visited by children who are guests on the program. Many live animals are shown on the program.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Time rate plus 20%.
Produced by: David Griffith and WSTV Television.
Submitted by: WSTV Television, Steubenville, Ohio.

Adventure Theatre

Tumbleweed Thomas (WJBF-TV staff announcer Steve Thomas) is elderly western character who holds daily western movie for kids. He introduces show, appears at film intermissions, talks about the old west, of cowboys, ranches, mines, general lore. Stresses safety, good habits, cleanliness, etc. to kids. Makes personal appearances.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$35.00 participation (half hour or quarter hour on request).
Number Available: 6.
Produced by: WJBF-TV.
Submitted by: WJBF-TV, Augusta, Georgia.

Al's Corral

Fifteen minute live studio program on which Al Bolton interviews children who have written in and requested to be on the show. One day per week an entire Cub or Brownie pack is presented. On other days Bolton entertains from five to ten children. Program features various contests for children and a 3 minute preview of the western movie to be seen on "Frontier Theater."

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Card rate plus \$20.00 per participation.
Number Available: One minute participations up to 52 week campaigns or longer.
Produced by: Henry J. Davis.
Submitted by: KSLA, Shreveport, La.

Barnaby Bear

Show features Barnaby Bear, the friendly and playful king of the woods and Ranger Jim, the likeable, easy-going guardian of the forest who is on intimate speaking terms with all the birds and beasts. Ranger Jim's best friend is Barnaby. Ranger Jim also narrates old movies as a part of the recreation enjoyed by the animals. Ranger Jim is the chief protector of the forest. He injects safety first and good manners when in the forest.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$75.00 for 50% sponsorship. Co-sponsor with Kitchens of Sara Lee (Bakeries).
Produced by: WXYZ-TV.
Submitted by: WXYZ-TV, Detroit 26, Mich.

Bobby Peters Jamboree

Bobby Peters, veteran showman, starred in one-hour Saturday morning kid show featuring all kinds of participation by the young audience

including amateur singing and dancing. Peters assisted by Loretta Reynolds, songster and accompanist.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$130.00 quarter hour.
Number Available: Once weekly.
Produced by: WBAP-TV.
Submitted by: WBAP-TV, Fort Worth, Texas.

Bobo the Magic Clown's Western Theatre

"Bobo The Magic Clown" has long been a popular personality among the young set in Knoxville area. Show appeals to youngsters and grown-ups alike. Features magic tricks, amateur kiddie talent from 4 years to 18 years, plus an exciting western feature film. Monday thru Friday show. Big mail pull program.

Running Time: 45 minutes.
Cost: \$37.50 participating spot rate. 15 minute segment, \$75.00. 45 minutes \$150.
Produced by: WTSK-TV.
Submitted by: WTSK-TV, Knoxville, Tennessee.

Buckskin Jim's Trading Post

Modeled after pioneers of the Old West, Jim clad in buckskin, demonstrates for the youngsters the lore of the outdoors. Live animals: fox, pony, calf, etc., are brought on set; games are played with prizes for everyone and western features are played. Personal appearances at schools are tied-in for promotion.

Availability: Live Talent.
Running Time: 75 minutes.
Cost: Class B Rate Card.
Number Available: 5 times per wk., 52 weeks.
Produced by: Jim Ward.
Submitted by: WILK-TV, Wilkes-Barre, Pa.

Cap'n Sam

In a typical Louisiana fishing background, Sam Page as Cap'n Sam, the friendly sea captain, spins his yarns Fridays at 4:00 for the children. His fascinating tales are brought to life by clever cartoon drawings. In addition, he uses cartoon films and offers safety and health hints for the youngsters.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Single participation, 52-week participation, full show sponsorship.
Produced by: WDSU-TV.
Submitted by: WDSU-TV, New Orleans 16, La.

Captain Ozie Waters' Show

Captain Ozie Waters of the Colorado Rangers talks to the kiddies, plays the guitar expertly, and sings western songs. Introduces a western film each day, and answers requests by the hundreds for membership in the Junior Colorado Rangers. One of Denver's best known western figures.

Availability: Live Talent.
Running Time: 1 hour, 15 minutes.
Cost: \$55.50 per min. participation. Gross time and talent.
Number Available: 5 times weekly.
Produced by: KBTB.
Submitted by: KBTB, Denver, Colo.

Captain Surprise

Famed former NBC radio and ABC-TV star William "Jolly Bill" Steinke has "retired" in Maine, but quickly sprung back into TV on the Maine Television Network to the delight of youngsters. Cartoonist for Nick Kenny's Daily Mirror column, Bill uses his deftness with charcoal to brighten the show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$150 per half hour, \$40 per minute participation.
Submitted by: WPMT (WLAM-TV, together the Me. TV Network), Portland, Me.

Captain Video

Interplanetary space dramas starring Al Hodge in the role of Captain Video and Don Hastings as the Video Ranger.

Running Time: 15 minutes.
Cost: \$2,500 a day, gross cost.
Produced by: Frank Telford.
Submitted by: Du Mont Television Network, 515 Madison Ave., New York N. Y.

Cartoon Carnival

Cartoons, interviewing children, performing by children, record pantomimes by M.C., recognition of birthdays (both studio guests and television audience), appearances of guest celebrities when available.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$142.50 (1 minute participation at regular rate).
Number Available: Five weekly—Monday thru Friday.
Produced by: Charles Taylor.
Submitted by: KETX-TV, Tyler, Texas.

Chief Halftown's Pow-Wow

Chief Halftown, full blooded Seneca Indian, presents a half-hour of variety for the young TV audience. Songs, stories, cowboy characters, and puppets are used to lend an authentic western setting. The Chief spins a western story about Indian adventures and also sings. Zoo films and visits from Scout trips are also integrated into the weekly show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$710.
Number Available: Live half hour each week.
Produced by: WFIL-TV.
Submitted by: WFIL-TV, Philadelphia 39, Pa.

Children's Theater

Versatile comedian Ted Knight... ventriloquist and puppeteer... with cast of unique and lovable puppets. Delightful story line and daily use of cartoon film with commentary by featured puppet Bernard, the St. Bernard dog.

Availability: Live Talent.
Running Time: 15 min., Tues., Wed., Thur.; 30 min., Mon. and Fri.
Cost: \$115 per minute participation; \$500 per half hour; \$335 per 15 minutes.
Submitted by: WJAR-TV, Providence 2, Rhode Island.

Colin Callin'

An hour-and-a-half visit with Colin and Cathy—using cartoons,

puppets, reading and hints on how to behave during lunchtime meal. Monday through Friday, 12-1:30 p.m.

Running Time: 90 minutes.
Cost: Participating.
Submitted by: WCPO-TV, Cincinnati, Ohio.

Commander Comet

Commander Comet capitalizes on the intense interest of children of all ages in the field of space travel. Commander Comet presents for the balance of his program a varied selection of comedies and animated cartoons.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Produced by: Charles Shows.
Submitted by: KCOP, Hollywood 38, Calif.

Corky's Club

Experienced puppeteer Walter Smith creates, designs, and manipulates all the lovable characters on the show. Kiddies and adults love the crazy antics of the members of Corky's Club. Corky is the president, and the cast includes Casey Johnson, and a throng of animals. Filmed cartoons are interspersed throughout the 45 minute show.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$55.00 per one minute part. Gross time and talent.
Produced by: KBTB.
Submitted by: KBTB, Denver, Colorado.

Daddy Time

Daily children's show on which "Daddy Din" invites three or four children to visit in studio and display hobbies, etc. Also show cartoons and short children's films.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$95 per participation—\$415 per half hour.
Produced by: Din Fuhrmeister.
Submitted by: KTNT-TV, Tacoma, Wash.

Ding Dong School

"Ding Dong School" is a nursery school on television—aimed at two-to-six year olds and their mothers. Educator Frances Horwich, the star, tells the pre-kindergarten set how to make things, play games, reads them stories and plays records, with a word of advice and explanation to mother, too. Monday through Friday, 10-10:30 a.m. EDT.

Running Time: 30 minutes.
Cost: About \$12,739 gross per 15-minute segment. 15-minute segments available on various days.
Produced by: NBC.
Submitted by: NBC, New York, N. Y.

Don't Tell Ma, Tell Pa

Children of all ages who have difficulty confiding a problem to either Ma or Pa are invited to tell their problem to a sympathetic understanding child psychologist who then discusses the problem with the proper parent in the child's behalf.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,000 above the line.
Number Available: Any number.

LIVE TV CHILDREN'S

Produced by: Alton Alexander.
Submitted by: Alton Alexander
Productions, Inc., 595 Madison
Ave., N. Y. 22, N. Y.

Dozer's Outdoor Theatre

Dozer's Outdoor Theatre is a children's puppet show. The main character is Dozer, a bear from Holler-Hollow. He entertains with shirt clips from cartoons and comedies, and visits from his wood-fellows in other parts of Holler-Hollow. Dozer's gentle sense of humor appeals to a wide children's audience.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: 1 minute participating \$60.00 ea. (rate card) subject to discount—Live or Film.

Produced by: Robert D. Gordon.
Submitted by: KOMO-TV, Seattle, Washington.

Fairyland Adventures with Betty & Blinky

Attractive Betty Anderson with her puppet Blinky, tell traditional and original fairy tales. Program salutes children having birthdays with a musical cake and lighted candles. "Blinky" also sings well-known rhymes.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$70 gross per one minute participation time and talent. \$140 gross full sponsorship, time and talent.

Produced by: WREX-TV.
Submitted by: WREX-TV, Rockford, Illinois.

Father Warnat's Art Class

Biggest mail puller on Channel 5; Father Warnat's art class always carries a spiritual object lesson in closing, simplified for children, plus a safety slogan or message. Although directed to children, adult interest is keen. Fr. Warnat often runs children's art contest, offers drawing as prize. Running Time: 30 minutes.
Cost: 1 time, \$100.00; 26 times, \$95.00; 52 times, \$90.00.
Submitted by: KCSJ-TV, Pueblo, Colo.

The Friendly Fireman

Dave Cameron brings entertainment and good advice to children five days a week as the Friendly Fireman. Assisted by two puppets, Junior Fire Fighter and the bad Silly Nilly, Dave shows the kids cartoon movies, special advice on good habits in daily life and such regular features as the Jr. Firefighters Art Gallery where the children submit pictures for display.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Approximately \$278.00 (sets, props, production to be negotiated). Cost per participation: \$100.00 gross each.
Produced by: WRGB.
Submitted by: WGRB, Schenectady 5, N. Y.

Fun Time

A half-hour of hilarious fun for children and adults alike featuring slapstick comedy clisises including Our Gang, Mickev Maguire, Laurel and Hardy, etc. These 2-reelers are

musically scored by the station with narration by "Jolly" Jack Gleason.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$600.00 per program.
Number Available: Monday, Tuesday, Thursday—full half hour.
Produced by: WATV.
Submitted by: WATV, Newark 1, N. J.

Funny Flickers

"Funny Flickers," with Uncle Ed Kallay as host, is a program designed for children at the lunch hour, using old-time, silent movies with appeal for children and parents. "Funny Flickers" is set in a mythical Magic Forest. Uncle Ed's best friend is Sylvester, the stuffed duck, who is also chief electrician and projectionist, running the funny flicker each day.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$358.47.
Produced by: WAVE-TV.
Submitted by: WAVE-TV, Louisville, Ky.

Grandpa Happy's House

Bearded, bespectacled Grandpa Happy greets the children with his merry chuckle each week day afternoon for a half hour of fun. There are cartoons, things to make and do, and birthday greetings brought by "Mr. Postage-Due Petersen," the Swedish mailman. Milt Boyd and Jim Olesen combine talents to bring a half hour of wholesome fun to the children.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$300 per show (time and talent).
Number Available: Three.
Produced by: Milt Boyd.
Submitted by: WHBF-TV, Rock Island, Illinois.

Happy Birthday to You

Lucille Bliss entertains at a birthday party for youngsters in the Bay Area with stories and prizes for all.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$175 talent plus \$150 time.
Number Available: One per week.
Produced by: Lucille Bliss.
Submitted by: KGO-TV, San Francisco, Calif.

Happy Hollow Ranch

Radio and TV veteran Marc Williams (Happy Hollow Hank) pilots this tested 30 minute juvenile program. Features include cowboy songs, western adventures of Squeaky and Sputters, good deed slogans, and safety club. Program is widely acclaimed for wholesome accent and freedom from blood and thunder.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participating rate: 52 times, \$98.95 plus \$20.00 talent (net) each.
Number Available: Daily participations, 5 days weekly up to 52 weeks.
Produced by: WWJ-TV.
Submitted by: WWJ-TV, Detroit, Michigan.

Healthy, Wealthy & Wise

"Healthy, Wealthy & Wise" is WAVE-TV's Saturday morning

show for youngsters. On each show, children in the studio audience participate in games, quizzes, contests and singing led by emcee Ryan Halloran assisted by pretty Rose Mary Dean. This is an entertaining and educational program designed for children in the Louisville area.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$130.00.
Produced by: WAVE-TV.
Submitted by: WAVE-TV, Louisville, Ky.

The Hitchin' Post Theatre

Big Ed Lincoln, well-established local personality, does intro to western film story. Live commercials are inserted every 10 to 15 minutes. Membership certificates are issued to "Junior Wranglers." Excellent response to write-ins and phone-ins. May Pulse rating 11.3.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$91.50 per program for time and talent.

Number Available: Five weekly, 5:30 to 6:30 p.m. Monday thru Friday.
Produced by: WSBA-TV.
Submitted by: WSBA-TV, York, Pa.

Jiffy Carnival

Show is emceed by Carol Duvall who acts as a foil for Gordon Kibby and his Wood-en friend Tommy Wood, ventriloquist dummy. Show is beamed at the kiddie audience, with cartoon comedies on every show.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$277.50.
Number Available: 2 shows per week.
Produced by: Bob Smith.
Submitted by: WOOD-TV, Grand Rapids, Mich.

Jubilee Gang

Song and dance review of youngsters from tots to teens under the inspired direction of veteran show producer, Hilda Man Hertz. Mrs. Hertz has been in this field for a quarter of a century and has produced many outstanding performers. This kiddie review is a selective presentation of the best young talent which the Northeastern Pa. area offers.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Upon request, 1 minute spots available.
Produced by: Hilda Man Hertz.
Submitted by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Junior All American

Youngster participation show based on athletic and mental agility. Designed with unusual opportunities for merchandising.

Running Time: 30 minutes.
Cost: Upon request.
Produced by: Herbert S. Laufman & Co.
Submitted by: Herbert S. Laufman & Co., 221 N. LaSalle St., Chicago 1, Ill.

Junior Frolics

Popular "Uncle" Fred Sayles narrates film funnies and cartoons. Now in its 6th year, JF is one of the top-rated kid programs in the

N. Y. market. Live audience of 50 children appear on camera on each show to enjoy cartoon and participate in the commercials.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1000 per program.
Number Available: Saturdays, 5:30 to 6; alternate Tuesdays.
Produced by: WATV.
Submitted by: WATV, Newark 1, N. J.

Just for Kids

Bucky's on and the small fry love him! "Bucky" is Bucky Walters, host to a show for little people on Saturdays, "Just for Kids." The Handy Helpers Club gets special coded messages, there's records and fun for all, and two serial films "Flash Gordon" and "Funny Bunnies."

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$40.00 per each participating announcement.
Number Available: One program per week—Saturday.
Produced by: WEEK-TV.
Submitted by: WEEK-TV, Peoria, Ill.

Kiddie Corner

Uncle Harry Holbert plays the tops in children's records and draws pictures on a moving chart as the record plays. This moving chart, which is similar to the teleprompter, also contains a little train in which the children who write in get their names placed on one of the freight cars. A fascinating fair with high mail count. Seen daily, Monday through Friday from 10:30-11:00 a.m.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Class "D"—One minute rate per participation.
Produced by: Harry Holbert.
Submitted by: WTRF-TV, Wheeling, W. Va.

Kiddie Time

Each afternoon, "Kiddie Time" presents either "The Magic Chest" with Beth Breese and Brad telling wonderful stories in pictures; "The Story Lady," with inspirational Bible stories for children or "Just for Fun" with Uncle Gene and Clarence, his somewhat roguish chicken.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$115.00 (one-time rate) incl. time, production, talent.
Number Available: 5 per week
Produced by: KNOE-TV.
Submitted by: KNOE-TV, Monroe, La.

Kiddies' Corner

Talented Howard Morgan features drawing demonstrations, birthday parties, illustrated stories, small fry interviews, and variety acts by children. Howard and his cartoon assistant Thermo give youngsters and adults alike what they want to see as attested by the mail received by this program.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: 1½ min. live participating spot at regular Class "A" minute rate.
Number Available: 5 weekly.
Submitted by: KHOL-TV, Kearney, Neb.

Kids' Corner

Canyon Kid invites kids to be his guest at home or in his clubhouse at the KFTV studios for a daily get together to enjoy such features as the Story Lady, Pet Day, Art Lessons, kid talent, interviews, birthday salutes, and the "art gallery" of kid's drawings.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: One minute participating time charge only.
Number Available: Single participations up to 52 weeks. Monday through Friday.
Produced by: P. C. Kouris.
Submitted by: KFTV, Sioux City, Iowa.

Kids' Korral

Personable Johnny Wright emcees this Monday through Friday kiddie show, with a western coral backdrop. Appeals to both youngsters and adults. Boys and girls up to age 15 participate with singing, dancing, novelty acts. Johnny serves refreshments, does amusing, human-interest interviews. Widespread interest created with special guests from Cub Scouts, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1 minute, \$55.00; 5 minutes, \$72.50; 10 minutes, \$102.50; 15 minutes, \$120; 30 minutes, \$185.
Number Available: 5 days a week.
Produced by: Johnny Wright.
Submitted by: WFBC-TV, Greenville, S. C.

Let's Draw with Bill and the Kids

KFBB-TV Staff Artist Bill Erwin conducts a drawing session with youngsters 5-8 years old. While Bill draws and tells stories, the youngsters follow. At conclusion, kid's drawings are shown. Participants chosen by audience of youngsters sending in same drawings as done by those in the studio. Best drawings selected each week.
Availability: Live Talent.
Cost: \$91.40 (one time rate).
Number Available: Indefinite.
Produced by: KFBB-TV Staff.
Submitted by: KFBB-TV, P. O. Box 1139, Great Falls, Mont.

Little Big Top

Bozo Cooper—famed Ringling Brothers clown—holds an hour-long session each Saturday morning with children as guests in the studio. The set is a circus ring and bleachers and the show consists of games. Fun and prizes for the children.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Spot participation \$27.50.
Produced by: Buck Long.
Submitted by: KFDD-TV, Amarillo, Tex.

Maggie and Me

Pert vocalist Maggie Brooks and an engaging but erratic puppet, Me, Snake (Frankie Ray, town's top ad-lib artist and imitator), in a delightful Tuesday and Thursday, 4:30 p.m. quarter-hour of music and amusing situations that have captured the favor of the young fry in New Orleans.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$75.00 per participation.
Number Available: Single participation up to 52-week campaign or longer.
Produced by: WDSU-TV.
Submitted by: WDSU-TV, New Orleans 16, La.

Magic Genie

Engineers provide just enough legerdemain to captivate the most sophisticated of the interplanetary set when Magic Genie whisks out of the ether. Genie is "supered" hither and yon over top flight film cartoons, interspersing a spate of storytelling and original drawings on some shows.

Availability: Live Talent.
Running Time: 30 minutes, Monday through Friday, 5:30-6:00 p.m.
Cost: \$47.00 per one-minute participation.
Produced by: Jeanne Hardie.
Submitted by: KTVU-TV, Stockton 5, Calif.

Magic Island

Magic Island is a delightful place of enchantment where lives Mother Goose! Each day at 5 she invites the youngsters into her house where she entertains with songs and stories. Old favorites and originals by Mother Goose. She uses movements and voice changes to enhance her stories.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1 minute participating \$105.00 each (rate card). Subject to discount-live or film.
Produced by: Robert D. Gordon.
Submitted by: KOMO-TV, Seattle, Wash.

Magic Matinee

"Magic Matinee" is a studio show featuring Duke Stern doing magic tricks and comedy routines in front of a live audience of children. Stern is a veteran magician of six years in vaudeville, eight years in night clubs, overseas USO entertaining and two years on WFBM-TV Indianapolis, with a similar show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Card rate plus \$22.50 camera charges, \$42.50 talent and live commercial fee.
Number Available: Program sponsorship up to 52 week campaign or longer.
Produced by: Henry J. Davis.
Submitted by: KSLA, Shreveport, La.

Marquee & Stage Door

The Jack Mulqueen puppet show. Outstanding puppets such as Marquee, a roguish boy; Stage Door, a comic horse, other puppets including a mouse, dog, cat, Marvin the lion and others. Various situations, a guest appearance of a magician and girl clown. Broad appeal to parents and children.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$76.00 per show.
Number Available: Three per week.
Produced by: Jack Mulqueen.
Submitted by: KKTU, Colorado Springs, Colo.

Movie Marshal

Bud Schench does a very fast moving half hour inviting seven children each night who are celebrating their seventh birthday. Games are played, cartoons are shown and all of the children have a delightful time. This show has great appeal to children. This show is seen daily Monday through Friday from 6:00-6:30 p.m.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Class "B" rates per one minute participation. No talent fee.
Produced by: Bud Schench.
Submitted by: WTRF-TV, Wheeling, West Va.

Mr. Toymaker

Earl Griswold as "Mr. Toymaker" uses ingenuity and inventiveness as he fashions "Playtime Friends from Odds and Ends." Unbelievable bits of junk and scraps—parts of everyday households—become fantastic creations in demonstrations instructive to parents and children alike while they watch this "year-round Santa Claus" at work.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Produced by: John Cone.
Submitted by: WSB-TV, Atlanta, Ga.

Nature Museum

Nature holds many phenomena which are known and shared by Miss Laura Owens, director of Charlotte's Nature Museum. As young studio guests ask original questions, Miss Owens brings the wonders of nature into individual homes by demonstrating, describing and giving interesting data about the many fascinating phases of nature.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$342.50 per quarter hour program for time and talent.
Number Available: One program per week.
Produced by: Bob Mellott.
Submitted by: WBTV, Charlotte, N. C.

The Old Timer

Bob Mills, as the Old Timer—is the leading character in the live-film production. The Old Timer shows cowboy-type movies—and also does the commercials. From all the mail Bob receives, the children and the grownups really love him. Mills has already developed into one of the station's leading personalities.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$100.00 per one minute—one time rate. Gross for time and talent.
Number Available: 5 participations per program. Monday through Friday.
Produced by: Jule Huffman.
Submitted by: WSAZ-TV, Inc., Huntington, W. Va.

Once Upon a Time

Viola Suits talks straight to the kids and artist Clair Frost draws pictures to illustrate the stories she reads from the books. That's the basic format of "Once Upon a

Time," as charming a children's program as exists anywhere. Sometimes Vi demonstrates the kid's own drawings.

Running Time: 15 minutes.
Cost: \$70.00.
Number Available: Continuous.
Submitted by: WGEM-TV, Quincy, Ill.

Party Time

Children from 5 to 10 years of age are invited to the studio to be interviewed and participate in special games and songs prepared for the occasion. A cartoon or other special film is also shown as part of the program each day. Art Bolin is host to the party timers. A Monday through Friday feature seen at 5:30 p.m.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on request.
Submitted by: WARM-TV, channel 16, 333 Madison Ave., Scranton 10, Pa.

Peanut Panel

Six juveniles from both sides of the tracks discuss and suggest answers to the problems of the younger set. Peg Snyder acts as moderator. Questions are sent in by viewers, mostly small fry who need arguments to talk fathers and mothers into camping trips or new bicycles.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$75.00.
Number Available: 1 weekly—52 weeks.
Produced by: Peg Snyder.
Submitted by: KIVA-TV, Yuma, Ariz.

The Pied Piper

Art Hern, radio and TV veteran of 15 years is the lively Pied Piper. Amid a magical forest setting, Art tells the youngsters stories and shows them cartoons in the magic sea shell. In a recent contest, Art pulled the fantastic total of ten thousand letters in one week!

Availability: Live Talent or sound on film.
Running Time: 30 minutes.
Cost: 1 spot \$125, 2 spots \$210, 3 spots \$270, 5 spots \$375.
Produced by: Pied Piper, Inc.
Submitted by: WBKB, Chicago, Ill.

Pirate Bill

Cartoonist and raconteur Bill Wells chalk talks popular young classics (Tom Sawyer, etc.), shows cartoons, teaches sea lore and chats with six young mates in his popular pirate's den. Thirtyish and voluble, Wells has a winning way with both the studio and at-home youngsters and is much in demand for personal appearances.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Bill Wells and six guests.
Number Available: Five per week.
Produced by: WMAL-TV.
Submitted by: WMAL-TV, Washington, D. C.

The Playhouse

Pert Angel Casey and a hand puppet Sir Wiggle entertain the moppet set with stories, songs and projects to do around the home. Special shows such as visiting fire-

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men and firetrucks help retain loyal fan interest. Against stiff network competition, "Playhouse" ranks second in its time period (ARB).
Availability: Live Talent or sound on film.

Running Time: 30 minutes.
Cost: 1 spot \$125, 3 spots \$270, 5 spots \$375.

Produced by: ABC.
Submitted by: WBKB, Chicago, Ill.

Playschool

On the air since 1952, Playschool is a top Detroit favorite for the wholesome entertainment and instruction it provides for pre-school children. Merrie Melody and a large cast present songs, cartoons, simple handicraft and nature lessons. Commercials are presented by Mr. Goodhealth in the Play Store.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: 52 time rate: \$147.00 plus \$50.00 talent (commissionable). For participations (one minute plus 10 word opening and closing mention).

Number Available: Five weekly.
Produced by: WWJ-TV.
Submitted by: WWJ-TV, Detroit, Mich.

Ridin' the Trail with Rex Trailer

Trailer, a handsome, real-life cowboy and former rodeo performer, introduces a full-length western feature film and gives background information on principal characters. He appears three times during the film, gives impression that he played a part in the story as an observer. In breaks, he may give information about story's locale, sing an appropriate song, etc. Best westerns, including John Wayne, Bob Steele, etc.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$170 per participation; \$1225 per telecast (60 min.), commissionable, including Rex and rehearsal; \$885 per telecast (30), commissionable, including Rex and rehearsal.

Produced by: WPTZ.
Submitted by: WPTZ, Philadelphia 3, Pa.

The Romper Room

"Miss Claire" Coleman conducts an hour-long Monday through Friday program designed to entertain pre-school-age children. Games, pictures, and special features planned for the youngsters are used to capture and hold the attention of this audience. Program also has appeal for older children who enjoy the various features.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$150 per participation.
Number Available: Mon. through Fri. live show.

Produced by: Bert Claster Productions.
Submitted by: WFIL-TV, Philadelphia 39, Pa.

Secret Files of Captain Video

Interplanetary space dramas that are complete with each telecast. Starring Al Hodge as Captain Video and Don Hastings as the

Video Ranger.
Running Time: 30 minutes.
Cost: \$5,000.

Produced by: Du Mont.
Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

See Saw Zoo

Puppet show, by Dean Raymond and "waste basket animal players," plus interviews between cartoonist Johnny Hay and children, also cartoons and lessons in drawing by Hay. A fast-moving 45-minute show designed to entertain youngsters of all ages.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$75 per participation.
Number Available: Five weekly.
Produced by: WBAP-TV.
Submitted by: WBAP-TV, Fort Worth, Tex.

Sheriff Scotty

From an authentic western jail and office setting, Sheriff Scotty summons his posse members each afternoon for their regular meeting. The sheriff spins tales of the Old West and presents a top-notch western film each day. Posse members currently number over 30,000.

Availability: Live Talent.
Running Time: 75 minutes.
Cost: \$60.00 per 1 minute participation — commissionable — 6 per program.

Produced by: Jack Carver.
Submitted by: KLZ-TV, Denver, Colo.

6 Gun Playhouse

The Old Rebel, and Pecos Pete, station character actors, tell western stories to studio audience of youngsters (cub scouts, brownies, etc.), and show western film.

Availability: Live Talent.
Running Time: 30 minutes Tues., Thurs., Fri.; 60 minutes Mon., Wed.

Cost: On request.
Number Available: Unlimited.
Produced by: WFMV-TV.
Submitted by: WFMV-TV, Greensboro, N. C.

Snicker Flickers

Snicker Flickers makes use of old time silent comedies with narration provided by the children's favorite—Jolly Joe Martin. A small plastic cow, called Cassie the Cow, is another favorite who talks to the kiddies through a voice transcribed by Jolly Joe. Appeals to smaller children.

Running Time: 30 minutes.
Cost: Varies with frequency. Quoted on request.

Produced by: Joe Martin.
Submitted by: WOW-TV, Omaha, Neb.

Space Funnies

Captain Jet takes viewers on an imaginary interplanetary trip in his space ship, The Starduster. Enroute, they watch film comedies and cartoons.

Availability: Live Talent.
Running Time: 80 minutes.
Cost: On request.
Submitted by: KNXT, Hollywood 28, Calif.

Space Funnies

Stan Sawyer, as Captain Jet, takes his youthful viewers on trips to outer space where they contact such odd characters as Flip the Frog and Willie Whopper. Interspersed is a look at comedians, Laurel & Hardy. Over twenty thousand crew members have received specially design membership cards and pins which makes them eligible to serve as co-pilot on the flagship, Starduster.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$1,350, time and talent for 15-minute segment; \$500 participation; subject to station discounts.
Submitted by: WCBS-TV, 485 Madison Ave., New York, N. Y.

Stand by for Action

Utilizing the "serialschop," masked and futuristically-garbed Captain Nemo brings a cliff-hanging chapter of "Tim Tyler's Luck," "Flash Gordon," "Don Winslow" or other high grade serials to his audience. A recent survey indicates that over 40 per cent of audience is adult! The most popular multi-weekly show on local television.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$70 gross per participation, time and talent. \$210 gross full sponsorship. Time and talent.
Produced by: WREX-TV.
Submitted by: WREX-TV, Rockford, Ill.

Story Painter

Gil Stamper stars, telling stories illustrated by original drawings. Gil adds touches of paint here and there to create the illusion that he is painting the illustrations on set. This along with spontaneous comments from the youthful studio guests produces a top-notch quarter-hour kid show.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$401.00 per quarter hour program for time and talent.

Number Available: Two programs per week.
Produced by: Glenn Johnson.
Submitted by: WBTB, Charlotte, N. C.

Storybook House

Mrs. Gladys Porter, a former kindergarten teacher, delights the small fry with her stories. Small children as guests of the program demonstrate "how-to" in making cardboard toys, clay figures, finger paintings, etc.

Availability: Live Talent.
Running Time: 15 minutes Tuesday, 30 minutes Wednesday.
Cost: Minute participations \$65.00.
Submitted by: KHQ-TV, Spokane, Wash.

Three-D Danny

Produced with the kids in mind, "Three-D Danny" features popular WKY-TV personality Danny Williams as "Dan D. Dynamo," Superintendent of the "Space Science Center," and is replete with authentic-looking gadgetry and backgrounds obtained through rear-screen projection. Show pivots on "Synchro-Retroverter," with which Dan transports kids back through time to watch serial-type films.

Availability: Live Talent.
Running Time: 60 minutes.

Cost: \$60.00 per one-minute participation with frequency discount available.

Number Available: Single participation up to 52-week campaign, or longer.

Produced by: Joe Jerkins.
Submitted by: WKY-TV, Oklahoma City, Okla.

Time for Adventure

Mail count proves this to be one of the most popular shows in Colorado television. Jimmy Cox and Cliff Hendrix are long established radio and TV personalities whose program is directed towards juvenile audience but has a solid adult following. They sing Westerns, introduce visiting children's groups and interview guest personalities.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: 1 time, \$30.00; 26 times, \$28.50; 52 times, \$27.00; 104 times, \$25.50; 156 times, \$24.00; 260 times, \$20.50.
Submitted by: KCSJ-TV, Pueblo, Colo.

Time for Uncle Win

Win Stracke, one of Chicago's most versatile performers gives the youngsters a show as informal as a sport shirt and as entertaining as fire engines going down the street with sirens full blast. A show with a proven track record—a show that ranks with youngsters.

Availability: Live Talent or sound film.
Running Time: 30 minutes.
Cost: 1 spot \$125, 2 spots \$210, 3 spots \$270, 4 spots \$335, 5 spots \$375.
Produced by: Win Stracke Productions.
Submitted by: WBKB, Chicago, Ill.

Tony Grant's Stars

Live talent show MC'd by Tony Grant of Steel Pier fame featuring guest performers from Pittsburgh, New York, Atlantic City, and local juvenile stars in a variety of children's acts including songs, instrumental music, dancing and acrobatics.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$300.
Number Available: Once per week, 52 weeks.

Produced by: WILK-TV (Hal Berg).
Submitted by: WILK-TV, Wilkes-Barre, Pa.

Trail Tales

Uncle Hap in his dusty cabin, reads yarns of the West from his book of trail tales. Feature Westerns are serialized and skillfully blended with Uncle Hap's friendly chatter. Hap passes on worthwhile advice on health, manners, etc., and Hap's audience marks this advice well. High mail pull—loyal audience.

Availability: Live Talent.
Running Time: 30 minutes and 60 minutes.

Cost: \$70 gross per one minute participation time and talent. \$210 gross full sponsorship time and talent. \$350 gross full sponsorship on Saturday.
Produced by: WREX-TV.
Submitted by: WREX-TV, Rockford, Ill.

Trail Time

Trail Time is a western program set in the Bar-None Ranch. "Uncle Time" Chase recently named most popular TV personality for this area by "TV Guide," sparks the program as ranch foreman. Throughout this sixty minute program Tom skillfully blends exciting Western serials with friendly chats with his fans.

Running Time: 60 minutes.
Cost: Sold on participating spot basis.

Produced by: Tom Chase.
Submitted by: WOW-TV, Omaha, Neb.

TV Ranch Club

"Top hand" Bill Parker leads lively discussion on western lore and exhibits. Western film shown in serial form. Juvenile guests. Daily Birthday Parade. Club membership over 25,000.

Availability: Live Talent.
Running Time: 30 minutes Mon., Wed.; 60 minutes, Tues., Thurs., Fri.

Cost: \$90.00 per one-minute participation, gross for time and talent.

Produced by: WNBF-TV.
Submitted by: WNBF-TV, 40 Wall St., Binghamton, N. Y.

Uncle Al's Corner

Audience participation show, involving going through paces of daily living, marking birthdays, shopping, taking bus for Cartoon land, dancing. Children in view of camera, parents in background. Daily living routine broken up with cartoons (animated) and Uncle Al's drawing. Monday through Friday, 9-10 a.m.; 11-12 p.m.; Satur-

day, 9-10 a.m.
Running Time: 2 programs of one hour each, daily.
Cost: Participating.
Submitted by: WCPO-TV, Cincinnati, Ohio.

Uncle Bill's Adventure Time

Live camera show with children and Uncle Bill plus Lady Gay (Boston Terrier puppy growing up on the program). Show runs 5 to 5:30 daily, Monday through Thursday live portion, following at 5:30 to 5:55 p.m. Monday through Friday with children's serials and funny bunnys. Children believe Uncle Bill and Lady Gay implicitly. Uncle Bill has three children of his own, and does a fine job with kids on the show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1 wk. \$30; 2 wk. \$50; 3 wk. \$60; 4 wk. \$80; 5 wk. \$100 (participations).

Produced by: KIEM Staff.
Submitted by: KIEM-TV, Eureka, Calif.

Uncle Eddie's Clubhouse

All the small fry know Uncle Eddie Meath—they enjoy being his studio guests on Clubhouse. In addition to interviews, the birthdays and the cartoons Uncle Eddie guest spots the most promising young talent in the area. High in viewership—high in interest—a solid children's feature.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Participation.
Number Available: Indefinite.
Produced by: Warren Wightman.

Submitted by: WHEC-TV, Rochester, N. Y.

Uncle Ed's Fun Club

Informal chatty show in which Uncle Ed befriends youngsters, wins their confidence, holds their interest. Free gift offers and reading of birthday greetings produce consistent mail response for show. Uncle Ed draws cartoons—pictures of children sent in to the program are shown on the screen—cartoon movies are used.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Produced by: WWLP.
Submitted by: WWLP, Springfield, Mass.

W-Bar-E Ranch

Freddie Chapman, Capitol Recordings star in country music field, is host to youngsters celebrating birthdays at W-Bar-E Ranch. The youngsters provide much entertainment with their often-times droll answers to the deft questions of Chapman. Western films complete the fare.

Running Time: 60 minutes.
Cost: Upon request, 1 min. spots available.

Produced by: WBRE-TV.
Submitted by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Webster Webfoot

Uncle Jimmy Weldon, and Webster Webfoot, a caricature of a duck, with 12 children as invited guests, entertain with songs, stories, jokes and the cleverest safety hints to ever come out of a duck's mouth.

Availability: Live Talent.

Running Time: 30 minutes.
Cost: On request.
Produced by: Jimmy Weldon.
Submitted by: KCOP, Hollywood 38, Calif.

Woody Willow

Woody Willow captivates moppet audience. Woody and his fellow puppets entertain 35 studio admirers with a daily birthday party, games, prizes, surprises, and a regular drama in which Woody visits far-off planets, plays host to space creatures, or tries to help such proverbial characters as "Mr. Grouch" and "Miss Tattle-tale."

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Produced by: John Cone.
Submitted by: WSB-TV, Atlanta, Ga.

Worlds of Adventure

This program is designed for a juvenile audience, but should appeal to the entire family. It covers history, science, and the supernatural. Ivan Sanderson, internationally known explorer, animal trainer, naturalist and writer, will act as moderator. Selected film footage will be used during the course of this series as Ivan Sanderson tells the story of the particular episode which may be about big game hunting in Africa, customs of native tribes, life in the depth of the ocean, or people and animals of the Circus.

Running Time: 30 minutes.
Cost: \$12,500 net.
Produced by: Ivan Sanderson, Inc.
Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

1954

LIVE TV QUIZ

1955

Beanball

An unusual competitive quiz for local television use. We furnish rules, questions, directions and license for complete operation of your local franchised beanball league.

Running Time: May be used for any time period.

Cost: License fee by population.
Number Available: 52 weeks.
Produced by: Alton Alexander Productions, Inc.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

The Birthday Game

Jim Kilian calls the home viewer who has written, asks her question about famous person also born on her birth date. Girl singer and organist perform, in variety interludes. Visual gimmicks galore.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Five participations in any one week, \$100 total.

Number Available: Unlimited.
Produced by: WAAM, Inc.
Submitted by: WAAM, Inc., Baltimore, Md.

Cinderella Week-End

Once a month a winner and her companion are sent to New York for an all-expense paid week-end.

The monthly winner is chosen from four weekly winners and the weekly winners are chosen from four daily winners. All contestants win prizes as they compete for the title of Cinderella.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$60 per participation.
Number Available: 4.

Produced by: WSBT-TV.
Submitted by: WSBT-TV, South Bend, Ind.

Dean Harris Calling

Upstate New York's most versatile and popular emcee, Dean Harris, gives away prizes to viewers every weekday nite on this telephone quiz show. Dean's host of frenetic fans tune in to smile at his spontaneous witticisms and needle-sharp observations and remain to buy the products he sells.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$240.

Produced by: WHEN-TV.
Submitted by: WHEN-TV, Syracuse, N. Y.

Easy Money

Telephone quiz program which offers viewers monetary awards for recognition of musical tunes and for "window shopping." The window shopping gimmick is quessing

which sponsor is behind which one of 3 covered windows. When guess is made, it is uncovered and contestant then chooses a number for the highest monetary award. Emcee is John Wills.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Upon request, 1 minute spots available.

Produced by: John Wills Advertising Agency.
Submitted by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Everybody Wins!

Mack Edwards, genial singing emcee, calls viewers who write, using special phone so both ends of conversation are heard. Entertaining questions posed, with everyone winning something. Mail response in thousands per week.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Five participations in any one week, \$150.

Number Available: Unlimited.
Produced by: WAAM, Inc.
Submitted by: WAAM, Inc., Baltimore, Md.

Know Your Reading

From the Berks County Council of Civic Clubs comes two teams of four men each to vie for the championship on WEEU-TV's popular

"Know your Reading." The program consists of current and historical questions regarding their city and county. 17 individual clubs participate during each cycle, comprising 1,500 members.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$90.

Number Available: 1 per week.
Submitted by: WEEU-TV, 433 Penn St., Reading, Pa.

Movie Quick Quiz

15 minute or one-half hour combination live and film telephone quiz show with cash or bond jackpot. Film portion is original dramatic minute movies to illustrate quiz question.

Running Time: 15 minutes and 30 minutes.
Cost: \$50 to \$800 (N. Y.)

Number Available: 780.
Produced by: Walter Schwimmer Productions, Inc.
Submitted by: Walter Schwimmer Productions, Inc., 75 East Wacker Drive, Chicago 1, Ill.

Star Vu Quiz

A telephone quiz which features Jim Curtis, asks viewers to identify well-known personalities of the entertainment world when shown, in sequence, eyes; eyes and nose; and eyes, nose, and mouth. Jackpot

LIVE TV QUIZ

builds on mystery personalities. May Pulse rating 10.7. Availability: Live Talent. Running Time: 15 minutes. Cost: \$75.00 per program for time, talent, and cash prizes. Number Available: Five weekly, 6:45 to 7:00 p.m., Monday through Friday. Produced by: WSBA-TV. Submitted by: WSBA-TV, York, Pa.

Tic Tac Toe

A hilariously entertaining quiz show that will appeal to the entire

family. Men, women and children will get a kick out of playing this game. A top flight MC will be on this show. Availability: Live Talent. Running Time: 30 minutes. Cost: Moderately priced. Number Available: No limit. Produced by: V. S. Becker Productions. Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 36, N. Y.

What's the Next Line?

Disc jockey Dick Clark, and

young vocalist Nancy Lewis, join in a quarter-hour musical quiz with prizes for viewers identifying next line in a familiar or popular song. Music is by Nancy or via records with Clark handling the telephone for the questions. The show is on the light side with music and songs setting the theme.

Availability: Live Talent. Running Time: 15 minutes. Cost: \$150 per participation. Number Available: Live series. Produced by: WFIL-TV. Submitted by: WFIL-TV, Philadelphia 39, Pa.

What's the Story?

A news quiz on which panelists are asked to identify headline stories, current and historic, from word clues. John K. M. McCaffery moderates. Jimmy Cannon and Harriet Van Horne are regular panelists.

Running Time: 30 minutes. Cost: \$3,035. Produced by: Du Mont Television Network. Submitted by: Du Mont Television Network, 515 Madison Ave., New York, N. Y.

1954

LIVE TV WOMEN'S

1955

Anne Carroll's House

A former John Robert Powers girl herself, Anne Carroll is experienced in the ways of beauty, offers authoritative advice on fashion and beauty in answer to many viewer's letters. Program feature, "Glamour Clinic," is extremely popular. Viewers see week by week the before and after story of how local women are made lovelier. Running Time: 30 minutes. Cost: \$20.00 participating rate. Number Available: 4. Produced by: WTSK-TV. Submitted by: WTSK-TV, Knoxville, Tenn.

Around the Town

Arle Haerberle, designated "top woman personality Twin City television for 1954," hostess for 30 minute Monday through Friday variety show with accent on interesting people and events in Minneapolis and St. Paul. Expert informal interviews with guests. Kitchen set available. Availability: Live Talent. Running Time: 30 minutes. Cost: Card rate. Produced by: Arle Haerberle-Bill Metchnek. Submitted by: WCCO-TV, Minneapolis, Minn.

At Home

For young home makers. Interviewing of new brides, newcomers, young mothers and interesting women. Flower arranging, home hints for young home makers newest fashions. Availability: Live talent. Running Time: 30 minutes. Cost: \$100.00. Number Available: One weekly. Produced by: Marshall Gilliard. Submitted by: WAIM-TV, Anderson, N. C.

At Home with Janet Miller

Janet Miller, WARM-TV's award winning home economists demonstrates the various steps necessary in preparing special and unusual recipes. Each Tuesday Janet presents sewing instructions and demonstrations. Monday thru Friday 4 p.m. Running Time: 30 minutes. Cost: Available on request. Submitted by: WARM-TV, Channel 16, 333 Madison Ave., Scranton, Pa.

At Home with Jody

Youthful Jody Noll conducts an easy-going and relaxing woman's program each Tuesday and Thursday afternoon at 2:00 p.m. Effervescent Jody chats with various guests representing the arts and sciences and brings real down-to-earth entertainment to her viewers. Availability: Live talent. Running Time: 30 minutes. Cost: \$55.00 per participation—4 participations per program. Produced by: Curt Hoffman. Submitted by: KLZ-TV, Denver, Colorado.

At Home with Marie Hogan

Favorite recipes sent in by viewers are presented, plus points on new products, demonstrations of crafts such as leather tooling, ceramics, etc. Meet the People segment features interesting guests. Marie Hogan M. C.'s this popular afternoon woman's program. Running Time: 30 minutes. Cost: \$20.00 participating spot rate. Number Available: 4. Produced by: WTSK-TV. Submitted by: WTSK-TV, Knoxville, Tennessee.

Bill Stulla's Parlor Party

Bill Stulla is a stellar attraction in Los Angeles television. A veteran of 5 years in Los Angeles television, Bill has built a large loyal following with his fun-packed parlor party. Sales-provoking features such as Keys To Happiness, Picture Puzzle, Dictionary Derby, Castle Of Dreams, The Wotzit Box, and many others make Bill Stulla's Parlor Party a top daytime participation show in Los Angeles. Availability: Live Talent. Running Time: 60 minutes. Cost: \$110.00, less discount. Produced by: Jack Douglas Productions. Submitted by: KHJ-TV, Los Angeles, Calif.

California Living

Home economist Mercedes Bates, assisted by Wes Battersea, interview Hollywood chefs and prepare outstanding menus for viewers. Mon.-Fri. 9:30-10:15 a.m. Availability: Live Talent. Running Time: 45 minutes. Cost: On request. Submitted by: KNXT, Hollywood 28, Calif.

Calling All Carrs

Two of the most striking young married folk in the area conduct a fine program for the housewife, including a baby-of-the-week contest, a once a week quilting bee and daily a guest or guests of interest to people in the area. This show is seen daily Monday thru Friday 11:00-11:30 a.m. Availability: Live talent. Running Time: 30 minutes. Cost: Class "D" rates per minute participation. Produced by: Judy Lawton. Submitted by: WTRF-TV, Wheeling, West Va.

Carroll's Corner

Women's Director Carroll Stoker presents program of interviews, films, and demonstrations in fashion, beauty, and women's news line. Availability: Live talent. Running Time: 30 minutes. Cost: On request. Number Available: Unlimited. Produced by: WFMV-TV. Submitted by: WFMV-TV, Greensboro, N. C.

Casual Cottage

"Casual Cottage" is inhabited by the Jameses, a delightful young couple that informs and entertains viewers each weekday morning. Husband plays piano . . . wife has lovely soprano voice. She also discusses beauty and fashion news. Interesting guests drop in Casual Cottage to discuss current projects in community, unusual occupations, etc. Availability: Live talent. Running Time: 30 minutes. Cost: \$115.00 per half-hour sponsorship, gross for time and talent. Number Available: 260. Produced by: Ben Greer. Submitted by: WGVL, Greenville, S. C.

The Chef Milani Show

An hour-long cooking program with music, guests, and demonstrations. Availability: Live talent. Running Time: 60 minutes. Cost: On request. Produced by: Frank Oxarart. Submitted by: KCOP, Hollywood 38, Calif.

Coffee-Time Program

Budd Dailey, mc., interviews, conducts quizzes, variety program, kitchen hints, interior decoration,

health, and includes male and female vocalists plus a musical combo. Monday thru Friday, 11:30 a.m. to 12:30 p.m. Availability: Live Talent. Running Time: 60 minutes. Cost: \$60.00 per one minute—one time rate—Gross for Time and Talent. Produced by: Sue Edwards. Submitted by: WSAZ-TV, Huntington, W. Va.

Cooking Is Fun!

Perky recipe tips and helpful kitchen hints from Virginia Hill and her assistant, Ruth Ewan, add to the culinary achievements of Peoria-area women in this half-hour cooking school. Both young homemakers themselves, the girls play hostess to outstanding cooks in the community from time to time on this popular show. Availability: Live talent. Running Time: 30 minutes. Cost: \$40.00 per each announcement. Number Available: 4 programs per week. Produced by: WEEK-TV Production Dept. Submitted by: WEEK-TV, Peoria, Illinois.

The Cook's Book

Telecast for one hour each weekday morning in Compatible Color. "The Cook's Book," conducted by WKY-TV's graduate home economist Sibyl Johnson is designed to lend a helping hand to Oklahoma housewives who believe that "home-making is an art." Demonstrations range from party-planning, through food preparation to fashions and sewing instruction. Availability: Live talent. Running Time: 60 minutes. Cost: \$60.00 per one-minute participation with frequency discount available. Number Available: Single participation up to 52-week campaign or longer. Produced by: Gene Jacobson, Sibyl Johnson. Submitted by: WKY-TV, Oklahoma City, Oklahoma.

Do It Yourself

Detailed instruction from recognized authorities on all phases of homemaking, including handicraft, gardening, and hobby craft. Practical demonstrations and by-mail instructions. Availability: Live talent. Running Time: 60 minutes.

Cost: \$7,500 above the line.
 Number Available: Any number.
 Produced by: David Lown.
 Submitted by: Alton Alexander
 Productions, Inc., 595 Madison
 Avenue, N. Y. 22, N. Y.

The Elaine Gray Kitchen

The modern approach to cooking. Lillian Thompson and Gladys MacDonald, two outstanding authorities in the cooking field, demonstrate methods and products. Listening homemakers who contribute recipes are featured on the shows, as well as professional cooking experts and demonstrators as guests.

Availability: Live talent.
 Running Time: 60 minutes.
 Cost: Minute participations \$56.00.
 Submitted by: KHQ-TV, Spokane,
 Wash.

Fashions in Motion

Modeling and describing clothes that are dressy but inexpensive and classified "East Texas fashions." Live entertainment while Miss Franke makes changes.

Availability: Live talent.
 Running Time: 30 minutes.
 Cost: \$177.50 per week.
 Number Available: Unlimited.
 Produced by: Betty Franke.
 Submitted by: KETX-TV, Tyler,
 Texas.

Faye Elizabeth with Topics for Today's Woman

Keeping busy homemakers as up to date as their husbands on latest news developments is the idea behind this mid-morning strip. Woman-to-woman reporting of world and local news is done by Faye Elizabeth, well known WWJ-TV personality.

Availability: Live talent.
 Running Time: 5 minutes.
 Cost: \$30.00 per program (commissionable) plus card rate time.
 Number Available: Five programs per week up to 52 weeks.
 Produced by: WWJ-TV.
 Submitted by: WWJ-TV, Detroit,
 Michigan.

Feminine Fancies

Louise Carver interviews local women with interesting hobbies occupations, or something of special value to share with viewers. She also demonstrates "how to" in many phases of homemaking, bringing economy, efficiency, and beauty to her viewers. "Feminine Fancies" is a professional production of practical entertainment and service value to housewives.

Running Time: 25 minutes.
 Cost: Live one minute participations: card rate plus 20% of Class E 1x rate.
 Number Available: 5 programs per week — Monday through Friday.
 Submitted by: WKZO-TV, Kalamazoo, Mich.

Feminine Fancies Kitchen

Feminine Fancies Kitchen—Daily participating food show in the Kitchen with Eleanor. Local girl, happily-married and mother of charming 4-year-old daughter. Eleanor fairly breathes confidence

"on camera" and the local fems believe her. Yours for \$100 per week. Use film commercials, demonstration & product display.

Availability: Live talent.
 Running Time: 30 minutes.
 Cost: 1/wk — \$30.00; 2/wk — \$50; 3/wk—\$60; 4/wk—\$80; 5/wk —\$100.00 (participations).
 Produced by: KIEM-TV staff.
 Submitted by: KIEM-TV, Eureka, Calif.

The 50-50 Club

Ruth Lyons is the femcee of this daily 90-minute show, which is slanted to the women audience. Live talent, with orchestra and singers, are used. Ruth conducts interviews with women luncheon guests (100 see show each day), and visiting celebrities. Ticket reservations for show sold out through December, 1957 (at \$1.25 each).

Availability: Participations. WLW-T, Cincinnati. WLW-D, Dayton. WLW-C, of Columbus.
 Running Time: 90 minutes.
 Cost: Available upon request.
 No. Available: Single participation to 52 weeks.

Produced by: Robert Boulware.
 Submitted by: WLW-TV, Crosley Broadcasting Corp., Cincinnati, Ohio.

Gal Next Door

Every afternoon the housewives in upstate New York take a break to learn the latest in their indispensable art from Kay Larson. Here's a gal who knows what she's talking about because she combines a day-long television career with a husband, two children and two-floor house.

Availability: Live talent.
 Running Time: 15 minutes.
 Cost: \$160.
 Produced by: WHEN-TV.
 Submitted by: WHEN-TV, Syracuse, N. Y.

The Gene Norman Show

Here's a daytime television show that can give your sales message the prestige of a name in musical entertainment. Gene Norman, for the past three years named as one of the four top disc jockey in billboard's national poll, features daily guests such as Connie Haines, June Christy and Duke Ellington. Kay Christopher gives your commercial, if desired, authenticity and appeal from the woman's angle.

Availability: Live talent.
 Running Time: 30 minutes.
 Cost: \$90.00 per announcement or 5 announcements for \$350.00.
 Number Available: One or more—minimum of two per week for product exclusivity.

Produced by: Gene Norman.
 Submitted by: KHJ-TV, Los Angeles 28, California.

Happy Home Show

Lady Jo Beals, Southern cooking expert and catering authority, conducts the "Happy Home Show" as a cooking school of the air, with other items of interest to ladies as well. Roy Mitchell assists as the typical "man in the kitchen." Recipes are given and cooking demonstrations in which studio audience sometimes participate.

Availability: Live Talent.

Running Time: 30 minutes.
 Cost: For 15 minutes, 5 days a week, \$250 per week on 52-week basis.
 Produced by: KCMC-TV.
 Submitted by: KCMC-TV, Texarkana, Texas.

Home

"Home," starring Arlene Francis, deals with everything of importance to every woman who has or hopes to have a home, presenting the new and good in fashions, beauty, interior decoration, architecture, food, family affairs, child care, leisure entertainment, gardening and anything else interesting to women. Monday through Friday, 11 a.m.-noon.

Running Time: 60 minutes.
 Cost: About \$6,202 gross per one-minute participation; Eight one-minute participations per hour.
 Produced by: NBC.
 Submitted by: NBC, New York, N. Y.

Home Cooking

Pertinent information for the homemaker as, Trudy McNall, processes and cooks practical and appetizing dishes in a completely equipped kitchen. On the air since Sept. 1953, mail count averages 1,000 weekly. ARB rating 9.3, 12.2.

Availability: Live talent.
 Running Time: 45 minutes.
 Cost: \$60 per participation less frequency discounts.
 Submitted by: WHAM-TV, Rochester, N. Y.

Home Cooking

Mr. and Mrs. Ken Calfee present budget meals tailored for Marylanders, with all costs listed for benefit of young homemakers. Featured in national TV Guide, the Calfees cook for the family using local products primarily.

Availability: Live talent.
 Running Time: 45 minutes.
 Cost: \$50 per participation, plus billboards open and close.
 Number Available: Unlimited.
 Produced by: WAAM, Inc.
 Submitted by: WAAM, Inc., Baltimore, Md.

Home Is Happiness

Short cuts and helpful hints for the homemaker.

Running Time: 15 minutes.
 Cost: On request.
 Number Available: 195.
 Produced by: Packaged Programs, Inc.
 Submitted by: Packaged Programs, Inc., Pittsburgh 22, Pa.

Homefully Yours

Discussions of everything connected with homemaking—sewing, decorating, entertaining, foods, repairing, cleaning, hobbies, etc. Specialists as frequent guests.

Availability: Live talent.
 Running Time: 30 minutes.
 Cost: \$147.50 (participations available).
 Number Available: Unlimited — 5 times weekly (Monday thru Friday).
 Produced by: Betty Franke.
 Submitted by: KETX-TV, Tyler, Texas.

Homemakers Matinee

A cooking show with food by Marge McConnell and humor thrown in by George Nolan. On the air five times a week and has one of the most loyal followings and highest fan mail ratings of any KFDD-TV show.

Availability: Live talent.
 Running Time: 60 minutes.
 Cost: Spot participation \$27.50.
 Produced by: Buck Long.
 Submitted by: KFDD-TV, Amarillo, Texas.

Hospitality House

This is a daily one-half hour program in which Cay Hillegas, nationally famous home-economist and graduate of Cornell, cooks left-over, economical, and party dishes on Monday, Wednesday, and Friday. On Tuesday and Thursday she interviews interesting guests and discusses coming local events.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: 5-minute rate for participation.
 Produced by: KSBW-TV.
 Submitted by: KSBW-TV, Salinas, Calif.

Housekeeping a Hobby

Veteran homemaking expert Alice Wyman has brought her "Housekeeping a Hobby" program to TV after 20 years of presenting her highly-successful show on radio. Mrs. Wyman deals with homemaking problems, cooking, and covers the realm of the housekeeper in a lively, appealing manner to her large audience of Southern women. Includes fashion news, frequent guests.

Availability: Live talent.
 Running Time: 30 minutes.
 Cost: \$40.00 per participation (1 minute plus open and close billboard).
 Number Available: Five days a week.
 Produced by: Alice Wyman.
 Submitted by: WFBC-TV, Greenville S. C.

Jack Pyle

Show is set in simulated announcer's lounge, where Pyle is supposedly readying next show. Pyle chats amiably with his audience as if home viewers were in room with him; has an occasional showbusiness star or an unusual personality (Civil War veteran, lighthouse keeper, etc.); talks to his wife at home by telephone. Holds viewers' interest like overhearing a conversation at the next table. Pyle particularly well followed in Philadelphia area.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$150 per participation; \$490 per telecast, including program and airtime.
 Produced by: WPTZ.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Jean McBride Show

Four times weekly, the Women's Editor of WWJ-TV and longtime Detroit News Home Economics writer presents a complete, up-to-the-minute cooking show. The set is a brand new kitchen especially designed and built for the program.

Now in its eighth year, the Jean McBride Show was the first of its kind in Michigan.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Participating rate: 52 times, \$98.95 plus \$20.00 talent (net) each.

Number Available: Daily participations, four days weekly, up to 52 weeks.

Produced by: WWJ-TV.
Submitted by: WWJ-TV, Detroit, Michigan.

Katherine Wise Show

Katherine Wise brings a wealth of knowledge in the field of homemaking to her viewer each day, as she discusses the problems and news dear to the homemaker's heart. Using interesting visual aids, Katherine creates an atmosphere of understanding and warmth with her viewer.

Availability: Live talent.
Running Time: 15 minutes.
Cost: Min. participating \$60.00 ea. (rate card) subject to discount—Live or Film.

Produced by: Thomas D. Rogstad.
Submitted by: KOMO-TV, Seattle, Wash.

Kay's Karousel

Program provides entertainment and informative hints and tips on homemaking. Includes interviews with prominent guests on subjects of interest to homemakers—fashions, hair styling, child raising, party menus, personality development and other allied subjects.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time plus production charge.
Number Available: Five weekly, Monday through Friday, 11:15-11:30 a.m.

Produced by: Kay Wilkins.
Submitted by: WOW-TV, Omaha, Neb.

Kay's Kitchen

Good-looking cooks are too frequently few and far between—except in upstate New York where nearly two and a half million folks can see Channel 8's Kay Larson every weekday afternoon for a full half-hour beginning at 1 p.m. She gives and makes the recipes from a fully-equipped television kitchen.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$220.
Produced by: WHEN-TV.
Submitted by: WHEN-TV, Syracuse, N. Y.

Kitchen Camera

Kitchen Camera is a cooking show done alternately by the two top home economists of the electric companies in West Virginia and eastern Ohio. The commercials are handled by Barbara Curran and are integrated live into the show. Requests for recipes are very high and audience acceptance is good. This show is seen daily Monday thru Friday from 1:00-1:30 p.m.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Class "D" rates per one minute participation. No talent fee.

Produced by: Bob Carr.
Submitted by: WTRF-TV, Wheeling, West Va.

Kitchen Fair

Kitchen Fair features Ruth Ellen Hall in established show for the housewife. Recipes, household hints, guests, all performed in a completely equipped modern kitchen right in the studio.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$75.00 per program for time and talent.

Number Available: Five weekly 4:00 to 4:30 p.m. Monday thru Friday.

Produced by: WSBA-TV.
Submitted by: WSBA-TV, York, Pa.

Kitchen Magic

Lessons and demonstration in the culinary arts supervised by WBRE-TV's home economist, Pauline Sanders. Dr. Sanders is a recognized authority in this field with 30 years background as an instructor in high schools and colleges, former head of the Home Economy Dept. of the Pa. Department of Public Instruction, and consultant to leading food and appliance companies.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Upon request. 1 minute spots available.

Produced by: WBRE-TV.
Submitted by: WBRE-TV, Wilkes-Barre, Pa.

The Kitchen Show

"The Kitchen Show" features Mrs. Lois Holmes, well-known Ark-La-Tex home economist and culinary expert, demonstrating meal preparation in the complete KSLA studio kitchen. Also incorporated in the show are features on table decorating, flower arrangement, etiquette, home furnishing and interviews with specialists in nutrition, fashion, homemaking, child guidance, etc.

Availability: Live talent.
Running Time: 45 minutes.
Cost: Card Rate plus \$20.00 per participation.

Number Available: One minute participations up to 52 week campaign or longer.

Produced by: Henry J. Davis.
Submitted by: KSLA, Shreveport, La.

Kitty's Calendar

Charming Kitty Colby and her two steady dates, Bob Fransen and Gus Gustafson, bring you music and interviews twice a week, Tuesdays and Thursdays, in this half-hour show, "Kitty's Calendar." Notables and stray dogs, fashions and visiting celebrities, are presented for your entertainment by this threesome.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$40.00 per each participating announcement.

Number Available: 2 programs per week.

Produced by: WEEK-TV.
Submitted by: WEEK-TV, Peoria, Illinois.

KTNT-TV Home Show

Connie Page and Bob Gleason combine experience and talents to bring a program of variety and interest to afternoon viewers. Pro-

gram subjects cover fashion, gardening, beauty tips, cooking and other subjects of interest to homemakers. Guests include many famous personalities.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$55 per participation.
Produced by: Connie Page.
Submitted by: KTNT-TV, Tacoma, Wash.

Ladies Day with Kay Russell

On this Monday through Friday program Kay Russell and partner, Paul Abbott, present a variety of interviews, demonstrations, fashions cooking, home decoration, beauty hints, public service, and entertainment. Guests are experts in their field, stars of the entertainment world, or of specific interest to the huge women's audience which Kay has built up in the almost four years the show has been on.

Availability: Live talent.
Running Time: 60 minutes.
Number Available: Available for minute participations or show segments.

Produced by: Kay Russell and Mike Lesnick.

Submitted by: WSYR-TV, Syracuse, N. Y.

Ladies Fair

On air over three years conducted by Ann Rogers, who interviews interesting personalities, discusses styles, and things of interest to women. On Monday thru Friday 2:30 p.m.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$60 per participation.
Submitted by: WHAM-TV, Rochester, N. Y.

Lady Fair

Mina Brown, longtime radio favorite of the inland empire conducts a program of interviews, fashions, new ideas for the distaff side.

Availability: Live talent.
Running Time: 15 minutes.
Cost: Minute participations \$37.00.
Submitted by: KHQ-TV, Spokane, Wash.

Look Ladies

Daily half-hour Woman's program featuring interviews, household hints, special films, women's news, fashions, etc. and utilizing (weather permitting) our 40-acre outdoor studio.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Time rate plus 20%.
Number Available: Five per week.
Produced by: WSTV Television.
Submitted by: WSTV Television, Steubenville, Ohio.

Maida's Kitchen

Martha Bailey showing the preparation of meals—special recipes table decoration, etc. Appeal to the homemaker—everyday, Monday through Friday. Guests make frequent appearances to enliven the program for the audience.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$60.00 per one minute, one time rate. Gross for time and talent.

Produced by: Charles Lockhart.
Submitted by: WSAZ-TV, Huntington, W. Va.

The Maine Kitchen

Home economist Edith Webber, warm, friendly, and efficient, spreads entire menus before the viewers, with a "start to finish" display of the meals from planning to "fresh from oven" view. She concentrates on meals that are nutritional and appetizing yet economical.

Running Time: 30 minutes.
Cost: \$75 per quarter hour, \$30 per minute participation.

Submitted by: WPMT- (WLAM-TV, together the Me. TV Network) Portland, Me.

Mama Weiss Show

One of Los Angeles' oldest and most successful television cooking shows features the disarming humor and complete naturalness of this celebrated Hungarian, Mama Weiss. Consistently a top rated cooking show that pulls responses that develops sales. Mama Weiss' personable assistant, Eddie Coontz, gives your commercial the adroit handling and selling punch it needs.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$100.00, less frequency.
Submitted by: KHJ-TV, Los Angeles, Calif.

The Marilou Weston Show

Chatty; informal; a woman's service; covers at least seven phases of the homemaker's art: beauty care, budgets child care, cooking, decorating, fashions, household hints. It touches on current books, social items, and personality interviews. Cooking demonstrations and other kitchen procedure originate from the WWLP studio-all-electric kitchen set.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: See schedule attached.
Number Available: 6 one-minute participations.
Submitted by: WWLP, Springfield, Mass.

Mary Mills Kitchen

Mary Mills proves her theory... "food is fun" . . . as she demonstrates tasty recipes and quick-dinner menus. Mary's obvious ease in the kitchen immediately establishes her as an authority in her field and creates a firm bond between herself and her viewer.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1 minute participating \$60.00 each (rate card) subject to discount—live or film.

Produced by: Thomas D. Rogstad.
Submitted by: KOMO-TV, Seattle, Wash.

Menu Matinee

Frances O'Connor, prepares meals on the air, gives cooking tips and suggestions. Appeals to women throughout the area. Attractive Fran O'Connor's recipes are the byword in the culinary art, and are mailed to hundreds of viewers requesting them, each week. M-F, 3-3:30 p.m.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$55.50 per one-minute part,
gross time and talent.
Produced by: KBTB.
Submitted by: KBTB, Denver, Colo.

The Modern Woman with Ruth Crane

Washington television's oldest women's program features dynamic Ruth Crane, women's activities director for WMAL the past 10 years. Timely how-to-do-it angles on food preparation, household hints and beauty care. Famous guests daily visit the Modern Woman living room, kitchen, dinette and patio set.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Ruth Crane.
Number Available: Five per week.
Produced by: WMAL-TV.
Submitted by: WMAL-TV, Washington, D. C.

Norma's Kitchen Show

Norma presents a chatty, informal kitchen show, showing how to give zest to everyday meals—accent on Italian and Cincinnati cuisine. Use of overhead mirror permits closehand view of culinary techniques. Visitors occasionally used for special cooking programs. Monday through Friday, 10:15-11 a.m.
Running Time: 45 minutes.
Cost: Participating.
Submitted by: WCPO-TV, Cincinnati, Ohio.

... of Cabbages & Queens

Vee Russell hasn't limited "... of Cabbages & Queens" to the usual women's show pattern. Thus, on the show topics of interest in all facets of modern living are covered. The kitchen remains important, but the comfortable den highlights the queenly aspects of homemaking.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$37.50 per one-minute participation.
Produced by: Vee Russell.
Submitted by: KTVU-TV, Stockton, Calif.

The Olive Tinder Show

Hostess Olive Tinder specializes in news of the arts, interviews authors, playwrights, actors and actresses, animal fanciers, hobbyists, artists, and other personalities in the cultural world.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$95 per 1 minute participation; three for \$255 weekly.
Submitted by: WJAR-TV, 176 Weybosset St., Providence, R. I.

Open House

Jan Voss, homemaker, presents a bright half hour covering all phases of homemaking: cooking, cleaning, fashions, beauty, child care, and flower arranging. A weekly session on foreign dishes, featuring guest homemakers of foreign birth, is a popular feature. Interviews with local women and prominent visitors add to the variety.
Availability: Live Talent.
Running Time: 30 minutes.

Cost: \$30 per minute participation flat no frequency, but participations may be combined with other spots for frequency.
Number Available: Single participations up to 52 weeks. Monday through Friday.
Produced by: Roger Miller.
Submitted by: KVTB, Sioux City, Iowa.

Open House

Womens' personality Virginia Cribfield does demonstrations and interviews on subject of homemaking, beauty, fashions, etc. Although not a kitchen program, food products are used and demonstrated.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WFMV-TV.
Submitted by: WFMV-TV, Greensboro, N. C.

Paris at Home

Home sewing program featuring three exclusive dress designs, with patterns offered to viewers as an audience service. Fashion news and notes plus lessons in sewing. First film is titled, "The Afternoon Dress."
Running Time: 30 minutes.
Cost: National or Network—\$15,000. Syndi: \$40 to \$400 per program.
Number Available: Pilot now—39 ready by January 1, 1955.
Produced by: Times Square Productions, Inc.
Submitted by: Times Square Productions, Inc., 145 West 45th St., New York 36, N. Y.

Recipe Round-Up

Monday thru Friday, cooking show conducted by KDUB-TV home economist, Bette B. Miller. Features best recipes sent in by south plains housewives with a cook book awarded the best recipe each day. Guest performers are invited in to show-off their favorite recipes. Advertisers' products are woven into the format of the program.
Availability: Live Talent.
Running Time: 45 minutes.
Cost: \$25.00 per 1-min. participation.
Number Available: On request.
Produced by: Vernon Poerner.
Submitted by: KDUB-TV, Lubbock, Texas.

Shop, Look and Cook

Cooking expert Ruth Bean demonstrates tempting recipes in WATV's model, economy kitchen. All recipes available to TV audience upon request. Chefs from famous restaurants in this area appear frequently on show as Miss Bean's guests.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: One participation \$135. Three participations \$365. Five \$540.
Number Available: Participating announcements—M-F.
Produced by: WATV.
Submitted by: WATV, Newark 1, N. J.

Shopping for You

Penny Chase, household name in Baltimore, presents the best-buys from local stores, impartially shopped by her service. This dem-

onstration of bargains in all household fields gives householders twice-daily chance to shop by telephone, through ordering service.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$115 total daily for one participation in each show, plus open and close billboards.
Number Available: Unlimited.
Produced by: WAAM, Inc.
Submitted by: WAAM, Inc., Baltimore, Md.

Stop, Look & Cook

Kitchen program hosted by Helen Baldwin. Cooking hints, recipes, family menus, kitchen and food economy. Product, kitchen equipment and home appliance demonstration. Guest interviews.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$60.00 per one-minute participation, gross for time and talent.
Number Available: 5 times weekly.
Produced by: WNBFTV.
Submitted by: WNBFTV, 40 Wall Street, Binghamton, N. Y.

Sugar 'n' Spice

Betty Adams, noted home economist, demonstrates new and old-favorite recipes and gives cooking hints. Daily guests are prominent New England chefs or expert amateur cooks presenting unusual dishes. New England flavor throughout.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$95 per 1 minute participation; three participations for \$255 weekly.
Submitted by: WJAR, Providence 2, Rhode Island.

Sylvia Sommers

A kitchen show that features a personality well versed with the homemaking habits of her friends and neighbors in her native Berks County. Sylvia Sommers with 24 years experience as a home economist, including a large Eastern Pennsylvania appliance dealer, the local electric company and a local appliance dealer, has received a consistently high mail pull since the show's inception.
Running Time: 30 minutes.
Cost: Full sponsorship — \$80 per program (net); participations — \$20 each (gross).
Number Available: 5 per week.
Produced by: WEEU-TV.
Submitted by: WEEU-TV, 433 Penn St., Reading, Pa.

Taste for Living with Gwen Davenport

A review and demonstration twice weekly, on the latest fashions, home decorating and suggestions for better living by beautiful and personable Gwen Davenport, with the buffoonery of Stan Brown. Local and national guests and experts on fashion and home decorating and furnishing.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$72.00 per show, one minute participations \$32.00.
Number Available: Tuesday and Thursdays.
Produced by: KKTU.
Submitted by: KKTU, Colorado Springs, Colo.

Taste for Living with Hugh Charles

A kitchen economy show to delight all viewers, ranged over by Mr. Hugh Charles, Maitre D' of the famed "Garden of the Gods Club." Featuring such specialties as "Dinner for Four, one dollar, no More." International intrigue in food economy, viewer participation. This show was formerly "Kays Kitchen."
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$72.00, one minute participation \$32.00.
Number Available: Monday, Wednesday and Friday.
Produced by: KKTU.
Submitted by: KKTU, Colorado Springs, Colo.

Trends

"Trends" is the women's magazine of the TV screen—telling the women of the Tri-State area all about home-making, with its subdivisions of decorating, redecorating, easier housework, gardening, meal planning, seasonal meals, deep-freezing, what to buy in foods. Also fashions, children—everything of distaff interest.
Running Time: 30 minutes.
Cost: Participations—\$45.00.
Number Available: Continuous.
Submitted by: WGEM-TV, Quincy, Ill.

TV Cookbook

A daily half-hour program about cooking, menu planning, and home economics with home economist Janet Prentice.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Minute participation \$25.00.
Number Available: 5 per week.
Produced by: Martin Jacobsen.
Submitted by: KHSL-TV, Chico, California.

TV-Kitchen

This cooking show series features Florence Pierce, nationally-known TV home economist. Show has tie-in promotions, such as a recipe of each show's menu, which can be obtained by request to the station or advertiser.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 26.
Produced by: Kling Studios, Inc.
Submitted by: Kling Studios, Inc., 1058 W. Washington Blvd., Chicago 7, Ill.

Visiting in Kiraland

In her combination kitchen-living room set, Peg Snyder takes viewers "Visiting In Kiraland" to watch a guest cook prepare her favorite recipe; to meet visitors, civic leaders, chairmen of special events; to attend 2 pet shows weekly—one for show—one to go; to celebrate viewers' birthdays with a happy birthday chorus and cake with candles to blow out.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$32.50 per participation—including talent.
Number Available: 5 weekly, 52 weeks.
Produced by: Robin Adair.
Submitted by: KIVA-TV, Yuma, Ariz.

LIVE TV WOMEN'S

We the Women

Styles, personalities, current topics of interest—everything from V8's to V-necklines is interestingly presented by Dorothy Cotton, WHEC-TV's Women's Program Director.

Availability: Live Talent.
Running Time: 20 minutes.
Cost: Live participating spot rates.
Produced by: Doug Tillett.
Submitted by: WHEC-TV, Rochester 4, N. Y.

What's Cookin'?

Lovely Jeannie Sparks, Mrs. Jack Sparks in real life and herself a mother, has a fresh, authoritative approach to WTSK-TV's kitchen show. Mrs. Sparks features new recipes prepared before the TV cameras, introduces guests and home economists who take their turn at the pots and pans. Ever-growing, enthusiastic audience.

Running Time: 30 minutes.
Cost: \$37.50 participating spot.
Shelf sponsorship \$10.00 (3-a-week-limit).
Produced by: WTSK-TV.
Submitted by: WTSK-TV, Knoxville, Tenn.

What's Cooking?

Home-makers program — features new and interesting things for the home plus daily suggestions for the family table. How-to-do-it and household hints included.

Show is televised in live studio color.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$50 per participation.
Number Available: Five weekly.
Produced by: WBAP-TV.
Submitted by: WBAP-TV, Fort Worth, Tex.

What's Cooking Today?

Cordelia Kelly, station Home Economist, presents recipes daily in program designed to embrace food and homemaking needs of householder. Demonstration done in station kitchen, with guests used when special programs are planned.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WFMV-TV.
Submitted by: WFMV-TV, Greensboro, N. C.

What's New?

Mary Madory and Fred Hays interview prominent personalities, chat about the latest household hints and new homemaking methods, family affairs, and etiquette.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Participations of one full minute, Class C time — \$50 base. Commercials may be live or film.
Produced by: Dick McDaniel.

Submitted by: KFEL-TV, Denver, Colorado.

The Woman's Angle

Charming hostess of the Woman's Angle is Ann Mar. Under her direction, this program offers a variety of features such as home-making hints, recipe preparation, beauty techniques and fashion trends. In a completely equipped GE kitchen, Ann discusses food preparation and related subjects.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participation: 1 time—\$68.00, 52 times—\$64.00 per.
Submitted by: WMAR-TV, Baltimore 3, Maryland.

The Woman's Place

A women's service program conducted by Joan Lloyd, devoted to home and family; good looks; community activities; fashions; child care; designed to make life for the woman at home more exciting and more fun. Added feature: preparation of a daily dish by a Polly Baker home economist.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Class C Rate plus \$5 production for participation.
Number Available: 5 times per week—52 weeks.
Produced by: Gutendorf Advertising Agency.
Submitted by: WILK-TV, Wilkes Barre, Pa.

The Woman's Voice

An all-round woman's program featuring cooking demonstrations in an automatic modern kitchen, home decorating tips, fashion news, plus interviews with prominent women. Charming Maurine Nelson plans an entertaining half-hour program every weekday to attract women viewers with the things they want to see.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1½ minute "Live" participation spots at Regular Class "A" minute rate.
Number Available: 5 weekly.
Produced by: Miss Maurine Nelson.
Submitted by: KHOL-TV, Kearney, Nebraska.

A Woman's World

Dolores Ryan, WAVE-TV's newest personality, brings a new program, "A Woman's World" to this area's women. The program format includes everything in the realm of women's interest; from fashions to floral arrangements, pancakes to politics, with a liberal sprinkling of interviews and up-to-the-minute news of interest to women.

Availability: Live Talent.
Running Time: 20 minutes.
Cost: \$70.00.
Produced by: WAVE-TV.
Submitted by: WAVE-TV, Louisville, Ky.

1954

LIVE TV NEWS

1955

Al Sigi Sez

Al Sigi is the best known character in the Rochester area. He is a veteran newspaper man and radio newscaster famed for his many humanitarian projects. On his TV program Al talks about the way things happen on Main Street—its homey, informal and mighty easy looking and listening. . .

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On inquiry.
Number Available: Indefinite.
Produced by: Douglas Tillett.
Submitted by: WHEC-TV, Rochester, N. Y.

Bob Houser & the News

Bob Houser, news editor of WSBT-TV, presents ten minutes of local, state, regional, national and world news. The emphasis is on local news pictures and films.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$156.25.
Produced by: WSBT-TV.
Submitted by: WSBT-TV, South Bend, Ind.

Channel 61 Weather

"Channel 61 Weather" uses AP and INS news weather-information. It maintains direct contact with southern New England official weather-stations. It owns elaborate meteorology instruments, permanently installed at the Channel 61 weather station, atop Provin Mountain, Agawam, Massachusetts. John C. Quill is weathercaster.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: Participation at card rate.

Number Available: Prefer package sale.

Produced by: WWLP.
Submitted by: WWLP, Springfield, Mass.

Channel 74 News Report

A complete and up-to-the-minute regional news show covering the latest happenings in the Massachusetts Pioneer Valley and Berkshire County and New York's capital district. Besides wire service coverage, the Channel 74 News Report includes local stills and newsreels taken by its own correspondents throughout the area.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$73 each program or \$312.50 per week on 26 week contract.
Number Available: Monday, Thursday, Friday.
Produced by: WMGT.
Submitted by: WMGT, Pittsfield, Mass.

Chet Huntley & the News

Reports and commentary on the news and topics of the day by 1953 Peabody Award winner.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$450.
Number Available: 5 per week.
Submitted by: KABC-TV, Hollywood 27, Calif.

City at Night

Los Angeles' television program "City At Night," viewed on KTLA, is a fine example of television as a medium for public service. Without divulging its destination before hand, it covers "on-the-spot" scenes

that capture the varied and fascinating activities of a great city after dark. Ken Graue hosts this program.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$3000.
Number Available: Weekly.
Produced by: Klaus Landsberg & KTLA.
Submitted by: KTLA, Los Angeles, Calif.

Date Book

One of the most unusual programs on the air today. Dick Hackney presents visually and verbally complete news about the events conducted by local non-profit organizations such as civic groups, church groups, and city governments. It's a successful attempt to duplicate some of the news reporting usually only found in the local newspaper.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: 1½ minutes live participating spot at regular Class "A" minute rate.
Number Available: 5 weekly.
Produced by: J. R. Hackney.
Submitted by: KHOL-TV, Kearney, Nebraska.

Early Edition of the News & Weather

Latest regional and local news compiled by KSLA News Editor, Michael Hinn, from United Press and the KSLA news room. Program incorporates film and still coverage of important events. Hinn is a veteran newsman of 21 years. Al Bolton reports the weather using

both regional and national weather maps.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Card rate plus 20% news charges, \$22.50 camera charges, \$2.50 per live commercial.
Produced by: Michael Hinn.
Submitted by: KSLA, Shreveport, La.

8:55 News

Latest hi-lites and pictures of the day's news—Country-wide coverage.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: 1 time—\$300 net. Three times—\$847 net. Five times—\$1369 net.
Number Available: Open—Monday through Saturday.
Produced by: WATV.
Submitted by: WATV, Newark 1, N. J.

Evening Edition

Ben Greer, News Editor, brings viewers an interesting and informative news summary of international national and local news each weekday evening. Local newsworthy events are covered on film and guests are interviewed on subjects that are making news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$110.00 per quarter-hour sponsorship, gross for time and talent.
Number Available: \$260.
Produced by: Gene Greene.
Submitted by: WGVL, Greenville S. C.

Final Edition of the News & Weather

Latest national, international and local news compiled by KSLA News Editor Michael Hinn from United Press and the KSLA newsroom. Program incorporates film and still coverage of important local events. Hinn is a veteran newsman of 21 years. Al Bolton reports the weather using both regional and national weather maps. Availability: Live Talent. Running Time: 15 minutes. Cost: Card rate plus 20% news charges, \$22.50 camera chgs., \$2.50 per live commercial. Produced by: Michael Hinn. Submitted by: KSLA, Shreveport, La.

The Front Page

Les Fitzpatrick, the inland empire's leading newscaster, airs news of Spokane, the inland empire and the northwest every evening Monday through Friday. Availability: Live Talent. Running Time: 10 minutes. Cost: Minute participations \$100 per spot. Submitted by: KHQ-TV, Spokane, Wash.

Headline News Reel

Six news specialists combine talents for hour-long summary of spot news, review of week, sports, weather, business news, news commentary. Plentiful use silent and sound film; Peabody-award-winning Dr. E. Z. Ziebarth introduces each segment, concludes with 15-minute commentary. Availability: Live Talent. Running Time: 60 minutes. Cost: Card rate. Number Available: Continuous. Submitted by: WCCO-TV, Minneapolis, Minn.

The Informers

A capsule presentation of the up-to-minute news, weather and sports events over the nation, state and community. Feature newsman Ken Reyhons with news and pictures from UP Telephoto Service, sportscaster Ross Beatty with sports info from UP wire, and weatherman Russ Truesdell with info from U. S. Weather Bureau and KCSJ-TV's own weather substation. Availability: Live Talent. Running Time: 15 minutes. Cost: 1 time \$82.60, 26 time \$79.22, 52 time \$75.84, 104 time \$72.46, 156 time \$69.08, 260 time \$65.70. Submitted by: KCSJ-TV, Pueblo, Colo.

John Daly and the News

Fifteen minutes of the days news coverage as John Daly sees it. Mr. Daly is eminently qualified to handle a program of this nature. He belongs to a select group of radio and television news commentators whose names are synonymous with the best in video and radio news journalism. This program is broadcast five days a week. Running Time: 15 minutes. Cost: \$14,000 Net. Produced by: American Broadcasting Company. Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

KFBB-TV News Parade

Ten minutes synopsis of world, national, state and local news. Announcer on camera with United Press News Pictures giving accent to world coverage. Local personalities and pictures used to fill out local coverage. Followed in each case by five minute weathercast sold as separate entity. Availability: Live Talent. Running Time: 10 minutes. Cost: \$73.60 (one time rate). Number Available: Indefinite. Submitted by: KFBB-TV, P. O. Box 1139, Great Falls, Mont.

KLZ Television News

Veteran KLZ-TV newscasters present the local and national news direct from KLZ-TV's "working newsroom," an area where the cameras dolly right into the news area. Uses United Press facsimile and all major wire services plus CBS News Film. Running Time: 10 minutes. Cost: From \$82.50 to \$215.00 depending on time classifications, plus earned discounts. Number Available: On request. Submitted by: KLZ-TV, Denver, Colorado.

KNOE-TV News

Mac Ward with news of the world, the nation and the area, pictures from AP Wirephoto Facsimile Service & Newsreel (if desired). Availability: Live Talent. Running Time: 10 minutes. Cost: \$178.00 (one time) DST; incl. time, production, news services, talent, \$148.00 (one-time) Standard Time. Number Available: 5 per week. Submitted by: KNOE-TV, Monroe, La.

KNXT News

Fifteen minutes of international, national and local news followed by three segments: Hollywood news by Variety reporter Army Archerd; sports by Gil Stratton, Jr.; and the weather by Austin Green. (Mon-Fri) 11:00-11:30 p.m. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Submitted by: KNXT, Hollywood 28, Calif.

KTNT-TV News

Regular evening news segment employing UP-Movietone newsfilm service plus local film and still photo coverage. Program is part live camera, part film. Availability: Live Talent. Cost: \$135 per participation. Produced by: Sam Rinaker. Submitted by: KTNT-TV, Tacoma, Wash.

Late News Roundup

Five minute synopsis of news by off-camera announcer with slides used on video. Plays each night at conclusion of feature picture. Availability: Live Talent. Running Time: 5 minutes. Cost: \$29.50 (one time rate). Number Available: Indefinite. Submitted by: KFBB-TV, P. O. Box 1139, Great Falls, Montana.

The Latest News

Fifteen minutes twice every day of last minute news, sports and a complete weather summary by Michael Kennedy, local news commentator. Emphasis on national news events. Availability: Live Talent. Running Time: 15 minutes. Cost: Complete, \$70.00; part, spots \$30.00. Number Available: Unlimited. Produced by: Michael Kennedy. Submitted by: KMPT, Oklahoma City, Okla.

The Late Weather

Presented at 9:10 nightly following News Parade. Visual presentation of national, state and local weather with forecast for the following day. Availability: Live Talent. Running Time: 5 minutes. Cost: \$50.90 (one time rate). Number Available: Indefinite. Produced by: KFBB-TV, P. O. Box 1139, Great Falls, Montana.

Libby at Large

Libby Brennan reporter, takes viewers around the region with camera coverage of all major special events and social functions. Whether it's visiting dignitaries at the airport; or the season's big dance; Libby's at large with her camera crew. Live interviews with the week's people-of-note supplement the film clips. Availability: Live Talent. Running Time: 30 minutes. Cost: \$350 per program. Number Available: 52 times. Submitted by: WILK-TV Wilkes-Barre, Pa.

Mid-Day with Wanda Ramey

The news from and for a woman's point of view plus interviews with personalities currently in the news. Availability: Live Talent. Running Time: 15 minutes. Cost: 1 per week \$60, 2 per week \$55, 3 or more \$50 flat. Number Available: Five per week. Produced by: Wanda Ramey. Submitted by: KGO-TV, San Francisco, Calif.

News—2:00 P.M.

World news read by staff men. Availability: Live Talent. Running Time: 15 minutes. Cost: Card rate. Number Available: 3 one-minute participations. Submitted by: WWLP, Springfield, Mass.

News

Summary of world, national, state and local happenings. Availability: Live Talent. Running Time: 15 minutes. Cost: \$97.50 daily. Number Available: Unlimited. Submitted by: KETX-TV, Tyler, Texas.

News

Through the efforts of the prize-winning Fetzer Broadcasting Company news department, WKZO-TV is first on the air with pictures and tapes of important local events. Associated Press wire provides nation-

al and international coverage. Veteran reporters Ken Daust and Dick Bing telecast the noontime and late evening news respectively. Running Time: 5 minutes.

Cost: Noontime—card rate C1 C for time plus \$13.50 per program comm. Evening—card rate plus \$5.00 per program comm.

Number Available: Noontime—5 programs per week. Evening—7 programs per week. Submitted by: WKZO-TV, Kalamazoo, Mich.

News—6:45; 11 P.M.

Raymond W. Drury, staff announcer on camera, presents local, regional and worldwide news events—6:45 p.m. Raymond W. Drury reads AP and INS News wire service items on camera. Still shots and newsreel sound-on-film features are used also—11 p.m.

Availability: Live Talent. Running Time: 15 minutes. Cost: Card rate plus \$15 production fee. Submitted by: WWLP, Springfield, Mass.

News and Sports

News and sports—complete coverage of national, international and local news, with emphasis on the latter. Live with slides, flip-cards, scoreboards, etc.

Availability: Live Talent. Running Time: 10 minutes. Cost: \$37.50 per program for time, talent, and news. Number Available: Seven weekly 11:00 and 11:10 p.m. Monday through Sunday. Submitted by: WSBA-TV, York, Pa.

News at Night

A complete summary of local, national, and world news from the KHOL-TV news room presented by Jack Gilbert nightly. Pictures supplement the program wherever possible to utilize the full advantages of a television newscast. Sunday through Friday, 10:15 to 10:30 p.m. Availability: Live Talent. Running Time: 15 minutes. Cost: \$85 for complete program; gross for time, talent, and camera charges. Submitted by: KHOL-TV, Kearney, Nebraska.

News in Review

Fifteen minutes of news analysis by Dow Mooney, giving a comprehensive report on the important events of the week and their effect on people.

Availability: Live Talent. Running Time: 15 minutes. Cost: \$70.00. Number Available: Unlimited. Produced by: Dow Mooney. Submitted by: KMPT, Oklahoma City, Okla.

The News Picture

Nick Basso, director of news operations—presents the latest news from around the world, region and local. Has to assist him Associated Press facsimile machine, and complete news staff.

Availability: Live Talent. Running Time: 15 minutes.

Cost: \$120.00 per minute or chain-break—one time rate. Gross for time and talent.
 Produced by: Charles Lockhart.
 Submitted by: WSAZ-TV, Huntington, W. Va.

The Newsmen

Ted Jaffee, WAAM's experienced local news editor, featured in a nightly digest of the local scene, complete with personalized facts, as culled from interviews with the people who make the news. A succinct, factual briefing on the local scene.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: Time plus \$15 net.
 Number Available: Unlimited.
 Submitted by: WAAM, Inc., Baltimore, Md.

The News Room

Widely followed and capable newscaster John Fields, supported by the Southwest's finest news-gathering staff, presents the WKY-TV 6:00 p.m. news, the highest-rated news show emanating from Oklahoma City on every audience survey in 1954, including network coverage. The "News Room" makes extensive use of local sound-on-film coverage and AP, UP and UP photo-facsimile services.
 Availability: Live Talent.
 Running Time: 20 minutes.
 Cost: \$120.00 per one-minute participation with frequency discount available.
 Number Available: Single participation up to 52-week campaign, or longer.
 Submitted by: WKY-TV, Oklahoma City, Okla.

The News Tonight

Bob Houser, WSBT-TV news director, reports the latest news happenings with the emphasis on local news pictures and films.
 Availability: Live Talent.
 Running Time: 10 minutes.
 Cost: \$156.25.
 Produced by: WSBT-TV.
 Submitted by: WSBT-TV, South Bend, Indiana.

News, Views, Sports

News from southern Michigan and northern Indiana, national and world news, sports news covering everything from today's scores to interviews with visiting celebrities are included in "News, Views, and Sports." Three veteran personalities—Hugh Harper, Willis Dunbar, Len Colby—combine talents to bring WKZO-TV viewers the best in news coverage.
 Running Time: 15 minutes.
 Cost: Sponsorship: News, Views—card rate plus \$25.00 production. Sponsorship: Sports—card rate plus \$15.00 production.
 Number Available: 5 programs per week—Monday through Friday.
 Submitted by: WKZO-TV, Kalamazoo, Mich.

Night Final

Quarter-hour local news roundup, sound on film, live interviews: a complete look at what has been happening in Utah today. Correspondents around the state furnish film on out-of-county developments.

Monday through Friday 10.30 to 10.45 p.m.
 Running Time: 15 minutes.
 Cost: \$187.50 per program.
 Number Available: 52 weeks.
 Submitted by: KTVT, Salt Lake City, Utah.

Otis Morse Reports the News

York's best-known newscaster in 15 minutes of national, international and local news, with slides, flip-cards, charts, and guests. Local coverage includes motion pictures of important events. May Pulse rating—11.2.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$70.00 per program for time, talent, and news.
 Number Available: Five weekly, 7:00 to 7:15, Monday through Friday.
 Submitted by: WSBA-TV, York, Pa.

Rain or Shine

Carol Reed gives the viewer a line on the general weather conditions throughout the New York metropolitan area and the eastern portion of the United States covering the temperature, humidity, barometer readings with the aid of a large easy-to-read map. Miss Reed "charms up" the weather report with some light commentary.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$1,650 per day—time and talent—subject to station discounts.
 Submitted by: WCBS-TV, 485 Madison Ave., New York, N. Y.

Six o'Clock Report

Consists of three five-minute segments with a top-flight reporter handling each segment. Bob Trout for straight news, Bill Leonard for features, and Jim McKay for sports. Filmed news shots are liberally used, in addition to photos, maps, charts and a scoreboard. Material is edited from the facilities of CBS Television News with emphasis on items of interest to the New York audience.
 Running Time: 15 minutes.
 Cost: \$775, time and talent for 5 minute segment. Subject to station discounts.
 Number Available: Six weekly.
 Submitted by: WCBS-TV, 485 Madison Ave., New York, N. Y.

Sunday Noon News

Fifteen-minute summary of national and regional news, plus brief sports report by Dick Enroth. Complete news report at time newspapers offer no competition. Emphasis upon silent and sound news film. 12 to 12:15 p.m. Sundays.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Card rate.
 Produced by: WCCO-TV.
 Submitted by: WCCO-TV, Minneapolis, Minn.

Synopsis

A feature-type film and live show combining feature stories from the national and international scene coupled with the interesting, strange, and unusual events from the Carolinas. The show allows Doug Mayes to display his easy-

going, yet crisp, ability as MC and commentator.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$180.00 per telecast per 1-minute participation, gross for time and talent.
 Produced by: Norman L. Prevatte.
 Submitted by: WBTV, Charlotte, N. C.

Telerama

WPTZ's news editor and film reporters cover the community in factual presentation of many things in the area which affect the lives of residents. "Telerama" may visit the Philadelphia General Hospital, a one-room school house, go on a vice raid, discuss show business, visit the House of Correction or a mental institution, inspect the city room of a metropolitan newspaper, spend a night at police court. No crusade, no sermon; an unvarnished look at the way we live.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$2030 per telecast, commissionable, including program and air time.
 Number Available: One weekly.
 Produced by: WPTZ.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Today

"Today" is a television newspaper—covering not only the latest news, weather and time signals, but special features on everything from fashions to the hydrogen bomb. Dave Garroway is the star, with Jack Lescoulie and Frank Blair covering features and news. Monday through Friday, 7-9 a.m. EDT and CDT.
 Running Time: 2 hours.
 Cost: About \$4,468 gross per one-minute participation. Maximum of four participations to each 25 minutes.
 Produced by: NBC.
 Submitted by: NBC, New York, N. Y.

Today in Philadelphia

Five minute, local news reports by Pat Landon situated at 30-minute intervals in NBC-TV's "Today" show. Programs are not carried by network, but capture the network audience. Seen Monday through Friday at 7:25, 7:55, 8:25 and 8:55 a.m.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$148.53 per telecast, including newscaster, news service, rehearsal and airtime.
 Number Available: Four daily.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Today Out Your Way

Bob Mills, MC brings the latest weather, news, farm information on the cutout from NBC's "Today's" program. Features interviews, late news film.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$60.00—per one minute participations—One time rate. One minute participations—can be sold as 5 minute segments. 5 minute segment—\$100.00 per one time rate.
 Produced by: Mickey Roth.
 Submitted by: WSAZ-TV, Huntington, West Virginia.

TV Newsroom

The "TV Newsroom" consists of news for 15 minutes, sports for 10 minutes and weather for 5 minutes. The film facilities of United Press plus George Diab and Jim Moore, who shoot local film and cover the local situation, give top coverage of both local, regional and national events. The show is seen daily Monday through Friday from 6:30-7:00 p.m.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: News Class "B" rates for 15 minutes plus talent. Sports—Class "B" rates for 10 minutes plus talent.
 Number Available: Two, three or five nights per week.
 Produced by: George Diab.
 Submitted by: WTRF-TV, Wheeling, West Va.

TV Weather Maid

Girl commentator dresses suitable for today's weather, uses weather map and handles all commercials.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: Seventy dollars.
 Number Available: Three weekly.
 Produced by: Marshall Gilliard.
 Submitted by: WAIM-TV, Anderson, S. C.

Weather Daily

Weather Daily is a clear and accurate account of weather conditions throughout the country. Weatherman Bob Shoaff uses flannel board map and clever symbols to denote conditions as he gives commentary. Bob's air force training in meteorology makes it possible for him to give complete and understandable weather picture.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$77.50 per five-minute sponsorship, gross for time and talent.
 Number Available: 260.
 Submitted by: WGVL, Greenville, S. C.

Weather or Not

So many activities depend on the weather that it's one of the top attractions. Here's smartly designed visual—covers the area picture as well as explains the whys. Weather oddities are covered and on Saturdays there's a projection for the weekend. A solid package with plenty of pull.
 Running Time: 5 minutes.
 Cost: \$131.00 per program.
 Number Available: 2 weekly, Tues., Saturday at 11:10 p.m.
 Produced by: Warren Wightman.
 Submitted by: WHEC-TV, Rochester, N. Y.

The Weather Picture

A five minute look at the national weather picture with the emphasis on local conditions and the local forecast.
 Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: \$99.
 Produced by: WSBT-TV.
 Submitted by: WSBT-TV, South Bend, Ind.

JACK LA RUP
 OSA MASSEN
 JEAN PARKER
 BARTON MCGELANE
 CHARLES BICKFORD
 GAIL PATRICK
 CHARLES WINNINGER
 SIDNEY BLACKMER
 J. CARROL NAISH
 DORIS DOWLING
 PAUL KELLY
 WILLIAM GARGAN
 HILLARY BROOKE
 JEROME COWAN
 KENT TAYLOR
 MARY BETH HUGHES
 BUSTER CRABBE
 VIRGINIA FIELD
 VICTOR JORY
 ION CHANEY, JR.
 VIRGINIA GREY
 ARLEEN WHELAN
 PHYLLIS BROOKS
 ERIC PORTMAN
 BELA LUGOSI

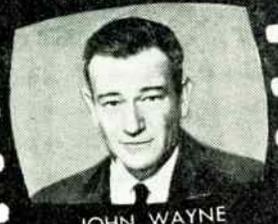
the "plus 80"



GARY COOPER



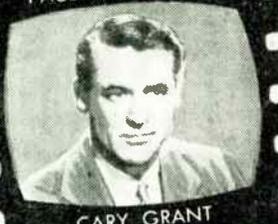
VIVIEN LEIGH



JOHN WAYNE



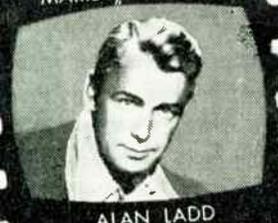
PAULETTE GODDARD



CARY GRANT



MARILYN MONROE



ALAN LADD



RAY MILLAND

STARS
 of the
 "plus 80"

LYNN BARI
 BORIS KARLOFF
 WILLIAM EYTHE
 BURGESS MEREDITH
 CESAR ROMERO
 ROBERT CUMMINGS
 JEFF CHANDLER
 RANDOLPH SCOTT
 ALAN LADD
 PATRICIA ROC
 RALPH RICHARDSON
 MICHAEL WILDING
 RICHARD BURTON
 MARGARET LOCKWOOD
 ROBERT YOUNG
 MARILYN MONROE
 STEWART GRANGER
 JAMES MASON
 ANN SHERIDAN
 RAY MILLAND
 PAULETTE GODDARD
 JOHN WAYNE
 VIVIEN LEIGH
 GARY COOPER

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in TV's Greatest Film Programs!

the "plus 80"

20 Charlie Chan Mysteries

THE MAJOR SERIES NEW TO TV STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE THE ACTION... THE DRAMA OF THE GREAT AMERICAN SCENE... STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE... PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH... STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

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 FREDERIC MARCH
 LILLI PALMER
 ROBERT DONAT
 MERLE OBERON
 MICHAEL WILDING
 CONSTANCE BENNETT
 BRIAN AHERNE
 JOAN BLONDELL
 BURGESS MEREDITH
 BETTY GRABLE
 DENNIS O'KEEFE
 VIRGINIA BRUCE
 VALERIE HOBSON
 PATRICIA ROC
 RICHARD GREENE

STARS
 of the
 UNITY
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 BETTY FIELD
 EDW. G. ROBINSON

BRIAN DONLEVY
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 BRUCE CABOT
 LEO CARRILLO
 EDMUND GWENN
 ADOLPHE MENJOU
 GEORGE BRENT
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 STAN LAUREL
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 PAUL LUKAS
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T V F I L M S H O W S

THE atom-cloud growth of the industry providing films for television during the past year is dramatically portrayed in the following section of RADIO-TV DAILY's "Shows" issue. It was only last year that filmed shows for TV were listed for the first time in this issue under a separate classification. This year, the number of shows of all types—and many of them available in color—bespeaks more eloquently than words the tremendous expansion of what has become a vital segment of the industry.

HEREIN are listed the filmed programs made by the network film production divisions, by old established film producers for screen use who have moved into the new TV-film field, by lusty young newcomers to the film production field whose total output is directed solely at the newest medium, by advertising agencies and other allied groups which have added film production for TV as one of their services, as well as shows originally made for screen use which are available for re-release on the home screen.

HEREIN, also, are listed not only the producers but the distributors—sometimes one and the same; sometimes specializing in one field or the other exclusively.

IF YOU'RE looking for a TV film package, you'll find it here. There are no limitations as to the type or time, theme or mood, of availabilities.

TV Film Producers Predict Banner Year

Radio-Television Daily, in an effort to bring together into a single factual symposium the overall trend which TV films will follow during the coming year, requested a number of top-level producers and distributors of television films to submit answers to several pertinent inquiries in this regard. The following is a composite of replies to those inquiries and constitutes a weighty cross-section of industry opinion concerning the future of TV films.

FACING THE FUTURE WITH CONFIDENCE

By George T. Shupert

President, ABC Film Syndication, Inc.

NOW as ABC Film Syndication, Inc. approaches its first anniversary, we have been busy taking inventory. We have found that our current film products successfully compete with any on the market and that we can look ahead to the coming year with justifiable confidence which stems from a most gratifying past record and from a realistic projection of the tremendous potential of our operation.

We have found that most advertisers consider mystery and adventure shows the best sales and programming vehicles. We have been particularly impressed by the rapid success of our current mystery series, "Racket Squad," and have taken its performance into consideration during our negotiations for new properties.

Subsequently, we have planned for fall release three brand new shows with mystery and/or adventure formats; one of which is concerned with the daring escapades of a United States Diplomatic Courier, another based on one of the oldest and most popular mystery-adventure comic strip characters with a readership of fifty million and the third will be an exciting series adapted from the files of a famous police organization which has captured the imagination of people the world over.

Each of the foregoing will be produced in half-hour segments because we have learned that thirty minute films offer the most flexibility in both programming and selling.

In order to get the greatest scope and authenticity our producers will make use of every available facility: Hollywood studio sets, natural foreign locales, large metropolitan cities. We will be ready to offer color television film when it is needed and when the quality has been developed to such a point as it will really enhance our product.

In the course of the past year, we have been concerned, not only with offering top quality product but also with top quality service. We have made available to our clients highly effective promotion and merchandising tools and we have also given freely and generously of our time and services to buyers long after the original sales were consummated.

Although we are able to point with pride to our achievement to date, we are not content to rest on our laurels. We are constantly experimenting, researching and expanding in order to always have available to buyers the best possible programming and services.

The past, present and future of ABC Film Syndication, Inc. is dedicated to the growth of film syndication and to increasing the value of film product to the advertising industry at the national, regional and local levels.

RECORD YEAR EXPECTED FOR FILM

By Reub Kaufman

President, Guild Films Co.

GUILD FILMS' faith in the trend to films as a basic factor in programming by independent TV stations is evidenced by the five Guild series now in production. Altogether we have scheduled production of 205 half-hour films in 1954. Over 60% of this production was completed by June 30.

From a rather gloomy beginning in the first quarter, all phases

of syndicated film production-distribution have improved substantially. The year as a whole promises to be the best yet. As in production, we already have enjoyed an increase of 600% in billings over a year ago. All signs point to continuation of this trend, as other producer-distributor organizations apparently are enjoying similar success.

Undoubtedly 1954 will see film syndication firmly established as a major factor in television. This is accounted for by the growing strength of certain syndicators and the weeding out of the weaker concerns in the field. It also has been encouraged by the increasing shortage of desirable network time and the growing demand by independently owned TV stations for a greater share of the sponsors' dollar spent for TV time. Another reason is the immeasurable improvement in the quality, entertainment interest and variety of filmed program series.

Judging by our own experience, all types of half hour film shows are meeting with favorable reception. We are producing two new musical shows in addition to the one we brought out in 1953. We also are producing one dramatic show and one situation comedy—all half hours. Our plans call for another dramatic half hour series to be introduced by Fall. Although we plan to start a new quarter hour musical show into production shortly after Labor Day, our emphasis is on half hour shows.

The question of production in Europe has received our considerable attention, but we feel there must be a more important reason for producing in Europe than the expectation of saving on cost. Unless the nature of the program requires the authenticity and flavor of European locale, we feel American production is more advantageous.

Color production is inevitable. Our plans include a limited number of films to be produced in color this year, and more next year. We doubt if all of our films ever will be produced in color.



OVER-EXTENSION ENDANGERS FILM SYNDICATION

By Carl M. Stanton

Network Vice-President in Charge NBC Film Division

THE great strides made by the film syndication business in 1953—and its significant contribution to the progress of television—can be consolidated this year only if syndicators stamp out the current epidemic of drastic price cutting and particularly the short-run deals which threaten to undermine the entire industry.

Today film syndication is big business. The NBC Film Division, for instance, now provides 736 weekly half-hours of programming for local broadcast as opposed to 235 a year ago. Six series are sold in over 100 markets, and two in over 150 markets. We believe that 1954 will be even more profitable than 1953 for the syndicator who expands his inventory gradually, in anticipation of the demand for this kind of programming and not in an effort to assemble quickly a dazzling array of properties.

The foundations of the film-syndication business may be seriously weakened, however, by the mushrooming practice of over-extension, either in production or in unrealistic guarantees. These tactics can result only in pressure to recoup investments quickly by cutting prices and making short-order deals. If all syndicators were to cut their prices and sell series for far less than their normal run, film programs of superior quality will be driven off the air, and the programming standards of the entire TV industry will be degraded.

TV FILM PRODUCERS PREDICT BANNER YEAR

What syndicator would continue to make the investment required for a series of 39 or 52 programs when only 13 or 26 are purchased at the time of original release thus leaving the remainder of the series to weather the storm, and lessening the hope of bringing back the necessary dollars for further investment in new products of fine quality?

The syndicated film is, after all, an integral part of television as a whole. Its programming requirements should coincide with those of the networks. While one advertiser may reach the public he wants with a family situation comedy, another may prefer a mystery, and still another a documentary type of program.

NBC Film Division plans for 1954 include the production of several new half-hour series of various kinds. Now being filmed on the Goldwyn lot in Hollywood is a series of 39 half-hour "Adventures of the Falcon" dramas, starring Charles McGraw. Other types of series are under consideration. Their production locale will depend, of course, on story requirements. Although we have produced two series in Europe, our plans do not encompass any immediate production outside the United States.

It seems apparent that the half-hour film is the most desirable for syndication. Local stations have more half hours available; the half hour is more readily sold than any other time segment. A 15-minute show needs another of the same length to back it up. An hour-long program represents a larger investment on the part of the station or advertiser, because there are few local advertisers who will purchase an hour of program and time for their own use. This is not true, of course, of feature films, which are excellent spot carriers and basically station controlled.

The NBC Film Division will produce color programs for syndication as soon as it becomes economically feasible to do so—when the local advertiser will afford the proportional added expense incurred by color production. Meanwhile we are following very closely the progress in color photography and magnetic tape. We will be ready to take advantage of the latest technological developments when the time is economically ripe for the production of syndicated series in color.

'54 UPBEAT IN SALES AUGURS WELL FOR '55

By Edward D. Madden

V. P. and General Manager, Motion Pictures For Television

WITH 1954's business trend on the upbeat as compared to 1953—by at least a 20% increase in the volume of sales—the future indicates further increases during 1955. That's the picture at Motion Pictures For Television.

In addition to Sheldon Reynolds' production of "Sherlock Holmes" and the Etoile Productions series, "Paris Precinct" (co-starring Louis Jourdan and Claude Dauphin) now before the cameras in Europe, Motion Pictures For Television has just completed the pilot film of its newest series, "The Heart of Juliet Jones" based on Stan Drake's King Features newspaper comic strip now appearing in 251 dailies and 37 Sunday newspapers. "Juliet Jones", filmed in New York, will be the first daytime TV syndicated series based on a nationally syndicated, serialized newspaper strip. The 15-minute films are custom-made for Monday-through-Friday showings and are being produced and directed by Charles ("Search for Tomorrow") Irving. Charles Gussman is writer of the series which will feature the talents of Catherine McLeod, Lorna Lynn and Cliff Hall. Beginning August 1, the filmed pilot will be available for showing to national spot, regional and local advertisers.

With "Duffy's Tavern", "Janet Dean, Registered Nurse", and "Flash Gordon" now being aired, and "The Tim McCoy Show" and "Junior Science" 15-minute programs scheduled for early fall release dates, Motion Pictures For Television's Drew Pearson news show, "Washington Merry-Go-Round" returns to the air for 39 weeks late in September. In its first year of operation, before January 8, 1955, Motion Pictures For Television will

have nine new syndicated shows before the nation's viewing audiences.

Of the nine new filmed series, five are in the half-hour category—"Duffy's Tavern", "Janet Dean, Registered Nurse", "Flash Gordon", "Sherlock Holmes" and "Paris Precinct". The balance, "The Tim McCoy Show", "Junior Science", "Drew Pearson's Washington Merry-Go-Round" and "The Heart of Juliet Jones" are fifteen minute programs. With comedy, drama, adventure, educational and news programming available to national spot, regional and local advertisers, Motion Pictures For Television's syndicated film productions are unequalled in the field for network-calibre production values, story-lines and talent. As stated at the beginning, 1954's business trend is on the increase over 1953, and we feel our carefully produced filmed series is one of the reasons why and that is why we look to further increases during 1955.

TV FILM TREND FOR 1955

By Arche Mayers

General Manager

Unity Television Corporation

TO SOUND a keynote for the trend of the television film business in the 1954-55 season, it would be best to consider first the medium and its significance to the industry. For many years, practically since the inception of television, motion picture film as a medium of telecasting was looked upon with suspicion, causing the telecasters to view this medium with apathy. However, for the span of the past seven years, when motion picture film first became commercially usable, the use of motion pictures in very large quantities has definitely asserted itself. Thus, when we consider that motion pictures are an accepted source of entertainment it is reasonable to proceed on forecasting a trend for the forthcoming season.

Various tabulations, reports and surveys are convincingly in favor of motion pictures, since the average TV station consumes 60% of its time with motion picture films. If the results from this very large usage was not practical, profitable and economical, then certainly films would not be in the vanguard of all forms of entertainment. Accepting these figures as the gospel truth, then it is not too difficult to peer into the crystal ball for a practical forecast. The immediate future must, of necessity, be based on what has happened in the last three years. The fact that there was not and is not sufficient film to supply the demand would indicate that the demand is greater than the supply. If the demand is greater than the supply, then the future indeed may be contemplated as quite rosy in its prospects.

Of recent date, a package of some thirty films released as a result of a bank mortgage, was acquired by a distributing firm in excess of one million dollars. This is not a small sum, but it is indicative of the tremendous faith and confidence the buyer had in acquiring these thirty properties. Likewise, similar packages were acquired in the past year for large sums of money, which further proves the point that motion picture film has a very definite status in the industry—and wherever and whenever such packages are available they are gobbled up quickly for the one sole purpose of increasing supply to meet the demand.

In a national sense this augurs well for the future of films in television for many reasons which are perhaps today academic.

(1) A motion picture is a "fait accompli" and becomes immediately available to a station, agency, or sponsor.

(2) Good and average films have immediate public acceptance because of predetermined values and star names.

(3) Ease of handling a motion picture is incomparable to a live show.

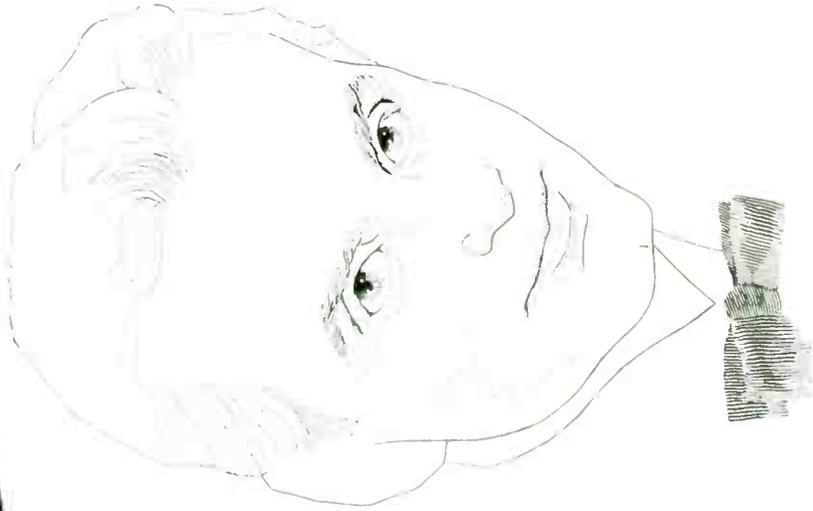
(4) Last, but not least, the economic aspect of motion picture films represent a much lower cost than any kind of a live show.

(Continued on Page 127)

TWO NEW HALF-HOUR MUSICAL TREATS...

from the producers of **THE LIBERACE SHOW**

The **FLORIAN ZABACH** Show



There's a new star on the TV horizon — **FLORIAN ZABACH** and his fabulous violin that "talks." A sensation in theatres and clubs from coast to coast . . . his recording of "The Hot Canary" has sold more than a million copies. Now . . . **GUILD** has built an excitingly different "personality musical show" around this great entertainer!

LIBERACE (For Radio or TV)

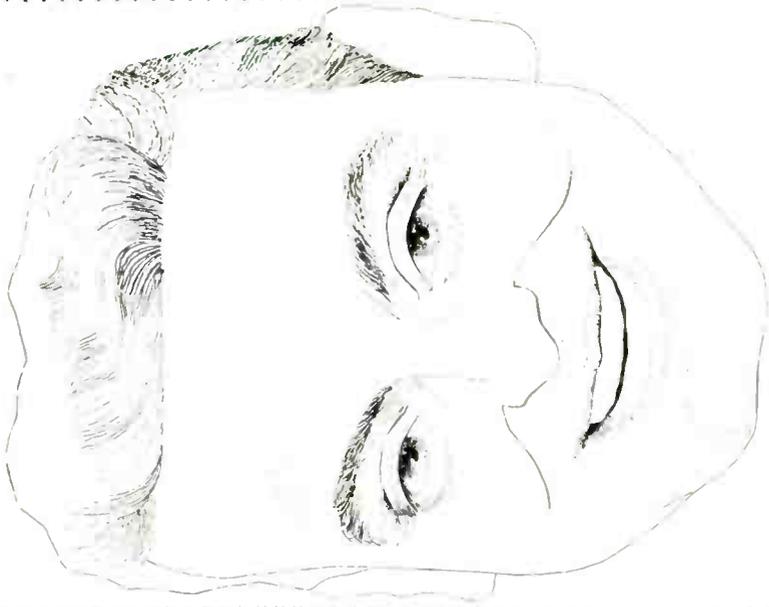
TV's top musical hit. New radio version available in September

JOEPALOOKA

Ham Fisher's great characterizations brought to life by an all-star Hollywood cast.

The **FRANKIE LANE** Show

with **CONNIE HAINES**



It's "Mr. Rhythm" himself — America's #1 recording sensation . . . now starred in his own tuneful TV musical revue. Featuring the songs of lovely, vivacious **Connie Haines**, and the nation's top dance stylists.

LIFE WITH ELIZABETH

Sparkling situation comedy, starring lovely **Betty White**.

Guild Films
COMPANY INC.

420 MADISON AVENUE • NEW YORK 17, N. Y.

EXCLUSIVE CANADIAN DISTRIBUTOR: S. W. CALDWELL LTD., 447 JARVIS STREET, TORONTO, ONT.

TV FILM PRODUCERS PREDICT BANNER YEAR

(Continued from Page 125)

Without any question, these four factors have great significance to the station operators, program directors, technicians and advertisers. Additionally, shows on film provide the plus factor of simplicity, flexibility and quite often expediency.

Having these above-mentioned factors at their disposal, distributors as well as telecasters can only look forward to the future with great faith and confidence in this phase of the business.

TWENTY QUESTIONS ON TELEVISION

By Charles B. Brown
Vice President

Bing Crosby Enterprises, Inc.

IT CAN be animal. It can be mineral. It can be human. It can be inhuman. It can be black and white. It can be colorful. Yes, it is television and 1955 will be one of its greatest years. Color will begin in earnest, but not many film programs in color will be available—that is the programs made especially for TV. If nothing else slows up film programs in color, the ever burgeoning costs will do so. It is still a complex problem to produce top product with high creative values and still see the color of the money back in the bank with a small addition to the original investment. Publicity dollars and bankable returns are still a matter of nomenclature rather than one of reality.

1956? Well yes, a reasonable proportion of films made for TV. What is a reasonable proportion? Well, reasonable is a word used by lawyers when sparring for an estimate on a traffic accident. Let us put it a one-sixth at the most.

Ye editor also asked us, and others, what type of programming was wanted most. The easy answer is high rating types. The difficult one is "wanted most by whom?"

If we limit ourselves to the ultimate viewer, we have only the ratings of present programs to guide us since very little, if any, program studies are ever made as to viewer program desires in advance of production. If we use ratings, we accept the fallacious assumption that a high rating of a specific show implies per se that more shows like that particular one are desired. Television programming will, in time, owe more to skillful informative pre-production analysis than to the sheer "chance it" attitude true today in all too many program offerings.

Today the market would seem to need three or four adventure type dramatic programs with plenty of outdoor settings. It would also seem to need a high level, yet exciting, teen-age program and, of course, a fresh top situation comedy with a capable and dynamic cast will always win a level for itself.

Test tube programming will become a definite part of program operation in television as it never blossomed in radio. The high cost of low level TV programming will provide the urge to do that which inertia has prevented in radio.

"WE NEVER EXPECTED TO GROW SO BIG"

By M. M. Sillerman
Executive Vice-President
Television Programs of America, Inc.

SINCE we're just getting ready to light the candle and celebrate our first anniversary, it's a little difficult for us to evaluate business conditions against that traditional barometer, "a year ago."

However, we did set up operating sales estimates—and have been revising them upwards every time we review them. Frankly,

we never expected to grow so big, so fast; and I don't see how our business could look better. When we started out, we had a single property. As of this writing, we are happily engaged in the production and/or distribution of eight different television properties.

The reason for this beyond-expectation success is that our offerings feature the only program category that's always in demand—"quality showmanship." I think it's inaccurate to say that in any one year, a certain program type is in vogue. You have only to look at the ratings, national or local, to see that there is no single program category that's most in demand either by viewers or advertisers. Our men are daily turning in sales on such diverse programs as "Ramar of the Jungle," "The Edward Small Features," "Your Star Showcase" and "Adventures of Ellery Queen."

At the same time, we're producing "Captain Gallant of the Foreign Legion" which stars Buter Crabbe and which is being shot in North Africa thanks to the very active cooperation of the French Government. And we're proud also to be producing "The Halls of Ivy" which stars Mr. and Mrs. Ronald Colman.

Other than "quality showmanship", there is no common denominator to these different programs.

Captain Gallant, which is now in production (in black and white) is a new series which will probably make the transition to color as soon as it's practical. On the other hand, "Ivy", another new series we started this year is probably as appealing in black and white as it could be in color.

Other than features which are in a class by themselves, we have found that the 30 minute film is most acceptable. Films of other lengths will undoubtedly find a market, but we intend to concentrate on the two-reelers.

The controlling factor in films, as I've mentioned before, is quality. Color and running time and locale are secondary. I include "locale" even though we are shooting exciting footage on Captain Gallant in North Africa, and part of the "Lassie" series (sold to Campbell Soup on a CBS hook-up) will be shot in Canada.

LOCAL TV STATIONS WANT FEATURE FILMS

By J. P. Davis
Manager, RCA Victor Custom Record Department

AS DISTRIBUTORS of film for television, RCA Recorded Program Services—a section of the RCA Victor Custom Record Department—has greatly increased its activity over the past year. We have recently completed arrangements to distribute a package consisting of 18 feature length films. Business resulting from this film package will boost our 1954 sales considerably.

Obviously then, it is our strong belief that feature length film will continue to be highly acceptable to local television stations. And this particular package, we are sure, will prove to be one of the most popular in existence. With top Hollywood names featured, with the prestige of leading film producers, and with the high quality of these individual productions, we feel quite certain that stations from coast-to-coast will welcome the chance to telecast these motion pictures locally.

While expressing our belief in feature films for TV we are also convinced that short musical films will continue to be popular.

We know this to be true from our experience of having distributed, for over a year, the "Foy Willing and the Riders of the Purple Sage" library of quarter hour filmed programs. At the recent NARTB Convention in Chicago we telecast color prints of this black and white series over a closed circuit system. In the six weeks following the convention our sales of the series jumped

(Continued on Page 131)

RAMAR of the jungle

starring *Jon Hall*



It's the *only* show of its kind in all television! No chance of sponsor *mis-identification* with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.



for station operators...

THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch . . . stations like to run . . . advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than \$100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!



YOUR* STAR SHOWCASE



with your host, *Mr. Edward Arnold*

Here's a successful, *tested* program — that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be *the* showcase for your product.

*Advertiser or brand name

television **p**rograms of **a**merica, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

THE ADVENTURES OF ELLERY QUEEN

starring *Hugh Marlowe*



A brand new half-hour series with a tradition of outstanding success — in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years. Now, with Hugh Marlowe in the title role, an exciting telecast series of new adventures are being filmed in Hollywood for May release.

Reserve your markets now. It's like putting money in the bank.

SARRA INC.

TV COMMERCIALS

S

SALESMANSHIP

Sarra's commercials are extremely effective "visual selling"—they make friends and motivate buying action.

A

ATTENTION

Sarra's ingenious use of audio-visual techniques compels attention for the product's complete story.

R

RETENTION

Sarra's commercials possess an unforgettable quality—the impression lasts long after the broadcast.

R

RECOGNITION

Sarra's advertising experts never forget the primary importance of strong product identification.

A

ACTION

The advertiser gets *results* when Sarra's team of creative advertising men and expert technicians apply their talents.

More than 2500 TV commercials already produced, and over 20 years' experience as specialists in Visual Selling give Sarra "know-how". Find out how it can work for you.



VIDE-O-RIGINAL is the name for a quality-controlled motion picture print made in Sarra's own photographic laboratory. And whether you order one—or one hundred—each is custom-made for maximum fidelity.

OTHER SUCCESSFUL TV ADVERTISERS SERVED BY SARRA

The **STUDEBAKER Corp.**—Roche, Williams & Cleary, Inc.
NORTHERN TISSUE, Northern Paper Mills—Young & Rubicam, Inc. (Chicago).
JERGENS LOTION, Andrew Jergens, Inc.—Robert W. Orr & Associates, Inc.
SYLVANIA TV sets, Sylvania Electric Products, Inc.—Roy S. Durstine, Inc.
The GREAT ATLANTIC & PACIFIC TEA COMPANY—Paris & Peart.
RAINBO, FAIR-MAID, COLONIAL breads, Campbell Taggart Associated Bakeries.

CLIP BOARD OF RECENT SARRA RELEASES

LUCKY STRIKE, American Tobacco Co.—Batten, Barton, Durstine & Osborn, Inc.

STOPETTE Deodorant, Jules Montenier, Inc.—Earle Ludgin & Company

PET Milk Co.—Gardner Advertising Co. Awarded Chicago Art Directors' Club Gold Medal.

Pabst "BLUE RIBBON" Beer, Pabst Sales Co.—Warwick & Legler, Inc.



NEW YORK: 200 East 56th Street

CHICAGO: 16 East Ontario Street



TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

TV FILM PRODUCERS PREDICT BANNER YEAR

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by thirty-three and a third per cent. This, plus the testimonial letters we regularly receive from stations carrying the library has convinced us that every market is a prospect for this film library.

Another area in which we have experienced great success is with holiday TV films. Last winter we began to distribute a half-hour film entitled "The Little Match Girl." Designed expressly for showing during the Christmas holiday season this film was sold by us to sixty-seven TV stations in the short space of ten days. This year we expect to do three times this business with "The Little Match Girl."

FILM INDUSTRY TO DEMONSTRATE MATURITY

By Bud Austin

General Manager, Telefilm Enterprises

THIS is the year that the young and dynamic television film industry will demonstrate its economic maturity. The expanding markets, the acknowledged leadership of film programming in the syndicated field and a very healthy measure of stability in production costs and market price patterns all contribute to this "coming of age."

New concepts in programming, dictated by the individual demands of sponsors and their marketing problems, are everywhere in evidence. The producers and distributors who have the courage and foresight to harness their creative energies to the development of new programs that sell, as well as entertain, will enjoy an unparalleled prosperity.

Telefilm Enterprise is developing new series that reflect the most desirable elements of proven old fashioned showmanship tempered by the experiences of our field salesmen who come in daily contact with sponsors, agencies and stations—and the demand for shows that move merchandise.

For example, our "Fabian of Scotland Yard" series is the result of very deliberate pre-planning after a careful survey of the field loosely classified as "mystery-detective" programs.

We've eliminated "blood and gore" and selected authentic case histories with a logically developed scientific approach to crime detection. A strong, merchandisable central character, Fabian, will be exploited with a comprehensive sales promotion plan to develop the maximum sponsor identification with his program—because "Fabian of Scotland Yard" was designed to sell, as well as entertain.

Telefilm Enterprises is currently consulting with producers in Europe and South America, as well as in Hollywood, Chicago and New York, to acquire a diverse catalog of good fifteen and thirty minute shows for network, regional and local sponsorship.

PLACING GOOD PROGRAMS AT FAIR PRICES

By Adrian Weiss

Distribution Director, Louis Weiss & Co.

OF COURSE business is better now in TV film syndication than it was in 1953. Here at Louis Weiss & Co. our volume is substantially higher than it has been previously. Not only that, we are finding it less difficult to place good programs at fair prices.

Independent producers as a whole are making more films directly for the syndication market, following several outstanding examples, such as our mystery-action series of 26 half-hour Craig Kennedy Criminologist films, starring Donald Woods, which are showing the way toward the sound financial aspects of this field. Sponsors and stations can now buy, in some volume, programs for spot or regional areas which can compete evenly rating-wise and price-wise with the leading network shows. As an example . . . Craig Kennedy is priced right for local markets and in May was No. 1 of all shows, network, local or films, in

New Orleans with a Pulse of 55.0. This series was also No. 1 of all syndicated films in the April Sponsor-Telepulse poll covering 4 to 9 markets.

The syndication field is on the way up. As it grows it is strengthening the position and outlook of individual independent producers and distributors.

In my opinion, all types of worthwhile programs are in good demand. It's not the type of show, but the quality of production and entertainment values that pull audiences for TV shows.

Here at Weiss we have three TV series in planning stages, including an anthology series, "The Tales of Edgar Allan Poe". We're looking for color TV to break rapidly, and thus will film all future productions in color. In most cases we'll stick to half-hour formats, as these appear to be the best bets in today's market.

Our current business is confined entirely to local and regional sales. We have made a number of sales to networks, but only for their owned-and-operated stations. At present we do not plan any production of films for television in foreign countries.

Looking ahead, we are confident of the growing importance of independent production and distribution operations in television. The increase in multi-station markets is matching the increase in production for syndication. We expect these increases to continue until a fully nation-wide, fully competitive TV system is opened up. Quality of programs will be the deciding factor in sales. Thus syndicated TV films will become a large and vital part of the industry.

BIZ VOLUME 125% ABOVE 1953

By Ed. Hochhauser, Jr.

V.P. & General Manager, Associated Program Service

ASSOCIATED PROGRAM SERVICE, (A Division of Muzak Corp.), is the exclusive TV distributor for all Encyclopaedia Britannica Films. These films are purely educational—they have no axes to grind for any individuals, organizations, races, religion or ideologies.

For TV, APS has packaged EBF films for distribution to local television stations in three different forms:

1. *The Film Library Plan.* Under this plan individual stations select 100 or more Encyclopaedia Britannica Film subjects from the big 700 title APS catalog which they may program in any manner, shape, or form that they see fit with unlimited repeats for a full year at a single unit charge.
2. *Leasing Individual Film Series.* APS has combined related Encyclopaedia Britannica Films under single umbrella titles which are offered local television stations as complete units. These series include "American Heritage Series," "American History Series," "Americans At Work," "American Standard of Living Series," "The Armed Chair Traveler," "Children All Over The World," "Democracy At Work," "Democracy In Action," "Great Americans," "The How To's In Arts & Crafts," "Know America Series," "Made In America," "Nature Time," "Our Political Heritage," "Science For Living."
3. *Leasing Individual Films.* Individual films are available for one-time showings.

As a special service for television networks and recognized advertising agencies and production groups, APS makes footage available from all the Encyclopaedia Britannica Films for a great multitude of production purposes including dramatic scene setters, rear screen projections and commercial film leaders.

APS's business volume thus far in 1954 is approximately 125% above 1953.

APS is concentrating in increasing the number of episodes available in each of its program series rather than creating new series. Approximately 80% of all new production will be color.

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Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work—building huge audiences in record time.

In Chicago, *Annie Oakley* racks up a 23.0 rating — 311% greater than all competition combined!

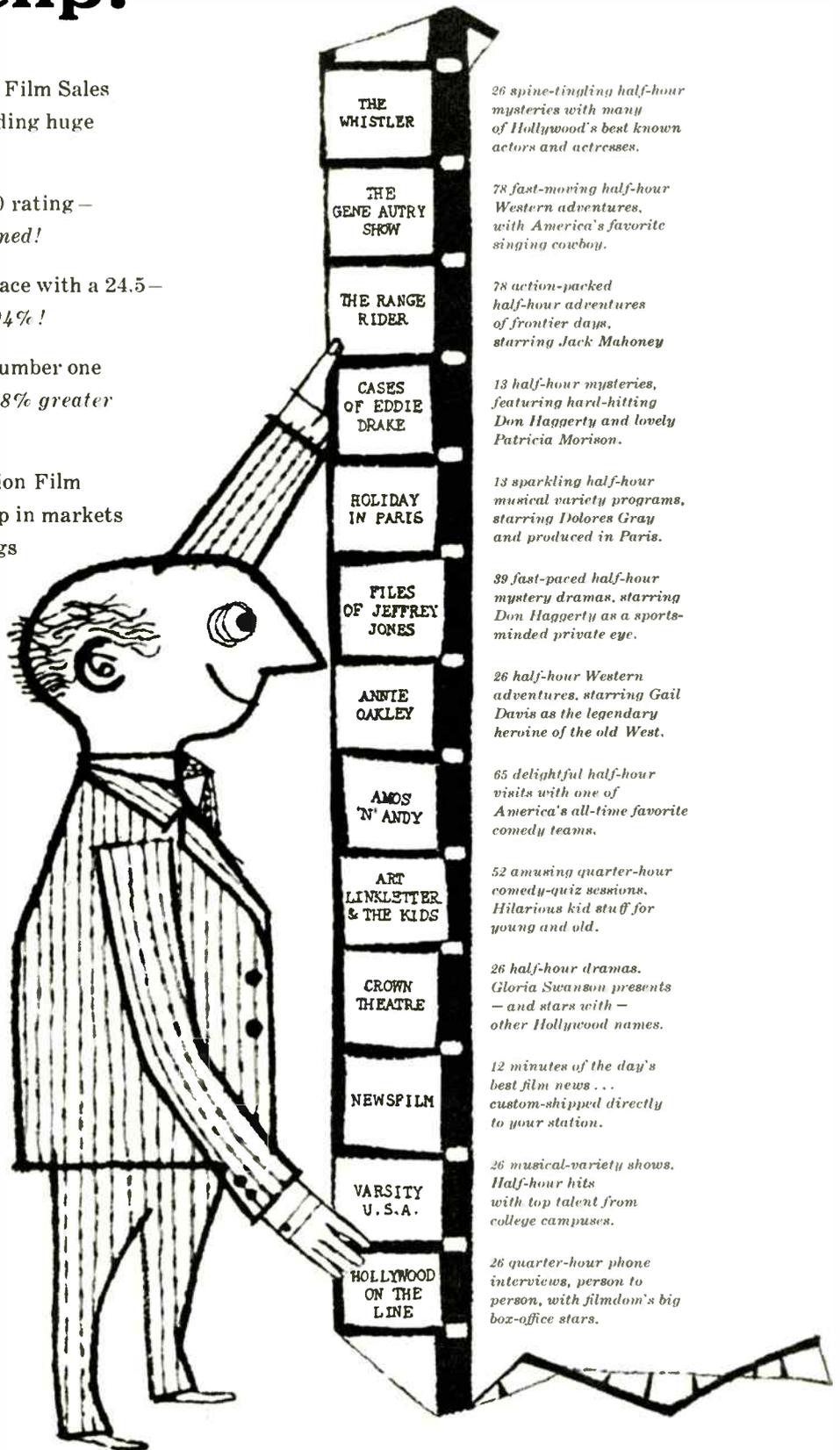
In Los Angeles, *Amos 'n' Andy* sets the pace with a 24.5—beating out top network competition by 94%!

And, in Boston, *The Range Rider* is the number one syndicated film program, with a 40.5—168% greater than live network competition!

The story's the same for all CBS Television Film Sales shows. They're going at a great clip in markets all over the country... winning top ratings at lowest cost. See for yourself—by asking any CBS Television Film Sales representative for a private showing.

CBS TELEVISION FILM SALES

with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco. Distributor in Canada is S. W. Caldwell Ltd., Toronto.



Sources on request

TV FILM PRODUCERS PREDICT BANNER YEAR

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APS is supplying its films for television operations outside the U. S. and is currently serving stations in Canada, Mexico, Venezuela, Puerto Rico, Japan, Italy, Columbia—just to mention a few. Looking forward to the expansion of television in foreign markets, many films in APS's catalog are already available with such foreign language voice tracks as Afrikaans, Arabic, Chinese, Czech, Dutch, French, German, Greek, Norwegian, Portuguese, Spanish, Swedish and Turkish.

"MY, GRANDMA, WHAT BIG EYES AND EARS YOU HAVE!"

By William F. Broidy

President

Wm. F. Broidy Productions, Inc.

IN THE short span of just a few years, the so-called infant named Television has grown to such proportions that, today, despite its youthfulness, it has assumed the virtual leadership of packaged entertainment. While it still has many wrinkles to iron out, it nevertheless has whacked away with hard rights and lefts, to cause considerable uneasiness on the part of the Fourth Estate, as a news medium—and national advertisers and agencies will attest wholeheartedly to the tremendous potency of the "new" medium as an advertising result-getter. Thus, one medium amazingly has grown into the position where it, like Grandma Wolf in the Red Riding Hood fable, may well be able—in the future—to practically swallow several other media. Or, at least, to assume actual leadership over these media.

Family-situation comedy continues tops in popularity, as probably will be the case for a long time to come, inasmuch as Television is a family-type entertainment. Close to the pacer, are westerns, mysteries and dramatic shows, all of which will always be with us. Of this I am as certain as I am that westerns always will be the backbone of the entertainment industry, including television.

Color unquestionably will dictate television trends, and many of us are producing negatives in color now—against the time when color will be as essential to television as it now is to motion picture theatrical film productions. This year, for the first time, we are filming the entire 1954 series of adventures in the "Wild Bill Hickok" telefilms, in color negatives, using top-quality black and white prints which have proven excellent. We plan to continue utilization of color wherever feasible, in order to afford us a color negative library for future use.

With our Guy Madison-Andy Devine "Wild Bill Hickok" teleseries now in its fourth consecutive year of Kellogg Sponsorship, the Broidy company this year is embarking on a second series, "Secret Service Agent" which will star Broderick Crawford. Production will get under way on this series of 26 half-hour programs in mid or late August, and every indication is that it will have a national sponsor before we complete the first brace of films.

Every experience would seem to dictate that the most popular length for television program films is—and will continue to be—the half-hour program. There is a definite dropoff in prime time availabilities which precludes full-hour or longer features. These probably will continue for some time to come during "B" and "C" time slots. As for our own company, we will follow our own beliefs and stay strictly on production of 26½ minute programs until such time as we find the trend changing.

With regard to foreign production, we see no advantage in such a practice, except where the foreign background is vital and essential to the story itself. We have such a telefilm series on the drawing boards now, and if our plans materialize we undoubtedly will film a good portion of the scenes in foreign climes—but every report indicates that the fable of cheaper

production costs outside the United States, is just that: a fable, pure and simple. Certainly there is no match in the world for American craftsmanship and technical know-how, and when a budget is set, you can count upon it to the penny, if full utilization is made of American technicians and craftsmen—and the known technical quality of Hollywood's tremendous facilities.

TREND TO COMEDY, STRAIGHT DRAMA

By Murray King

Producer-Director, Blinkey Productions, Inc.

THE year 1954 will prove far more successful in film sales for TV than the year 1953. Particularly is this true for the independent stations who have found it more profitable to buy filmed properties for re-sale to local clients. The trend seems to move away from the heavy mystery program and toward the comedy situation and straight dramatic show. Variety musicals, even with the use of a top comedy star, seem to have lost their popular appeal that they earned in 1952 and 1953.

I have found it more expedient to shoot all of our productions in 16mm Kodachrome Commercial and that goes for our regular series. The Adventures of Blinkey, as well as all clients' commercials. The black and white release prints of original color give a sharpness and clarity that is difficult to duplicate, and the cost is only slightly higher.

My plan for this year is to continue shooting an additional 39 Blinkey films which would give us 65 films in all. The reason for further production on this series is the tremendous acceptance Blinkey has received in the 20 markets where shown as evidenced by the show's excellent ratings and remarkable mail response on two premiums used.

Film sales to a network are not advisable because it is more economical to spot book a film show and ship prints to individual stations where the time clearance is a major factor.

The most popular length of films for TV seems to be the 30 minute show and this is generally true for the adult type program. On the other hand, a film series pitched to the small fry up to the age of 11, should not be longer than 15 minutes. Such is the advice of Lucille Emerick, child psychologist and creator of The Adventures of Blinkey. Her opinion is based on the attention span of children between the ages of 4 and 11. This has proved accurate as reflected by the ratings received for good 15 minute small fry shows in comparison with the 30 minute children show.

CAPITAL RISK TEMPERS ANTICIPATION

By Charles Michelson

President

Charles Michelson, Inc.

WE FELT early in 1954 after 20 years in radio that we had sufficient know-how to produce and sell TV film shows, hence Capsule Mysteries, 39 five minute who-dun-its. Each timed to 3:30 allowing for 1:30 commercials. Great idea! . . . Here's what happened. . . First, we ran over the budget several grand, next the ad agencies view them . . . wonderful, excellent, sorry no client right now. Third, show them to the stations . . . these highwaymen chisel you down on price then when you meet their price, like the Arabs they fold their tents and silently steal away.

TV film production for syndication in 1954 involves much too great a Capital investment risk to justify even anticipation of a reasonable dollar return before several years.

High on my list of culprits for the current sad situation is the FCC. There are too few VHF's to carry all the new TV

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AGENCIES—TV STATIONS

4 NEW TV SHOWS

1. THE AMERICAN WAY **30 min.**

Horace Heidt Production — Available October.

2. A SCENE WITH A STAR **15 min.**

Vera Vague stars in a laugh-filled show with Maureen O'Sullivan, Reginald Denny and others.

3. WORLD OF WOLO **15 min.**

Puppet show in color and black and white, stars "WOLO" of radio fame.

4. SPORTS MIRROR **15 min.**

Features world champions — unlike any other released sports series to come along — with Jack Dempsey, Casey Stengel and many others.

IN RELEASE:

13—This Is Hawaii

26—Dr. Fixum

38—Hollywood Half Hour

39—Front Page Detective

195—Crusader Rabbit

52—Ringside Rasslers

26—Public Prosecutor

30—Full-Length Features

NOW AVAILABLE FOR COLOR:

This Is Hawaii

Werner Janssen's Music Box

World of Wolo

GEORGE BAGNALL & ASSOCIATES, Inc.

109 NORTH LA CIENEGA BLVD.

BEVERLY HILLS, CALIFORNIA

CRestview 1-5133

New York:

25 Vanderbilt Ave.

MUrray Hill 6-7543

Chicago:

520 No. Michigan Ave.

MIchigan 2-5321

TV FILM PRODUCERS PREDICT BANNER YEAR

(Continued from Page 133)

film shows and those that there are are mostly booked solid with network commitments leaving only a minimum of time for local clients who usually use film shows. With the poor UHF's no one wants to place programs on them because of lack of viewers and the film cost is often more than the time charges. Some day the FCC will devise an allocation system and the set manufacturers will make sets that will enable all stations to be seen by all viewers.

Answering the questions put to me, here are my frank replies: The 1954 business trend shapes up better than 1953 which in itself says little because the less we say about 1953 the better. Having always done well with our transcribed Radio mysteries we feel the same preferences apply in TV, hence Capsule Mysteries. We don't have gobs of money with which to pioneer different color processes so when most of the receivers are equipped for color we'll start filming in the best accepted color standards. We emphasize five minute shows because they give advertisers frequency and identification both at low cost, they give stations good programming between important network fill periods and finally because of flexibility in use. Capsule Mysteries is produced in Montreal, Canada—not to save on cost but because our financing came from there. We imported our Star from Hollywood, Glenn Langan, Cameraman from Hollywood and Writer-Director from New York. We used 153 actors thruout the 39 shows in the series. None of our TV film sales to date have been to the networks. They do use our library of mood music discs which have been specially cleared for TV. This is a separate department of our company.

MARGINAL FILM PRODUCERS FALTERING

By Guy V. Thayer, Jr.

Vice-President

Roland Reed Productions

JUST as the Roland Reed television film business for 1954 is outstripping 1953, there is every indication 1955 will have an even greater growth factor. The trend toward television film is widely known and well established now. Within that growth it is the established film producers that are getting a larger percentage of the film business. With the vast facilities, financing, and skilled management requirements, the marginal producers are finding it harder and harder to compete, despite the expanding market. Professional quality is earning its rightful place in the industry and the cheap, hackneyed programs produced with skimpy budget, are not surviving.

The trend in program classification popularity is developing along the lines of "story treatment" rather than whether it is comedy, mystery, and the like. The tremendous success of the "Waterfront" series has stemmed largely from the unusual backgrounds and treatment, which people find refreshing from the many run-of-the-mill television programs today. Roland Reed's newest mass audience show "Alarm", starring Richard Arlen, is the story of the work of American fire departments and the 6,000,000 firemen in this country. Here again, story treatment and variations of setting give this program an outstanding audience appeal which sets it apart from the run-of-the-mill television situations today.

Roland Reed Productions seems as well prepared as any film producer for forthcoming color television. We have our technical people constantly watching color developments and keep apprised of the work of RCA, Eastman Kodak, and the other outstanding color developmental organizations. When the technical specifications are established, and when color television film is economically justified and feasible, Roland Reed will be up front in color television film production.

The Reed organization has consecutively made use of the 30 minute time unit in television and believes this will continue to be the main time denomination. However, we do believe there is a definite type of dramatic show calling for 60 minutes of presentation. We intend to do this type of series on an alternate sponsorship basis, or full sponsorship basis. With television proving to be a sales medium rather than an advertising medium, more and more big national advertisers are inclined toward our programs.

Roland Reed likes to keep close supervisory control and quality control over its television productions. With the heavy scheduled production in Hollywood, we have no plans for foreign production at this time.

With regard to network and national spot, Roland Reed is fortunate that currently one-half of its television program production is on the major networks and one-half of its television production is sold on a national spot basis. We believe this is a healthy condition and the future of television film is limitless and that good management, quality production and general good taste are the key factors for the future.

GLAD YOU ASKED—BUSINESS IS GREAT

By Ralph M. Cohn

Vice President and General Manager, Screen Gems, Inc.

HOW'S business? I'm glad you asked—it's great! At this time, our 1954 business is running 200% ahead of 1953 and the film series planned for the 1954-55 telecast season are in production. The latest one to roll is "Adventures of Rin Tin Tin," an outdoor adventure series starring the wonder dog of the same name. For the third year we are producing "Ford Theatre" for the Ford Motor Company. This program was the top-rated drama anthology series, either live or filmed last season. "Ford Theatre" is first seen on the NBC-TV network and then is syndicated under the title "Your All-Star Theatre." Currently "Your All-Star Theatre" is seen in 133 markets.

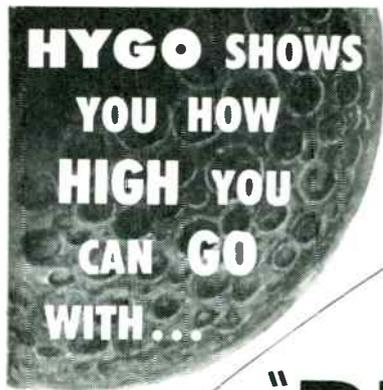
A new series, "Father Knows Best," starring Robert Young and based on the popular radio program, is in production for showing on the CBS-TV network this fall, sponsored by P. Lorillard & Co. "Captain Midnight," a science-adventure series, another radio title-inspired telefilm, also will be seen on the CBS-TV network under the alternate sponsorship of The Wander Co. (Ovaltine) and General Mills (Kix). In connection with "Captain Midnight" it is interesting to note that Screen Gems was the first film producing company to turn out a second series simply by reshooting sequences of "Captain Midnight," and substituting the names of the characters in the second series, "Jet Jackson—Flying Commando." The "Jet Jackson" series is available for syndication in markets not covered by the sponsors on the CBS-TV network.

With these new film programs in production in Hollywood, Screen Gems can look forward to another fine year. In New York, the 15-minute sports program, "The Big Playback," for The Ethyl Corporation, has been completed for the second season and now is syndicated in 107 markets.

Since Screen Gems is the only company in the United States which can provide an advertiser with a complete film service including Screen Gems-produced national shows from Hollywood and New York, commercials and syndicated programming, you can see why business is booming. Our expanding organization is set to do an even better production, sales and promotional job than last year.

Most of our sales are made to agencies, 80% to be exact, followed by 18% to stations and 2% to advertisers. As you can see, as yet none is made directly to networks although "Ford Theatre," "Father Knows Best" and "Captain Midnight" will be seen on the nets during the 1954-55 season.

(Continued on Next Page)



THE "BIG TEN"

- ★ The most *talked about* group of feature films ever made available for TV exhibition.
- ★ The First real *all-star major package* to suit every type of audience.

- **"THE BLACK BOOK"**
Starring: ROBERT CUMMINGS • ARLENE DAHL • RICHARD BASEHART
- **"THE MAN FROM TEXAS"**
Starring: JAMES CRAIG • LYNN BARI • JOHNNIE JOHNSTON
- **"TULSA"**
Starring: SUSAN HAYWARD • ROBERT PRESTON • PEDRO ARMENDARIZ
- **"MICKEY"**
Starring: LOIS BUTLER • BILL GOODWIN • IRENE HERVEY
- **"THE BIG CAT"**
Starring: LON McCALLISTER • PEGGY ANN GARNER • PRESTON FOSTER
- **"LOST HONEYMOON"**
Starring: FRANCHOT TONE • ANN RICHARDS • TOM CONWAY
- **"PORT OF NEW YORK"**
Starring: SCOTT BRADY • K. T. STEVENS • YUL BRYNNER
- **"DOWN MEMORY LANE"**
Starring: BING CROSBY • W. C. FIELDS • GLORIA SWANSON
- **"TRAPPED"**
Starring: LLOYD BRIDGES • BARBARA PAYTON • JOHN HOYT
- **"THE AMAZING MR. X"**
Starring: TURHAN BEY • LYNN BARI • RICHARD CARLSON

2 OFFICES TO SERVE YOU!
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HYGO *Television Films, Inc.*

| | |
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| HOLLYWOOD 812 1/2 - 14 North La Brea Hollywood 38, Calif. Hollywood 74882 | NEW YORK 60 West 46th Street New York 19, N. Y. Circle 6-4347 |
|---|---|

TV FILM PRODUCERS

We've been watching with great interest the developments in color TV because as a subsidiary of Columbia Pictures Corporation we've been fortunate in having the finest color film experience for 20 years.

We've already produced thousands of feet of TV film in color, and we're capable of being completely devoted to color TV overnight. We have the technicians and technical skill, the equipment, the know-how, and the experience. It's simple for us to meet any TV advertiser's color film demands.

IN THE MIDST OF BIGGEST YEAR

By Jack J. Gross

Producer, Gross-Krasne, Inc.

GROSS-KRASNE, INC. is in the midst of its biggest year with the 1954 business trend shaping up much better than it did when the books for 1953 were closed.

Since acquiring California Studios and United Television Programs, along with a program of considerable improvement both in studio facilities and personnel and an increase in UTP distribution offices and outlets, we feel that we are now equipped to provide the finest job possible in production of commercials as well as in the planning, production and distribution of television films.

We are placing our emphasis on the 30-minute television film, inasmuch as we have found this to be the most popular and most commercial at the present time. At present we are making the "Lone Wolf" series, starring Louis Hayward, for syndication by UTP, and the "Big Town" series, starring Mark Stevens and Trudy Wroe, for Lever Bros. In addition, the "Mayor of the Town" series, starring Thomas Mitchell, is being produced by Rawlins-Grant, Inc. in association with Gross-Krasne.

We feel that color has a definite place in the telefilm picture and, although the three present series are being filmed in black and white, our new "O. Henry Television Playhouse," which goes into production in August, will be shot in color. In addition to "O. Henry," we have tentative plans to get two other series in the works before the first of the year.

When you ask what category of program is in demand today, my only answer can be that virtually any type of filmed television show will find a ready market and public acceptance if it is of excellent quality. Both the sponsor and the public now are in a position to make demands. With the market flooded with thousands of pilots—many of them of superior quality—producers must be on their toes to improve their product with every new film.

To date we have not gone beyond the boundaries of the continental United States for location shooting. However, we plan to film atmospheric shots for 13 "Lone Wolf" pictures abroad with the actual story-line shooting being done in the studio.

We are believers both in national network sales and in syndication and prepare ourselves to be equipped to serve both markets. At present about one-third of our sales are to networks, while the remainder is syndicated.

FEATURE FILMS CONTINUE ON UPSWING

By Erwin H. Ezzes

V.P. and Sales Manager, Motion Pictures For Television, Inc.

YOUR question, "How are the sales holding up on feature films produced prior to 1950?" can be answered with three little words—continues to build. Motion Pictures For Television's gross from feature film sales has been running a little better than par with last year. Since we account for two-thirds of the industry's feature film volume—with feature sales in more than

PREDICT BANNER YEAR

200 of the country's TV markets—we are in a position to feel any decline in business first. With the feature film market itself on a steady keel and in most situations slightly on the increase, the future billings on features made prior to 1950 are encouraging. We do not anticipate any decrease during the next eighteen months.

As for the category of program most popular today—mystery films, comprising 60% of the bulk of our extensive library of films—are the type which receive the heaviest demands. Melodramas, adventures, musicals and comedies follow in that order.

Whoever guesses that the feature film market is declining is wrong. Features continue to dominate late-night programming despite attempts by some stations to spot live shows in their former feature film time slots. In Chicago, WGN-TV attracts the largest audience among all stations after 10:00 p.m. for six consecutive nights weekly with feature films whose solid ratings are the envy of competitive "live" programs. Too, strong time strips have opened up and garnered large audiences during other segments of the day, particularly early afternoons, with feature films. With the sharp increase in stations, Motion Pictures For Television is benefiting both in providing large blocks of programming and in special "per picture" contracts which assure stations of audience-pulling feature films. The more competitive the market—the greater the demand for outstanding features.

Every trade survey proves that Motion Pictures For Television still maintains its reputation for the best servicing operation in the industry. We continue to lead the field with the largest number of features, westerns, and short subjects. We have always operated on the premise that good pictures will net good results—the better the film the bigger the profits.

Regarding "what length of film is most popular?"—we have found the 60-minute program most in demand and will continue to emphasize those hour-long features in our vast catalogue of feature film properties available at Motion Pictures For Television.

FILMED TV PERFORMS TREMENDOUS SERVICE

By Merriman Holz

Manager, Film Syndication

Du Mont Television Network

THOUGH basically only an extension of a television network's primary function of telecasting "live" programs for simultaneous reception, filmed TV performs a tremendous service in carrying video fare to the tens of millions who otherwise could not enjoy it.

Moreover, filmed network programs provided to stations beyond the coaxial cable for their sale to local advertisers effect an economic good for the station, presenting it with programs beyond its ability, either cost-wise or talent-wise, to produce for itself.

In the filmed, co-operative program, the station, too, is given a commodity that is relatively easy to sell, since it has sample to show the potential advertiser. It also assures a program of pre-determined quality. These factors, especially in selling, often more than balance the attractiveness of such factors as spontaneity and sense of immediacy which the "live" telecast provides, although they do not permit the integration of commercials by the program's personalities, such as is possible in "live" telecasts.

Kinescopes of "live" programs (or, as we term them, tele-transcriptions) are now so faultless in quality as to suffer no handicap in direct comparison with the "live" program. Moreover, in the case of our sports shows in particular, little is lost from the standpoint of audience interest through time lag between first telecasts and filmed showings. There is, in fact, a

(Continued on Page 157)

THREE OF THIS KIND MEANS A "FULL HOUSE" FOR YOU

Three of the Sportsvision kind that is. ONE: All American Game of the Week. TWO: Big Ten Conference Hi-Lites. THREE: Pacific Coast Conference Hi-Lites.

Actually any *one* of these three great collegiate football shows will fill a house with delighted, excited viewers.

Ever since 1950 when Sportsvision began producing delayed football telecasts, stations and advertisers alike have praised the quality and audience pull of this trio:

ALL AMERICAN GAME OF THE WEEK: A weekly half-hour condensation of America's top collegiate gridiron skirmish — expertly edited, brilliantly narrated by Jack Drees and Tom Harmon — 13 weeks of the best football played in the nation — starting September 14th. Ranked by Telepulse among the first ten film shows on TV last fall.

BIG TEN CONFERENCE HI-LITES: Weekly half-hour four-game composite of the mid-west's powerful Big Ten Conference — 13 weeks of breathless football combat — featuring the season-long drive for Conference title honors and the Rose Bowl bid. Starting September 21st. Narration by Tom Harmon.

PACIFIC COAST CONFERENCE HI-LITES: Weekly half-hour four-game composite of the PCC — 13 weeks of spectacular football in the great Far West — Starting September 14th. Narration by Tom Harmon.

* * * *

THESE THREE SHOWS ARE CURRENTLY AVAILABLE FOR LOCAL STATION OR SPONSOR BUY — but since we already have 120 sales nationally, we can't say for sure if *your* market is open.

WRITE, PHONE OR WIRE for availabilities, prices and screen prints.

SPORTSVISION is producing
two additional sports shows for television.

PLAY GOLF WITH THE CHAMPIONS: Expected to be available in the spring of '55; featuring 15 of America's greatest professional stars in an instructional quarter-hour 13-week series . . . AND

COLLEGIATE FOOTBALL MEMORIES: 26 (or 13) of the greatest collegiate football games played since 1950 . . . brilliant quarter-hour condensations . . . from Sportsvision's exceptional library of college football . . . unmatched by any other in the U.S. (We have filmed more than 350 games in the last four seasons.) Open for regional sponsor.

SPORTSVISION, INC.

233 Sansome Street
San Francisco 4, Calif.
Al J. Madden, Sales Mgr.

CONTACT OUR CLOSEST REPRESENTATIVE

BOSTON AREA:
Ted Swift
24 Timber Lane
Cochituate, Mass.

ATLANTA:
Edward H. Stevens
Stevens Pictures for Television
101 Walton St., N.W.

MIAMI:
W. D. Besselieu
Stevens Pictures for Television
9536 N. E. Second Avenue

NASHVILLE:
Robert B. Davis
Stevens Pictures for Television
416-A Broad Street

DALLAS:
William B. Butz
James M. Kier
Stevens Pictures for Television
211 Sa. Pearl Expressway

CHICAGO:
Al LeVine
Sportsvision, Inc.
20 North Wacker Drive

SEATTLE:
Hugh Feltris
Sportsvision, Inc.
Central Building

HOLLYWOOD:
John Brodhead
Sportsvision, Inc.
1161 North Highland Ave.

RICHMOND:
Martin L. Hogan
Stevens Pictures for Television
19 West Main Street

NEW YORK:
Halsey V. Barrett
5910 Empire State Building

Alive from the Deep

Life among the fish. Photographed at Marine Studios in Florida, shows how fish are caught for the Oceanarium and then how they live and propagate, their eating habits, etc.

Running Time: 15 minutes.

Cost: On request.

Produced by: Victor Kayfetz Productions, Inc.

Submitted by: Victor Kayfetz Productions, Inc., 1780 Broadway, New York 19, N. Y.

American History

A quick capsule history of the U. S., touching on such subjects as "Discovery & Exploration," "Colonial Expansion," "Development of Transportation," "Growth of Cities," etc.

Running Time: 12 minutes.

Cost: On request.

Number Available: 14.

Produced by: Encyclopaedia Britannica Films.

Submitted by: Associated Program Service (A Division of Muzak Corp.), 221 Fourth Ave., New York 3, N. Y.

Americans At Work

How Americans earn their living—the importance of all our jobs and how each of our efforts affects others—covering such Americans at work as "New England Fisherman," "Wheat Farmer," "Orange Grower," "Cowboys," "Doctor," etc. B/W & Color.

Running Time: 12 minutes.

Cost: On request.

Number Available: 26.

Produced by: Encyclopaedia Britannica Films.

Submitted by: Associated Program Service (A Division of Muzak Corp.), 221 Fourth Ave., New York 3, N. Y.

Cavalcade of the Crafts

History of origination, development of skilled handicrafts. Informative film covering every phase of the subject. 39 subjects to be released.

Running Time: 30 minutes.

Cost: National or network, \$25,000 Syndi; \$150 to \$3,500.

Number Available: Pilot now.

Produced by: Times Square Productions, Inc.

Submitted by: Times Square Productions, Inc., 145 West 45th St., New York 36, N. Y.

Farm Report

A weekly presentation of the current activities in the agricultural world, with the primary aim of providing the American farmer with valuable information concerning agriculture, in all its facets, as occurring all over the world (with primary emphasis on American farming).

Running Time: 15 minutes.

Cost: On request.

Produced by: Telenews Productions, Inc.

Submitted by: Telenews Productions, Inc., 630 Ninth Ave., New York 36, N. Y.

Great Americans

Exciting dramatizations of highlights in the lives of 26 great men and their contributions to our American heritage—such men as Columbus, LaSalle, Daniel Boone, Hamilton, Lincoln, just to mention a few.

Running Time: 12 minutes.

Cost: 50 per cent of each station's one time national Class A quarter-rate per film, per showing.

Number Available: 26.

Produced by: Encyclopaedia Britannica Films.

Submitted by: Associated Program Service (A Division of Muzak Corp.), 221 Fourth Ave., New York 3, N. Y.

Greatest Drama

An authentic series depicting the lives of contemporary individuals, prominent in various fields of sports, politics, and business.

Running Time: 15 minutes.

Cost: Available on request.

Number Available: 39.

Produced by: Fox Movietone News. Submitted by: General Teleradio, Inc., 1440 Broadway, New York, N. Y.

The Magic of the Atom

This is the first film series devoted to our atomic age, and especially to peacetime applications of atomic energy. Non-military atomic energy will exert greatest impact on everyone of us. The Magic Of

The Atom shows how it is already revolutionizing medicine, agriculture, industry and all basic sciences. Running Time: 15 minutes.

Cost: Upon request.

Number Available: 13 completed, 13 in production.

Produced by: Handel Film Corporation.

Submitted by: Handel Film Corporation, 6926 Melrose Ave., Hollywood, Calif.

Our Political Heritage

Sub-division of the "Great American Series," dramatically highlighting the lives of 13 of our country's greatest political figures — such Americans as John Quincy Adams, John Marshall, George Washington, Daniel Webster, etc.

Running Time: 12 minutes.

Cost: 50 per cent of each station's one time national Class A quarter-hour rate per film, per showing.

Number Available: 13.

Produced by: Encyclopaedia Britannica Films.

Submitted by: Associated Program Service (A Division of Muzak Corp.), 221 Fourth Ave., New York 3, N. Y.

Out of the Sea

In documentary fashion story is told how sea shells of all sizes and shapes are collected and fashioned into lovely jewelry, home decorations. Film is photographed in the Bahamas and shows sights in and

Now Shooting . . .**"Big Town"**

For Lever Bros.

"The Lone Wolf"

Distributed by United Television Programs

"Mayor of the Town"

A Rawlins-Grant Production

In Preparation . . .**"The O. Henry Television Playhouse"****GROSS-KRASNE, INC.**

California Studios

650 North Bronson Ave.

Hollywood 4, Calif.

FILM DOCUMENTARY

about Nassau particularly.

Cost: On request.

Running Time: 15 minutes.

Produced by: Ilia Tolstoy and Victor Kayfetz.

Submitted by: Ilia Tolstoy and Victor Kayfetz, 1780 Broadway, New York 19, N. Y.

The Philippe Halsman Story

A behind the scenes study of Philippe Halsman, one of the world's greatest portrait photographers.

Running Time: 10 minutes, 41 seconds.

Cost: On request.

Number Available: One.

Produced by: Transfilm Inc.

Submitted by: Transfilm, Inc., 35 West 45 St., N. Y.

The Raymond Loewy Story

Informative film illustrates the fascinating technique of Raymond Loewy, the world renowned designer. Loewy is creator of many designs now an important part of the American scene. He has created new cigarette package styles as well as automobiles and luxury liners.

Running Time: 15 minutes.

Cost: On request.

Number Available: One.

Produced by: Transfilm Inc.

Submitted by: Transfilm Inc., 35 West 45 St., N. Y.

Safety Is No Accident

In a very interesting and entertaining manner, this film tells what one insurer of trucks and buses is doing to cut down on highway accidents in the nation.

Running Time: 15 minutes.

Cost: On request.

Produced by: Victor Kayfetz Productions, Inc.

Submitted by: Victor Kayfetz Productions, Inc., 1780 Broadway, New York 19, N. Y.

Treasure of the Bahamas

Some children go hunting for some sea treasure in the Bahamas and come up with an entirely different type of treasure. Tells story of life in the Bahamas and what fun it is for children, particularly. However, film is on an adult level so that everyone would enjoy the picture.

Running Time: 30 minutes.

Cost: On request.

Produced by: Ilia Tolstoy and Victor Kayfetz.

Submitted by: Ilia Tolstoy and Victor Kayfetz, 1780 Broadway, New York 19, N. Y.

Tugboats

A day in the life of a tugboat and its captain operating in the rivers and bays surrounding New York City. A front row seat to the waterfront activities in the biggest port in the world.

Running Time: 11 minutes, 25 seconds.

Cost: On request.

Number Available: One.

Produced by: Transfilm Inc.

Submitted by: Transfilm Inc., 35 West 45 St., N. Y.

Underwater Adventure

Brief look at fish in their natural habitat and how they live with and among other fish.

Running Time: 10 minutes.

Cost: On request.

Produced by: Victor Kayfetz Productions, Inc.

Submitted by: Victor Kayfetz Productions, Inc., 1780 Broadway, New York 19, N. Y.

Victory at Sea

Award-winning film and music dramatic history of seapower in World War II. With original music by Richard Rogers, played by the NBC Symphony Orchestra as background, the series contains much captured German and Japanese film. Produced with official cooperation of the U.S. Navy.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: NBC, under supervision of Henry Salomon.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

Where Were You?

Documentary series based on events of famous people. There is a surprise ending with the feature personality as the guest. Starring, Ken Murray.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Ken Murray-Bing Crosby Enterprises.

Submitted by: United Television Programs, Inc., 650 Bronson Ave., Hollywood, Calif.

The William Faulkner Story

The only time this Nobel Prize winning author has been captured on motion picture film. Taken in and around his home in Oxford, Mississippi where the viewer gets to meet William Faulkner's friends and neighbors.

Running Time: 15 minutes, 43 seconds.

Cost: On request.

Number Available: One.

Produced by: Transfilm Inc.

Submitted by: Transfilm Inc., 35 West 45 St., N. Y.

Yesterday's Newsreel

A panorama of men and events in the first half of the 20th century, Yesterday's Newsreel is the documentary series that was 50 years in the making.

Running Time: 15 minutes.

Cost: On request.

Number Available: 156.

Produced by: Ziv Television Programs, Inc.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Road, Cincinnati 6, Ohio.

A GOOD TRACK RECORD SPEAKS FOR ITSELF

*WHERE WERE YOU?
CROWN THEATRE
ROYAL PLAYHOUSE
COUNTERPOINT
CURTAIN TIME
THE CHIMPS

* Ken Murray's new and amazingly different program with drama, suspense, comedy, and general American flavor. Destined to win viewers and awards.

BING CROSBY ENTERPRISES, INC.
9028 Sunset Boulevard
Los Angeles 46, California

Adventures in Science

This series, produced by Bray Studios, Inc., in cooperation with the University of Miami's famous Marine Laboratory and Science Departments, covers strange, little known, spectacular and beautiful features of life in the sea, on land; also outstanding developments of this modern scientific age. Edited for lay audiences of all ages.

Running Time: 15 minutes.

Cost: Undetermined.

Number Available: 26.

Produced by: Bray Studios, Inc.

Submitted by: Bray Studios, Inc., 729 - 7th Ave., New York, N. Y.

Adventures of the Falcon

Adventure series featuring Charles McGraw as Mike Waring ("The Falcon"). McGraw plays role of undercover government agent working for various government agencies on assignments all over the world.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Federal Telefilms, Inc.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York, N. Y.

All-Star Adventure Classics

All-star adventure classics—top-notch group of star-studded out-

door classics combining adventure action and thrilling spectacles. Casts include Gary Cooper in "Blazing Arrows," John Wayne in "Hell Town," and Randolph Scott in "The Westerner."

Running Time: 60 minutes to 81 minutes.

Cost: On request.

Number Available: 20.

Produced by: Major Hollywood studio.

Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

Biff Baker, U. S. A.

Half hour films of adventure, intrigue and mystery with Alan Hale, Jr. and Randy Stuart as a typical American couple caught in exciting adventures. Filmed against authentic backgrounds of the romantic cities of the world.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Revue Productions.

Submitted by: MCA-TV Ltd., 598 Madison Ave., New York, N. Y.

Captured

Chester Morris narrates this series of crime-expose programs produced by Phillips H. Lord. Formerly titled "Gangbusters," series is based on files of law enforcement agencies throughout the country.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Phillips H. Lord.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York, N. Y.

China Smith

"China Smith" portrayed by popular film star, Dan Duryea, is a daredevil soldier of fortune, wandering through the exotic Orient on business of his own. During each of these adventures, China Smith meets both evil and romance, a combination which lends itself to suspenseful viewing.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Tableau Productions.

Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Custer's Last Stand, The Clutching Hand, and The Black Coin

Three serials, each in 16 approximately 20-minute episodes. All action-dramas with western and other exciting backgrounds. "Custer's Last Stand" is a lavish semi-documentary serial of the old West. "The Clutching Hand" is based on a famous Craig Kennedy novel by Arthur B. Reeve. "The Black Coin" is exciting action all over the world.

Running Time: 20-minute episodes.

Cost: On request.

Number Available: Three serials, 48 episodes altogether.

Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Danger Is My Business

On the scene, dramatic stories of men and women who earn their daily bread doing work that requires steel nerves and utter disregard of personal safety. Steel workers, bridge builders, deep-sea divers, oil well fire fighters, police-women, etc. Two thrilling danger stories on each program.

Running Time: 30 minutes.

Cost: \$15,000.

Number Available: 13 now. 39 in continuous preparation.

Produced by: Alton Alexander.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., New York 22, N. Y.

Dangerous Assignment

Brian Donlevy stars as undercover agent in thrilling adventure series, with locales in exotic places throughout the world.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Donlevy Development Corp.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York, N. Y.

FOR THE FIRST TIME ANYWHERE—ON FILM

Designed

for

the

30

MILLION

WOMEN

who

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W**

**AVAILABLE NOW FOR BOOKING
"THE SEWING ROOM"**

Home Sewing Lessons For The Daytime Audience

Featuring **ELIZABETH CHAPIN**, Noted Home Economist

FIRST THIRTEEN DEMONSTRATE HOW TO MAKE A BASIC DRESS

Filmed in Hollywood by **ZAHLER FILMS, INC.**

ACT NOW—BE FIRST WITH THE FIRST

With

the

Active

Endorsement

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the

BILLION

DOLLAR

SEWING

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13 COMPLETED

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AVAILABLE IN COLOR
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SOLE DISTRIBUTORS OF ZAHLER FILMS, INC.

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HOLLYWOOD 46, CALIF.

PHONE BRADSHAW 2-9337

Made with the
technical assistance
of the top authorities
in home sewing

COHAMA Fabrics
MCCALL'S Patterns
TALON Zippers

FILM ADVENTURE

The Lone Wolf

Based on Louis Vance stories, The Lone Wolf is an adventurous soldier of fortune. Action and drama as he becomes involved with all types of people during his international travels. Starring, Louis Hayward.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Gross-Krasne.
Submitted by: United Television Programs, Inc., 650 N. Bronson Ave., Hollywood, Calif.

Mandrake the Magician

The fifty million people who read the Mandrake comic strip regularly will form a ready-made audience for the Mandrake television show, a series of brand new adventures crammed with unusual and fascinating tricks and designed to attract adults as well as children. Coe Norton, well-known network TV star, will portray Mandrake.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26 by Fall.
Produced by: John Gibbs.
Submitted by: ABC Film Syndication, Inc., 7 West 66th St., New York 23, N. Y.

Passport to Adventure

Political intrigue on a global scale. Following the hazardous route of Steve McQuinn, U. S.

Diplomatic Courier played by Cesar Romero. Excellent camera work, scripts, and production bring excitement and tension to this brand new series. Romero is ideally suited, by background and personality, to this role, which demands remarkable versatility.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Hal Roach, Jr.
Submitted by: ABC Film Syndication, Inc., 7 West 66th St., New York 23, N. Y.

Ramar of the Jungle

Ramar Of The Jungle, portrayed by Jon Hall, the only jungle television show, is now intriguing the nation. Millions of children and adults are watching the strange and thrilling adventures of the white witch doctor as he searches the African and Indian jungles for the seemingly magic life-giving herbs.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Arrow Productions, Inc.
Submitted by: Television Programs of America, Inc., 477 Madison Ave., New York, N. Y.

Secret File U. S. A.

Stars Robert Alda. Semi-documentary film based on actual intelligence stories from all branches of

the service and the State Department. Covers period of time from World War II up to present.

Running Time: 30 minutes.
Cost: Upon request.
Number Available: 26.
Produced by: Triangle Productions—Arthur Dreifuss.
Submitted by: Official Films, Inc.—25 West 45 St., New York 36, N. Y.

The Silver Eagle—Mounty

Starring Cole Hunter, as Sergeant Jim West of the North West Mounted Police, and Buddy Baer as the giant, lovable, Joe Bideaux, in a series of complete half-hour dramas of Canada. The lure of far off places makes this an outstanding adventure series for adults and youngsters.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39 in preparation.
Produced by: Landmark Productions.
Submitted by: Jewell Radio and Television Productions, 185 N. Wabash Ave., Chicago 1, Ill.

Terry and the Pirates

Stars John Baer. Based on the comic strip, Terry And The Pirates. Each film is a thrilling adventure series dealing with airplanes and the exploits of Terry.

Running Time: 30 minutes.
Cost: Upon request.
Number Available: 18.
Produced by: Dougfair Corporation.
Submitted by: Official Films, Inc.—Distributor, 2 West 45 St., New York 36, N. Y.

Thrill of Your Life

Thirteen half-hour TV programs on film. Photography and narration by Craig Harris. Three separate sequences in each program. Action, drama, suspense, thrills in fast-paced episodes. Entertainment for the entire family from the little tykes on up to the oldsters.

Running Time: 30 minutes.
Cost: On request.
Number Available: Thirteen programs.
Produced by: Thrills, Unlimited.
Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Waterfront

The story of a San Pedro Harbor tugboat captain and his family. The show combines suspense, melodrama, comedy. Starring, Preston Foster.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Roland Reed Productions.
Submitted by: United Television Programs, Inc., 650 N. Bronson Ave., Hollywood Calif.

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America's Top Weekly Television Series of Western Adventure!

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Annie Oakley

Exciting original western stories about famed Annie Oakley heroine. Running Time: 30 minutes. Number Available: Twenty-six. Produced by: Flying "A" Pictures. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Cisco Kid

O. Henry's famous Robin Hood of the range takes us back to the legendary days of the old west. Duncan Renaldo as The Cisco Kid, and Leo Carrillo as Pancho ride through a series of fast-moving weekly adventures. Five sponsor identifications.

Running Time: 30 minutes. Number Available: 104—26 more in production.

Produced by: Ziv. Submitted by: Ziv Television Programs, Inc., 1529 Madison Road, Cincinnati 6, Ohio.

The Gene Autry Show

The youngsters' King of the Cowboys, Gene Autry, continues to defend justice on TV while he rides, fights, and sings.

Running Time: 30 minutes.

Cost: \$50-2000. Number Available: Seventy-eight. Produced by: Flying "A" Pictures. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Hopalong Cassidy

Series of Western Stories starring William Boyd as Hopalong Cassidy.

Running Time: 30 minutes.

Number Available: 26 (A series), 26 (B series).

Produced by: William Boyd Productions, Inc.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

James Oliver Curwood Canadian Mounties

Starring Kermit Maynard, among the first 10 in a dozen Western star polls, this series of Canadian Mounted Police stories among the best ever written by James Oliver Curwood.

Running Time: 27½ minutes.

Number Available: 10.

Submitted by: Commonwealth Film & TV, Inc., 723 7th Ave., New York, N. Y.

The Range Rider

Different kind of frontier hero fights for justice and order as a plainsman.

Running Time: 30 minutes.

Cost: \$40-1500.

Number Available: Seventy-eight. Produced by: Flying "A" Pictures. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Stories of the Century

Each subject in this series is a documentary-type film depicting the life of a famous outlaw or outlaws of the west.

Running Time: 30 minutes.

Number Available: 26.

Produced by: Studio City Television Productions, Inc. Submitted by: Hollywood Televi-

sion Service, Inc., 4020 Carpenter St., North Hollywood, Calif.

Thirty-seven Western Features

Thirty-seven major Westerns starring Buster Crabbe as Billy the Kid, George Houston as Frontier Scout and Tim McCoy.

Running Time: 30 minutes and 60 minutes.

Number Available: 37.

Submitted by: Hygo Television Films, Inc., 60 W. 46th St., New York, N. Y.

Tim McCoy

Dramatizes the exciting stories of the men who won the West—illustrating stories with previous and authentic relics from priceless collections.

Running Time: 12:30.

Cost: On request.

Produced by: MPTV.

Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Town & Country Time

Stars Jimmy Dean. This show is a variety hillbilly—western type show with the greatest names in the western music industry gathered together by Connie B. Gay— noted hillbilly impresario. Each show features a championship set of folk type dancers and a guest artist.

Running Time: 30 minutes.

Number Available: 26.

Produced by: Byron Productions. Submitted by: Official Films, Inc.—Distributor, 25 W. 45th St., New York 36, N. Y.

Unity Westerns

Forty-four action-packed Westerns with such stars as Tim McCoy, Ken Maynard, Bob Steele plus a top-notch group of 20 star-studded outdoor classics combining action and thrilling spectacles. Casts include Gary Cooper, Eugene Pallette, Alan Ladd, Ann Sheridan and Randolph Scott.

Running Time: 60 minutes to 81 minutes.

Number Available: 64.

Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

Weiss Westerns

Fifty-two western features starring Johnny Mack Brown, Bob Steele, Spade Cooley, Harry Carey, Rex Lease, Russell Wade, Wall Wales, and Buffalo Bill, Jr.

Running Time: 30-60 minutes.

Number Available: 52 feature-length films plus 52 half-hour.

Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Wild Bill Hickok Series

Series of half-hour western adventures—now in its fourth year. Stars Guy Madison and Andy Devine.

Running Time: 30 minutes.

Cost: On request.

Number Available: 78.

Produced by: Wm. F. Broidy.

Submitted by: Wm. F. Broidy Productions, Inc., 5545 Sunset Boulevard, Hollywood 28, Cal.

Argyle Package

34 major feature films. Titles include "Night Train," "Young Mr. Pitt," etc. Top name stars, including Rex Harrison, Paul Henreid, Brian Donlevy, Margaret Lockwood, and others.

Running Time: Feature length.

Cost: On request.

Number Available: 34.

Submitted by: Argyle Television Films, Inc., 60 W. 46 St., N. Y., N. Y.

Bagnall Film Features

Outstanding list of new feature films with such names as, "Carnegie Hall," "Lured," "On Our Merry Way," "Montana Mike," "Doctor Jim," "The Windjammer," "I Stand Condemned," with such artists as James Stewart, Henry Fonda, Fred MacMurray, Lucille Ball, Robert Cummings, Brian Donlevy, Eddie Bracken, Arthur Treacher, Charles Coburn, etc.

Running Time: Feature length.

Cost: On request.

Number Available: 30.

Submitted by: George Bagnall & Associates, Inc., 109 North La Cienega Blvd., Beverly Hills, Calif.

Big Ten

Ten major company feature films including "Tulsa," "Black Book," "Trapped," etc. Stars include Susan Hayward, Arlene Dahl, Robert Cummings. All produced 1947-1950.

Running Time: Feature length.

Cost: On request.

Number Available: 10.

Submitted by: Hygo Television Films, Inc., 60 W. 46 St., N. Y., N. Y.

Du Mont Feature Film Package

Theatrical motion pictures of various types—mysteries, war pictures, comedies—produced by Ealing Studios and other leading British producers from 1936 to 1949.

Running Time: Varied.

Number Available: 28.

Submitted by: Du Mont TV Film Sales, 515 Madison Ave., New York 22.

Eighty-five Feature Films

85 varied feature films, all produced in Hollywood. Top drawer stars and production credits. 52 available in half hour drama series.

Cost: On request.

Number Available: 85.

Submitted by: Hygo Television Films, Inc., 60 W. 46 St., N. Y., N. Y.

Feature Films

Thirty full-length feature films, all having been brought out between 1947 and 1950. (12 of the 30 will not be available for telecast until the end of 1954, because they are still in theatrical release). Titles include "Arch of Triumph," "Body and Soul," and "Miracle of the Bells."

Running Time: Feature length.

Cost: Available on request.

Number Available: 30.

Submitted by: General Teleradio, Inc., 1440 Broadway, New York, N. Y.

Full Length Feature Films

All films are produced between 1946 and 1954. These were made by the largest producer on the West Coast, the Robert L. Lippert Studios.

Running Time: Feature length.

Cost: Upon request.

Number Available: 117.

Produced by: Robert L. Lippert Studios.

Submitted by: Official Films, Inc.—Distributor, 25 West 45 St., New York 36, N. Y.

NBC Film Features

New full length feature films, all new to television and more than half of which were produced since 1950.

Running Time: 60 minutes.

Cost: On request.

Number Available: 26.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

Thirteen Feature Family Package

Thirteen family type features: 6 with Scattergood Baines, 6 with Lum 'n' Abner, and 1 mystery. All classifications within series including comedy, drama, musical, mystery, etc.

Running Time: 63-81 minutes.

Number Available: Thirteen.

Submitted by: Post Pictures Corp., 115 W. 45th St., New York, N. Y.

TPA Feature Film Package

Produced by Edward Small, Hollywood's most consistent profit-making film producer, TPA's film feature package contains 28 all-star films.

Running Time: Various.

Cost: On request.

Number Available: 28.

Produced by: Edward Small Productions, Inc.

Submitted by: Television Programs of America, Inc., 477 Madison Ave., New York, N. Y.

Unity Features

Twenty Hollywood major features introducing to TV such personalities as Marilyn Monroe, Jeff Chandler and James Mason in exciting films; 20 international masterpieces with stars as brilliant as Vivien Leigh, Paulette Goddard and Stewart Granger; other packages comprising Groups "S" with 17 films; Group "R" with 35 films; Group "K" with 65 films and Group "E" with 62 films.

Running Time: Feature length.

Cost: On request.

Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

Weiss Feature Films

A full and varied group (26) of feature films, including one of Jimmy Durante's best ("Forbidden Music"), three English musicals, and others ranging from jungle adventure to courtroom melodrama.

Running Time: 60 minutes.

Number Available: Twenty-six.

Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

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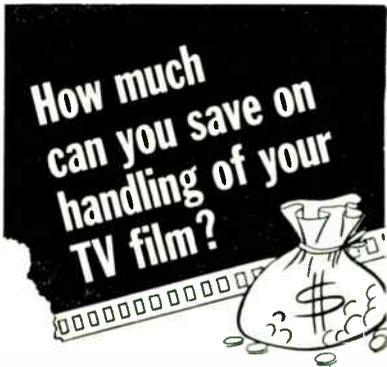
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If not, here's a check list of steps performed by Bonded to help you estimate your total cost. Enter what you think your cost is for each service, skipping those you do not now receive.

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| Maunting an reels | _____ |
| Inserting commercials | _____ |
| Cost of container, reels | _____ |
| Shipping | _____ |
| Print Control Record | _____ |
| Confirmation of waybills | _____ |
| Immediate check in on return | _____ |
| Examination and repair | _____ |
| Cleaning | _____ |
| Removal of commercials | _____ |
| Repart of print condition | _____ |
| Storage | _____ |
| TOTAL | \$ _____ |

2. Next, estimate the number of prints (programs, features, or commercials) you use in an average month. Multiply. Put the total here. \$ _____. Don't just groan, move on to Step 3.

3. Now phone, or write, for a Bonded TV Film Service estimate and plan for handling your film. It costs you nothing to find out. And — whether your needs are large or small, whether you now do your own film handling or not — you will find that Bonded can do the job better and cheaper.



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Christmas Carols

Good will for your station . . . good cheer for the Christmas season with those wonderful whimsical Sue Hastings Marionettes, also some with live action and others of artistic candle arrangements—twelve well-known and best loved carols.

Running Time: 1:06 minutes, 3:25 minutes.

Cost: Upon request—available as a package for unlimited run between Nov. and January.

Number Available: 18 films—twelve different carols.

Produced by: Dynamic Films, Inc. Submitted by: Dynamic Films, Inc., 112 West 89th St., New York 24, N. Y.

The Florian Za Bach Show

Lavishly produced musical series featuring Florian Za Bach, and his talking violin, supported by Guild's new dancing discovery. Mary Ellen Terry in the role of fantasy dancing pixie.

Cost: \$60 to \$2000 depending on market's size and importance.

Number Available: 39.

Produced by: Guild Films Co., Inc. Submitted by: Guild Films Co., Inc., 420 Madison Ave., N. Y. C.

The Frankie Laine Show

Frankie Laine, recording headliner, now stars in his own tuneful musical revue. Features Connie Haines, Jack Teagarden, Judd Conlon Rhythmaires, Mitchell Choirboys, and America's top dance stylists. Another "personality series" from the producers of The Liberace Show.

Running Time: 30 minutes.

Cost: \$60 to \$2000 depending on market's size and importance.

Number Available: 26.

Produced by: Guild Films Co., Inc. Submitted by: Guild Films Co., Inc., 420 Madison Ave., N. Y. C.

Holiday in Paris

Brightest new musical-comedienne, Dolores Gray, portrays an American girl on vacation in the French capital.

Running Time: 30 minutes.

Cost: \$30-1250.

Number Available: Thirteen.

Produced by: Nasht Productions—John Nasht, producer.

Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

The Liberace Show

One of TV's most popular syndicated film series . . . now sponsored in nearly 200 markets . . . featuring the personality piano rhythms of Liberace, supported by the orchestra of his brother, George. New radio version also available.

Running Time: 30 minutes. Cost: \$60 to \$2000 depending on size and importance of market.

Number Available: 91.

Produced by: Guild Films Co., Inc. Submitted by: Guild Films Co., Inc., 420 Madison Ave., N. Y. C.

"Little" Christmas Package

Ideally suited for the holiday season as program fillers, or as stations sign-offs and sign-ons. The

words to appropriate carols are super-imposed, with both natural and animated backgrounds. Available on either B&W or Color.

Running Time: 3 minutes.

Cost: Upon request.

Number Available: Five.

Submitted by: Post Pictures Corp., 115 W. 45th St., N. Y. C.

Music Hall Varieties

1,000 three-minute musicals featuring the top vocalists, bands and acts in the music business. Our film is highly costumed with large production and standardized numbers.

Running Time: 3 minutes.

Cost: Upon request.

Number Available: 1,000.

Produced by: Official Films, Inc. Submitted by: Official Films, Inc., 25 West 45 St., New York 36, N. Y.

Musical Comedy Past and Present Broadway Produced Shows

Musical comedy Broadway and nationally known title shows condensed into one hour. Song hits will be maintained and dialogue brought to date. Name stars in lead parts.

Running Time: 60 minutes.

Cost: On request.

Number Available: On request.

Produced by: Agneta Agency. Submitted by: Agneta Agency, Rm. 602—1270 Sixth Ave., N. Y. C.

Musical Moments

Package of all time favorites, folk songs with Oscar Brand, Juana Dance Shorts, Francine and her accordion with semi-classics, hymns with the Riverside Church choir

and others.

Running Time: 1:06 to 3:47 mins.

Cost: Library deal—upon request.

Number Available: 39.

Produced by: Dynamic Films, Inc.

Submitted by: Dynamic Films, Inc., 112 West 89th St., New York 24, N. Y.

Old American Barn Dance

Featuring the top folk and western entertainers in the United States, this is a good film bet in the musical field. Big names like Hank Williams, Homer and Jethro, Candy Mountain Girls, in every show. Bill Bailey is master of ceremonies and gives a "lead-in" for each commercial insert.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Kling Studios, Inc.

Submitted by: Kling Studios, Inc., 1058 W. Washington Blvd., Chicago 7, Ill.

Piano Magic

Starring George Jason. One-man show featuring piano playing, chatter, comedy and magic tricks. Each program demonstrates how one trick of prestidigitation is performed so audience can learn how to do it.

Running Time: 15 minutes.

Cost: \$5,000. Syndication \$40 to \$450.

Cost: Network or national showing

Number Available: Pilot now available—13 to be ready September 1, 1954.

Produced by: Times Square Productions, Inc.

Submitted by: Times Square Productions, Inc., 145 West 45th St., New York 36, N. Y.

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A TV film programming service consisting of 1152 3½ minute musical films—Featuring the country's top musical stars, Peggy Lee, Nat "King" Cole, Les Brown, Teresa Brewer, Ralph Flanagan, Fran Warren, Burl Ives, Sunny Gale and many, many others.
Running Time: 3½ minutes.
Cost: Depends upon market.
Number Available: 1152 (more in production).
Produced by: Studio Films and Snader.
Submitted by: Studio Films, Inc., 380 Madison Ave., New York 17, N. Y.

Telespin Disc Jockey Show

Live disc jockey introduces record, possibly places it on turntable. As record plays, dissolve into one of the short films supplied with service. 250 "shorts" supplied a year, each film suitable for a number of songs; 50 to begin with and then 20 a month for 10 months. The latter, to be used initially with the 20 top selling records of the month, may be used later with other records. Station has unlimited rights to the films during period of contract.
Running Time: 3 minutes.
Cost: Based on population and/or number of TV sets in market.
Number Available: 250 per year.
Produced by: Eddie Hubbard.
Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York 22, N. Y.

This Is Hawaii

This Is Hawaii is the only authentic Hawaiian show ever filmed for television with Alfred Apaka. For many years he was the star of Hawaii Calls. He is assisted in this series by 50 dancers and singers.
Running Time: 30 minutes.
Number Available: 13.
Produced by: John Jay Franklin.
Submitted by: George Bagnall & Associates, Inc., 109 N. La Cienega Blvd., Beverly Hills, Calif.

This Is Your Music

Each film depicts music from various periods in American history or music events, or songs from foreign countries, such as program titled "Songs From South of The Border."
Running Time: 30 minutes.
Cost: Prices vary according to local or regional sales.
Number Available: 26.
Produced by: Jack Denove for Jan Productions.
Submitted by: Jan Productions, 7136 Sunset Blvd., Hollywood, Calif.

Varsity U. S. A.

Youngsters from different college campus shows perform with top professional production units.
Running Time: 30 minutes.
Cost: On request.
Number Available: Twenty-six.
Produced by: Barney Ward.
Submitted by: CBS Television Film Sales, Inc., 48 Madison Ave., New York 22, N. Y.

John Conte

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- Westerns
- Stock Shots
- Kids' Shows

CARTOONS

Aesop Fables

284 silent cartoons of the famed "Aesop Fables." These cartoons have been sponsored in many markets as part of live show.
Running Time: Five minutes.
Cost: On request.
Number Available: 284.
Produced by: Paul Terry.
Submitted by: Commonwealth Film & TV, Inc., 723 Seventh Ave., New York.

Cartoons

75 cartoons featuring such cartoons as Winky Dink, Felix The Cat, Barnie Bear, Jungle Jinx, Little King, etc.
Running Time: 6-9 minutes.
Cost: Upon request.
Number Available: 75.
Submitted by: Official Films, Inc.—Distributor, 25 West 45th St., New York 36, N. Y.

Flip the Frog

Flip is a little frog who gets into all sorts of situations very much like most of the series coming from Hollywood today. Made by staff under supervision of U. B. Iwerks, one of top Hollywood animators. Recent credit is Disney's "Peter Pan."
Running Time: Seven to eight minutes.
Cost: On request.
Number Available: 38.
Produced by: U. B. Iwerks.
Submitted by: Commonwealth Film & Television, Inc., 723 Seventh Ave., New York.

Molly Moo Cow

"Molly Moo" is a cow character—and in this spritely series of 13 she gets into all kinds of silly situations, which as in all seven or eight minute cartoons come out all right in the end. Made by top Hollywood cartoonists.
Running Time: Seven to eight minutes.
Cost: On request.
Number Available: 13.
Produced by: Van Buren for RKO-Radio.
Submitted by: Commonwealth Film & Television, Inc., 723 Seventh Ave., New York.

Unity Cartoons

One-reel sound cartoons featuring Tom & Jerry's, Aesop's Fables and Cubby Bear's.
Running Time: Approximately 10 minutes.
Cost: On request.
Number Available: 127.
Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

Willie Whopper

There are 13 cartoons, with sound and dialogue, produced by U. B. Iwerks. Willie gets into and out of trouble as all little boys do. Very popular wherever played in market throughout the country.
Running Time: 7½ to 8 minutes.
Cost: On request.
Number Available: 13.
Produced by: U. B. Iwerks.
Submitted by: Commonwealth Film & Television Inc., 723 Seventh Ave., New York, N. Y.

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Operating in the Public Interest

By Harold E. Fellows

President and Chairman of the Board
National Association of Radio and Television Broadcasters

WHEN you come right down to it, every second of sight and sound transmitted into American homes by the nation's AM, FM and TV broadcasters is programming. Be it designated a small, medium, or large station, every person within its employ is dedicated to the final result of programming. We, as the National Association of Radio and Television Broadcasters, have on our active member roster the men and women who have the ultimate day-by-seven-day responsibility for operating in the "public interest, convenience and necessity." Our members are the owners and managers who have the sometimes fretful, but always rewarding, task of conforming to the three items in that much heard phrase.

No treatise of mine on the subject of programming would be complete without reference to the ethical guideposts for the Radio and Television industry set up through the years with painstaking care by the arduous work on the part of our own members. These ethical guideposts are The Standards of Practice for Radio and The Television Code. Adherence to the principles contained in both of these documents are voluntary and represent what we like to call an enlightened program of self-regulation—the only kind of regulation tenable in a Democratic society.

Better than one-half of the Radio Standards of Practice are devoted to spelling out Program Standards in the area of News, Public Issues, Political Broadcasts, Advancement of Education and Culture, Religion and Religious Programs, Dramatic Programs, Children's Programs and General Programs. The balance of the document sets forth Advertising Standards which very definitely reflect programming, particularly with respect to Time Standards for Advertising Copy.

In its brief two year's of existence, the Television Code has had a marked impact on improving ethical standards in the dynamic medium of Television. Here again, the ideals expounded are devoted about half to programming, per se, and half to advertising standards.

This pattern in voluntary regulation for the broadcasting industry is one that is gaining increasing recognition from the listening and viewing public, business leaders and representatives of the government.

Perhaps because of my Washington address it just looks so to me, but if I may hazard the conventional guess, it might not be far afield to estimate that this Second Session of the 83rd Congress has manifestly increased the work of our Government Relations Department to new heights. It seems that with little breathing space in between appearances either Ralph Hardy, our Vice President in charge of Government Relations, or I have been gathering up our briefcases to go "On the Hill" before one Congressional subcommittee or another. Many of these subcommittees are probing to find solutions to problems which might very well affect programming on Radio and TV stations.

There are the Langer and Bryson bills, hearings on Juvenile Delinquency, the baseball bills and currently the hearings before a Senate subcommittee whose considerations are including the advisability to permit Radio and Television coverage of Congressional activities.

Of course, both the Radio Standards and the Television Code have been bulwarks in our effort to prevent discriminatory legislation against the broadcast media.

Not long ago, we took two steps in the right direction of the preventive pursuit. Aply headed by Ed Kobak and "Coach" George Higgins, respectively, a Freedom of Information and a

Sports Committee were set up and are served by active members of the Association who are experts in these particular fields.

In collegiate and professional sports alike, we all know of the alarming trend to foreclose the broadcast media from coverage of certain athletic events. Sports represents one of the most popular programming sources. As one example of the commendable strides already made by the NARTB Sports Committee, let me cite its work with the NCAA. The NCAA cordially invited representatives of that Committee to its annual Convention in January. We were able to get our side of the story across.

In a reciprocal invitation, the NCAA graciously sent its Executive Secretary, Walter Byers, to tell their side of the story at our Convention. We have respected each other's rights to divergent policies, but prospects look exceedingly bright that through the efforts of our Sports Committee, we may one day resolve the whole problem to the mutual satisfaction of both parties, but more important to the satisfaction of the sports-minded public.

Should Radio and Television have equal access with pencil and paper reporters to the activities of government at the local, state and national level in the executive, legislative and judicial branches? That is indeed a problem for our Freedom of Information Committee and its pertinence to programming is self-evident.

"Public Interest" programming has become almost a catchword in some circles. With a high degree of justification, broadcasters might say that all of their programming is in the public interest. Perhaps though, in the narrower sense, it is better understood by the older nomenclature, "Public Service" programming.

Recently our NARTB Research Department undertook two studies to reflect the statistical picture of the role that Radio and Television stations play in Public Service.

The results of the Radio survey are now being tabulated but indications are that they will reveal just about the same story the Television survey already released did.

In one typical week, America's Television stations carried a total of approximately 12,000 strictly "Public Interest" programs occupying more than 3,100 hours on the air. Fifty-two percent of these programs were broadcast during Class A evening hours, with 31 percent in the afternoon and 17 percent in the morning. The study further showed that 62 percent were sustaining and 38 percent sponsored.

Broadcasters have long been in the forefront in their eagerness to serve worthy causes. Requests from government agencies and private organizations for assistance has reached such staggering proportions that it has been necessary to establish some system of priority in the national interest. Toward that end, the NARTB has laid a solid foundation of cooperation with the Advertising Council. It is my privilege to serve on the Board of Directors of the Advertising Council.

In cooperation with the NARTB, the Council distributes to all Radio and Television stations in the U. S., a printed monthly pocket-piece which gives data on current major public service campaigns and on special projects and events that meet Council criteria. It also advises all stations of Radio and TV materials available on Public Service projects—plus contracts, sources, sponsoring organizations, campaign goals, slogans, and potential sponsors.

These thoughts of mine have recalled but some of our programming projects, there are others and undoubtedly our forthcoming District Meetings will produce more.



**THE
ADVENTURES
OF
BLINKEY**

Newest and Hottest TV
Film Property Now Also
Available for Radio

OFFICIALLY RATED "EXCEL-
LENT" BY NATIONAL ASSOCIA-
TION FOR BETTER RADIO &
TELEVISION

Top rated for small fry be-
tween Ages 4-12 (published
ratings April 1954)

26 Episodes Completed —

26 Additional Episodes in
Production

First-Run in All Markets but 20

PROVED SUCCESSFUL PREMI-
UM DRAW — COMPLETE MER-
CHANDISING AVAILABLE

INTEGRATED FILM COMMER-
CIALS FOR TV OR FOR RADIO

COST RANGE: \$50 to \$400
DEPENDING ON MARKET



WRITE WIRE PHONE

MURRAY KING, Producer

BLINKEY PRODUCTIONS INC.
106 West End Ave., N. Y. 23, N. Y.
SUsquehanna 7-4429

Adventures in the News

Each program has a specific theme; within that theme is presented dramatic stories of historical value and human interest. Titles include: "Sagas of the Sea," "Queen in the Family," "The Fantastic Atom," and many other exciting stories.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13 (13 more in production).

Produced by: Telenews Produc-
tions, Inc.

Submitted by: Telenews Produc-
tions, Inc., 630 Ninth Ave.,
New York 36, N. Y.

**Consolidated Television
Sales Package**

Several feature film series which can be purchased either as a group or individually by series. "Crusader Rabbit" consists of 195 episodes. "Hollywood Half Hour" are 39 ep. "Front Page Detective" are 39 ep. "Pub Prosecutor" are 26 ep. "Jack-son Jill" are 13 ep. "Ringside Rass-lers" are 52 ep. "Paradise Isle" are 26 ep. "Television Closeups" are 26 ep. "Going Places with George" are 26.

Running Time: 5 minutes to 60 minutes.

Cost: On request.

Number Available: Total of 441.

Produced by: Jerry Fairbanks.
Submitted by: George Bagnall &
Associates, Inc., 109 North La
Cienega Blvd., Beverly Hills,
Calif.

The Continental

A brand new series of sophisticated entertainment featuring Renzo Cesana, the original heart-throb of millions of American women who practices his art of gentle romance—using a device whereby the camera acts as his woman caller with the well-known trademarks—"Dont be afraid darling, its only a man's apart-ment. . ."

Running Time: 15 minutes.

Cost: Upon request—many markets still open—many available for re-run.

Number Available: 13.

Produced by: Dynamic Films, Inc.
Submitted by: Dynamic Films, Inc.,
112 West 89th St., New York
24, N. Y.

Everyday Adventures

Shows how the various articles we are using everyday are man-ufactured, and how the services we are employing continuously are functioning. Examples — What makes a watch tick? How does your fire department operate.

Running Time: 5 minutes.

Cost: Upon request.

Number Available: Thirty.

Produced by: Handel Film Corp.
Submitted by: Handel Film Corp.,
6926 Melrose Ave., Hollywood
38, Calif.

Fun for Nothing

Filmed program demonstrating how to have fun without spending any money! Program offers count-
less ideas of things to do with

leisure time which provide enjoy-
ment at little or no cost. Program
covers great variety of subjects:
music, drama, sports, arts and
crafts, home decorating, hobbies,
travel, social events, games, etc.
Basic appeal is entertainment; sec-
ondary result is to stimulate viewer
to utilize these activities for his
own pleasure.

Running Time: 15 minutes and 30
minutes.

Cost: Available on request.

Number Available: Two ¼-hour
and one ½-hour weekly.

Produced by: Television Features
of America.

Submitted by: Television Features
of America, 37 W. 46 St., New
York 36, N. Y.

Of All Things

As indicated by series title, this series comprises an unlimited num-
ber of novel and unusual subjects
suitable for popular release on TV.
Material especially selected and ed-
ited by Max Fleischer for appeal
to all ages. Expertly narrated with
appropriate musical background.

Running Time: 15 minutes.

Cost: Undetermined.

Number Available: 26.

Produced by: Bray Studios, Inc.
Submitted by: Bray Studios, Inc.,
729 - 7th Ave., New York, N. Y.

Pathe Hy-Lights

Feature material originally filmed
in 35 mm. for Pathe Newsreels
has been edited into series of 12½-
minutes television programs with
narration and commentary by col-
umnist Hy Gardner of the N. Y.
Herald Tribune.

Running Time: 15 Minutes.

Number Available: 26.

Produced by: Cinetel-Pathe.

Submitted by: Du Mont TV Film
Sales, 515 Madison Ave., New
York 22, N. Y.

Symphonies in Stone

An extraordinary display of
priceless treasures in art and arch-
itecture showing in detail the fa-
mous old world cathedrals. Fine
interpretive chorals and smphonic
music enrich the pictorial presen-
tations.

Running Time: 10 minutes.

Cost: Upon request.

Number Available: 13.

Produced by: Various.

Submitted by: Post Pictures Corp.,
115 W. 45th St., New York,
N. Y.

**Syndicated Spot
Announcements**

Custom-built inserts and syndi-
cated stock material give sponsor a
custom job for fraction of cost.
Available for Banks, Beer. Spon-
sor's own identifications and sound
tracks incorporated into spots.
Sample prints available.

Running Time: 20 to 60 seconds.
Cost: Based on number of sets in
market.

Number Available: 10 each of 60
and 20 seconds for bank; 18 20
seconds and 6 one-minutes for
beer.

Produced by: Harry S. Goodman
Submitted by: Harry S. Goodman
Productions, 19 East 53rd St.,
New York 22, N. Y.

**Advertising Association of the
West Awards**



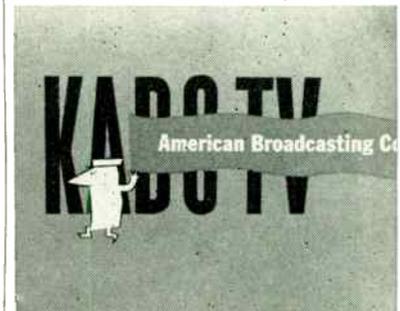
First Prize—Regional
Minute-or-less film commercial
Agency: Wallace Mackay Company
Seattle
Client: Balance Soap

First Prize
Live or kind of film commercial
National Advertiser

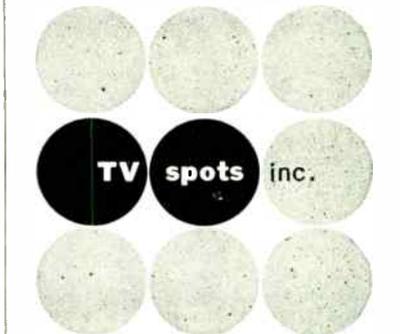


Agency: Leo Burnett Co., Inc.
Hollywood
Client: Bauer & Black

Honorable Mention—Regional



Agency: Robert Guidi
Client: KABC-TV
Award for Merit
Art Directors' Club of New York



5746 sunset boulevard
hollywood 55171
hollywood 28, california
new york office: dorothy johnson
plaza 54807
seattle, portland and san francisco
representative:
Robert L. Rogers Co.
604 university street, seattle

The Adventures of Ellery Queen

The Adventures of Ellery Queen is a new first-run TV film series which adds new records to the success story it has already written. Hugh Marlowe portrays Ellery Queen, the famous amateur detective in a mystery-dramatic series, combining both brain and brawn without any vulgar sadism. Running Time: 30 minutes. Cost: On request. Number Available: 32. Produced by: Television Programs of America, Inc. Submitted by: Television Programs of America, Inc., 477 Madison Ave., New York, N. Y.

Alias Mike Hercules

This mystery-melodrama will be a series of episodes revolving around Mike Hercules, portrayed by Hugh Beaumont. Mike, after being convicted on circumstantial evidence and sentence to five years in prison for a crime he did not commit, has returned to society. Although he is the victim of a miscarriage of justice, he bears no bitterness, but rather has developed from his experience in prison an amazing philosophy and understanding of his fellow man. Mike's aid to people with problems will make up the events of this series. Running Time: 30 minutes. Cost: \$18,000 Net (On the basis of a Cost: \$18,500 Net (On the basis of a minimum of 39 new films, 13 Net). Produced by: Hal Roach, Jr. Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Boston Blackie

Famous detective wages a constant battle against the underworld in action-packed weekly adventures. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 58. Produced by: Ziv Television Programs, Inc. Submitted by: Ziv Television Programs, Inc., 1529 Madison Road, Cincinnati 6, Ohio.

Capsule Mysteries

A brand new series especially prepared for TV. Each a complete mystery in 3:30 allowance is made for opening middle and closing commercials. Series features Hollywood star Glenn Langan in role of Police Inspector Drew along with a cast of 153 actors throughout series. Solution of the crime is held until after commercial. Suitable for use as a 5 minute series or as part of audience participation show. Running Time: 5 minutes. Cost: \$17.50 and up per show based upon per cent of stations rate card. Number Available: 39 completed. Produced by: Charles Michelson, Inc. Submitted by: Charles Michelson, Inc., 15 W. 47th St., New York 36, N. Y.

Cases of Eddie Drake

Mystery series with private detective involved in action-packed episodes. Running Time: 30 minutes. Cost: \$35-1250. Number Available: Thirteen. Produced by: Impro Productions—Harlan Thompson and Herbert L. Strock, producers. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Charlie Chan Theatre

One of the most famous of modern day sleuths introduces an oriental flavor to the world of crime detection. Running Time: 60 minutes. Cost: \$2,250. Number Available: 15. Produced by: Associated Artists. Submitted by: WABD, N. Y., N. Y.

City Detective

Half hour films of mystery and adventure, starring Hollywood's favorite man of action, Rod Cameron. A masterful combination of suspense and entertainment. Running Time: 30 minutes. Cost: On request. Number Available: 62. Produced by: Revue Productions. Submitted by: MCA-TV Ltd., 598 Madison Ave., New York, N. Y.

Code "3"

This mystery-melodrama tactfully dramatizes case histories taken from the files of the Los Angeles County Sheriff's Office. These episodes have an unusual scope which not only cover the normal day by day police activities but also encompasses the functions of the Los Angeles Sheriff's Aero Patrol, Posse, the Wayside Honor Rancho, and the Harbor Patrol. Running Time: 30 minutes. Cost: \$18,500 Net (On basis of a minimum of 39 new films, 13 re-runs are available at \$5,000 Net). Produced by: Hal Roach, Jr. Submitted by: American Broadcasting Company, 7 West 66 St., New York City, N. Y.

Colonel March of Scotland Yard

Stars Boris Karloff. Mystery series based on "Department of Queer Complaints" by John Dickson Carr. All films have intriguing twist out of the ordinary "cops and robbers" type of show. Running Time: 30 minutes. Cost: Upon request. Number Available: 26. Produced by: Panda Productions—Hannah Weinstein. Submitted by: Official Films, Inc.—Distributor, 25 West 45 St., New York 36, N. Y.

Craig Kennedy, Criminologist

Action-mystery series starring Donald Woods, and featuring well known Hollywood players. Number one purse rating in New Orleans, and still topping its time slot on fifth continuous run in Philadel-

phia. Still available for first runs in several major markets. Running Time: 30 minutes. Cost: On request. Number Available: Twenty-six individual films. Produced by: Adrian Weiss Productions. Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Fabian of Scotland Yard

Based on the case history files of former Superintendent of Scotland Yard, Robert Fabian, the man "Time" Magazine called "the world's greatest detective." Scientific sleuthing and suspense characterize these "on location" films produced by John Larkin, ex-20th Century Fox and Fireside Theater producer. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Trinity Productions, Ltd. Submitted by: Telefilm Enterprises, 38 East 57 St., New York, N. Y.

Files of Jeffrey Jones

Good mystery yarns with novel twists and turns—a combination of the best actors, writers, and directors. Running Time: 30 minutes. Cost: \$40-1500. Number Available: Thirty-nine. Produced by: Lindsley Parsons Productions, Inc.—Lindsley Parsons, producer. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Follow That Man!

The exciting "Man Against Crime" films starring Ralph Bellamy, retitled for first-run in many TV cities. Running Time: 30 minutes. Cost: On request. Number Available: 82. Produced by: William Esty and Company. Submitted by: MCA-TV Ltd., 598 Madison Ave., New York, N. Y.

Front Page Detective

Edmund Lowe plays the popular New York newspaper columnist and amateur detective David Chase. Running Time: 30 minutes. Cost: \$1,450. Number Available: 39. Produced by: Jerry Fairbanks Inc. Submitted by: WABD, N. Y., N. Y.

Gangbusters

Dramatization of major current criminal cases, emphasis on fact and action. Running Time: 30 minutes. Cost: Available on request. Number Available: 39. Produced by: Visual Drama, Inc. Submitted by: General Teleradio, Inc., 1440 Broadway, New York, N. Y.

Hollywood Offbeat

Melvyn Douglas plays Steve Randall, a disbarred lawyer turned private investigator, who is out to atone for his one mistake in life.

Running Time: 30 minutes. Cost: \$1,500. Number Available: 13. Produced by: Marion Parsonnet. Submitted by: WABD, N. Y., N. Y.

I'm the Law

Twenty-six half hour dramas, packed with sales punch, starring George Raft as a hard-hitting Metropolitan police inspector. Running Time: 30 minutes. Cost: On request. Number Available: 26. Produced by: Cosman Productions. Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Inner Sanctum

Famed mystery show heard for many years on radio now televised with brand new stories written especially for this series. Show uses variety of name stars. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Galahad Productions. Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

International Playhouse

Mysteries, dramas, adventures and thrill packed melodramas, produced and directed with consummate skill . . . settings and art direction the equal of any in the world. All of these are contained in this series of audience building interest packed stories—competitively priced—all star features for limited budgets. Running Time: 30 minutes. Cost: On request. Number Available: 26. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Mr. District Attorney

This authentic, behind-the-scenes story of our law enforcers in action stars David Brian as the famous "Champion of the People." Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: In production. Produced by: Ziv Television Programs, Inc. Submitted by: Ziv Television Programs, Inc., 1529 Madison Road, Cincinnati 6, Ohio.

Paris Precinct

Two detectives on the Paris police force collaborate in solving a variety of baffling crimes, which are based on actual police experience. Its scope reflects the national and international intrigue of sinister forces headquartered in Paris. Running Time: 26:30. Cost: On request. Number Available: 39. Produced by: Etoile Productions. Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

FILM MYSTERY

Racket Squad

Top network show now doing equally well in syndication. Excellent format exposing rackets covered by police "bunco" squads has proven civic value and audience popularity. Fast-paced staccato action and Hollywood star Reed Hadley's acting give the necessary excitement to the very real plots. Running Time: 30 minutes. Cost: On request. Number Available: 98. Produced by: Hal Roach, Jr. Submitted by: ABC Film Syndication, Inc., 7 West 66th St., New York 23, N. Y.

Scotland Yard

Filmed on location in London, each unit stars Patrick Barr as Inspector Morley in a criminal in-

vestigation in the British mystery tradition. Running Time: 30 minutes. Number Available: 13. Produced by: P-M Sales Co. Submitted by: Du Mont TV Film Sales, 515 Madison Ave., New York 22, N. Y.

Sherlock Holmes

Filmed in Europe to provide authentic atmosphere, Sherlock Holmes and his friend Dr. Watson comes to TV, in 39 half-hour films especially adapted from the most popular and unparalleled fictional detective mysteries, known the world over. Running Time: 26:30. Cost: On request.

Number Available: 39. Produced by: Sheldon Reynolds. Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Unity Mystery Films

Twenty exciting features dealing with the adventures and triumphs of one of the best known and best loved private eyes of all times—master-mind detective, the famous Charlie Chan. Stars include Ray Milland, Robert Young, Cesar Romero, Boris Karloff, J. Carroll Naish and Jack La Rue; plus Hollywood major features and international masterpieces. Running Time: Feature length. Cost: On request. Number Available: 20.

Produced by: Top-flight Hollywood producers. Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

The Visitor

Comedy, romance, mystery, adventure are to be found in this dramatic series, with stars from Broadway and Hollywood in its casts. Running Time: 30 minutes. Cost: On request. Number Available: 44. Produced by: Marion Parsonnet. Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

1954

FILM CHILDREN'S

1955

The Adventures of Blinkey

The adventure of an average boy and girl in a land of fantasy, called the Mighty Mixed-Up Forest. A variety of hazardous situations arise when Blinkey and Cindy become involved with an up-to-date witch tagged Harpy and other characters in this fantasy world. Running Time: 15 minutes. Cost: \$50.00 to \$450.00 depending on size of market. Number Available: 39. Produced by: Murray King. Submitted by: Blinkey Productions, Inc., 106 West End Avenue, New York, N. Y.

Bobo the Hobo

Bobo the Hobo and his traveling troupe is a new musical TV film puppet show with words and music by top Broadway and Hollywood talent, featuring musical adaptations of the world's most famous children's stories. Such stories as Don Quixote and Christopher Columbus are presented with new catchy tunes and lyrics and scenes and characterizations that children will love. Running Time: 15 minutes. Cost: On request. Number Available: 26. Produced by: Fantasy Features. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Children All Over the World

Informal visits with children in many interesting lands, shows how they live, their food, clothing games, etc. Running Time: 12 minutes. Cost: On request. Number Available: 18. Produced by: Encyclopaedia Britannica Films.

Submitted by: Associated Program Service (A Division of Muzak Corp.), 221 Fourth Ave., New York 3, N. Y.

Flash Gordon

Flash Gordon, the ace of interplanetary spacemen whose scientific adventures in space and time have skyrocketed in popularity since they first appeared in comic strips 20 years ago, tangles with amazing forces and situations and triumphs by sheer bravery and superior scientific achievements. Running Time: 26-30 minutes. Cost: On request. Number Available: 39. Produced by: Inter-Continental TV Films Corp. Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Funny Bunnies

Twenty-six endearing puppet films on the adventures of the "Funny Bunnies" designed to capture the hearts of children from 6 to 60—delightful fantasies full to overflowing with wonderful fun. Running Time: 15 minutes. Cost: Upon request—some markets still open—second and third runs in many. Number Available: 26. Produced by: Dynamic Films, Inc.—Distributed by MPTV. Submitted by: Dynamic Films, Inc., 112 West 89th St., New York 24, N. Y.

Gigi & Jock

The adventures of a pair of puppets in many lands. Carefully produced in France. Running Time: 30 minutes. Cost: Open. Number Available: 13. Submitted by: The TeeVee Co., 211 S. Beverly Dr., Beverly Hills, Calif.

Jim and Judy in Tele-Land

An animated cartoon series which has been a hit on such shows as KTTV's "Sheriff John" program in Los Angeles and Fireman Frank over KRON-TV, San Francisco. Open end, for use with either live or film commercials. Highly praised by TV press critics and parent-teacher groups. Delightful fantasy for youngsters, with adult appeal. Running Time: 5 minutes. Cost: On request. Number Available: Thirty-nine 5-minute episodes. Produced by: Television Screen Productions, New York. Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Jump Jump of Holiday House

Merry Holiday (Mary Hickox) and her friends Jump Jump, an elf three inches tall (puppet), Sleepy Slim, the lion, Aggli-Paggi, the clown and the Poet in stories that will delight every child. Top-rated film on west coast for two years. Now available on syndicated basis. Excellent merchandising features for dairies, bakeries, soft drinks, department stores, etc. Also available for radio. Running Time: 15 minutes. Cost: 50% of air time. Number Available: 65. Produced by: Harry and Mary Hickox. Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York 22, N. Y.

King Calico

This is a top entertainment package for children. Features music expressly written for the series with songs to win the small fry. Built around the adventures of a puppet king and his amusing sub-

jects, this show lends itself well to multiple alternate sponsorship. Running Time: 15 minutes. Cost: On request. Number Available: 65. Produced by: C. N. C. Productions. Submitted by: Kling Studios, Inc., 1058 W. Washington Blvd., Chicago 7, Ill.

The Little Story Shop

The Rex Castle marionettes and the Phoenix All-Youth Choir in special Christmas season programs with continuous musical background. Produced in fall, 1953. Fantasy, aimed at family audiences. A unique and outstanding program for showings from Thanksgiving to Christmas. Running Time: 15 minutes. Cost: On request. Number Available: Five programs. Produced by: Lew King. Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Mr. Rumble Bumble

Jolly "Mr. Rumble Bumble" relates the adventures of his many animal friends. Running Time: 5 minutes. Cost: On request. Number Available: 15 (Plan 130). Produced by: Packaged Programs, Inc. Submitted by: Packaged Programs, Inc., Pittsburgh 22, Pa.

Rocky Jones, Space Ranger

Thrills with Rocky Jones in his atomic propelled space ship. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Roland Reed Productions. Submitted by: United Television Programs, Inc., 650 N. Bronson Ave., Hollywood, Calif.

Smilin' Ed McConnell

Ed McConnell brings his animal pets, comic helpers and sprightly adventure yarns to television. Here is all the wholesome, genial fun that has delighted children and their parents on radio for more than thirty years.
Running Time: 30 minutes.
Cost: \$18,000 Net (First run)
\$6,000 Net (Second run) (Estimated price subject to final negotiation).

Produced by: Frank Ferrin Productions.
Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Streamlined Fairy Tales

Partially animated cartoons with the cleverest sound tracks you've ever heard. The classic fairy tales told in modern manner—Aladdin, King Midas, Red Riding Hood, etc. Fairy tale coloring books available

as premiums to sponsors. Use same art work as TV cartoons.
Running Time: 30 minutes.
Cost: Based on sets in market.
Number Available: 13.
Produced by: Harry S. Goodman.
Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York 22, N. Y.

Weiss Cartoons

Twenty of the most popular cartoons yet released for TV. These

include 10 Walt Disney "Alice" features, four "Krazy Kids," and 6 short "Nursery Rhymes," the latter group just 1 minute 20 seconds in length. The other vary from 5 to 8 minutes.
Running Time: 5 minutes.
Cost: On request.
Number Available: 20.
Produced by: Walt Disney; others.
Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

1954

FILM COMEDY

1955

The Abbott and Costello Show

A half hour series including 52 sure-fire comedies that click with kids and grownups alike in millions of homes, made especially for TV. Consistently, one of the highest rated shows in the country.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: TCA.

Submitted by: MCA-TV Ltd., 598 Madison Ave., New York, N. Y.

Amos 'n' Andy

Comedy team in fun-loving, mischief-making skits with same radio appeal.
Running Time: 30 minutes.
Cost: \$100-4,000.

Number Available: Sixty-five.

Produced by: Hal Roach Studios—Freeman Gosden and Charles Correll, producers.

Submitted by: CBS Television Film Sales, Inc., 48 Madison Ave., New York 22, N. Y.

A Scene with the Stars

Comedienne Vera Vague to emcee a series of 26 telefilms of 15 minutes episodes each. Featuring the appearance of established personalities and the use of old silent movie clips. Plenty of comedy, well placed gags. A few of the stars are Maureen O'Sullivan, Jerry Colonna, Dorothy Malone, Virginia Grey, Reginald Denny.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13.

Produced by: Karl Herzog, H-L Productions.

Submitted by: George Bagnall & Associates, Inc., 109 North La Cienega Blvd., Beverly Hills, Calif.

Charlie Chaplin Comedies

Each story is different and the titles give one an idea of their contents. They are the famous shorts that Chaplin made before he made features.
Running Time: Two versions: 12 and 20 minutes each.

Cost: On request.

Number Available: 12.

Produced by: Charles Chaplin for Mutual.

Submitted by: Commonwealth Film & TV, Inc., 723 Seventh Ave., New York, N. Y.

Government Girl

Light situation comedy about a government girl and the special problems of red tape, lobbyists, bureaucracy and life in the Capital of the World.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Milton Hammer.

Submitted by: Milton Hammer, Room 930 Washington Building, Washington, D. C.

Hal Roach Laff Time

Each of these stories, filmed at the Hal Roach studios in Hollywood, is a complete comedy in itself. Such comedy favorites as Franklin Pangborn, Lyle Talbot, Ann Doran and Lois Hall combine to make this a truly side-splitting series.

Running Time: 30 minutes.

Cost: On request.

Number Available: 13.

Produced by: Hal Roach.

Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

The Hank McCune Show

A situation comedy starring Hank McCune and Hanley Stafford. Geared for the entire family's entertainment.

Running Time: 30 minutes.

Cost: \$20,000 apiece.

Number Available: 52.

Produced by: Video Pictures, Hollywood, Calif.

Submitted by: Minot TV, Inc., Rm. 2204, 509 Madison Ave., New York 22, N. Y.

The Life of Riley

Hilarious situation comedy starring William Bendix.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26 (series A); 39 (series B); 39 (series C).

Produced by: Hal Roach Studios.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

Life with Elizabeth

Something new in husband-and-wife situation comedies . . . each show features three completely unrelated humorous events in the life of Elizabeth, played by pert, vivacious Betty White, the dynamic little gal who has quickly won the title of television sweetheart.

Running Time: 30 minutes.

Cost: \$60 to \$2,000 depending on size and importance of market.

Number Available: 52.

Produced by: Guild Films Co., Inc.

Submitted by: Guild Films Co., Inc., 420 Madison Ave., N. Y. C.

Meet Corliss Archer

This refreshing new comedy about America's sweetheart has the entire nation laughing. Meet Corliss Archer deals with the delightful adventures of Corliss Archer, and the rest of the Archer family. Five sponsor identifications.

Running Time: 30 minutes.

Cost: On request.

Number Available: In production.

Produced by: Ziv Television Programs, Inc.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Meet the O'Briens

Stars David O'Brien. This is a situation comedy starring Dave O'Brien, the star of the Pete Smith novelty series. He is involved in many hilarious situations.

Running Time: 30 minutes.

Cost: Upon request.

Number Available: 39.

Produced by: Roland Reed Productions.

Submitted by: Official Films, Inc.—Distributor, 25 W. 45th St., New York 36, N. Y.

My Hero

Stars Robert Cummings. Situation comedy based on the hilarious theme of Robert S. Beanblossom (Robert Cummings) as a real

estate salesman constantly getting in and out of trouble.

Running Time: 30 minutes.

Cost: Upon request.

Number Available: 33.

Produced by: Don Sharpe.

Submitted by: Official Films, Inc.—Distributor, 25 W. 45th St., New York 36, N. Y.

Weiss Short Subjects

Silent slapstick comedies featuring many of Hollywood's old-time favorites. More than 100 programs, most of them two-reels running approximately 20 minutes and Series include Barnyard Animal comedies, Snub Pollard, Jimmy Aubrey, "Hairbreadth Harry," Ben Turpin, Winnie Winkle, Poodles Hanneford and others.

Running Time: Varied lengths: 10 to 20 minutes.

Cost: On request.

Number Available: One hundred and fifteen (115).

Produced by: Various producers.

Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

White Collar Girl

This situation comedy series tells the story of the aspirations and everyday experiences of a typical New York White Collar Girl who is the product of a small town environment. Laraine Day is featured in the starring role of Nancy Hale, who with her roommate, Denny (Mary Beth Hughes), share the same everyday problems of working and living in the big city. Hillary Brooke is cast in the role of Nita, Nancy's glamorous but cynical co-worker.

Running Time: 30 minutes.

Cost: \$25,000 net (on basis of a minimum of 39 first runs, 6 to 13 re-runs are available at \$7,500 net).

Produced by: Hal Roach, Jr.

Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

Badge 714

As "Dragnet" this series is well known to NBC-TV network audiences as outstanding police documentary dramas. Starring Jack Webb, dramatizations are based on actual cases from the files of the Los Angeles Police Department. Running Time: 30 minutes. Cost: On request. Number Available: 48 (A series); 39 (B series). Produced by: Dragnet Production Company. Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York, N. Y.

Counterpoint

A variety of half-hour film dramas produced especially for television. Running Time: 30 minutes. Cost: \$1750. Number Available: 26. Produced by: Bing Crosby Enterprises. Submitted by: WABD, New York, N. Y.

Crime Crusader

Man of the cloth who tracks down criminals or prevents crime—with object to redeem the transgressor rather than to punish him. Running Time: 30 minutes. Cost: National or network \$25,000 plus—Syndi.: \$150 to \$4,000. Number Available: Pilot now, 13 by September 1954. Produced by: Times Square Productions, Inc. Submitted by: Times Square Productions, Inc., 145 W. 45th St., New York 36, N. Y.

Crown Theatre

Fabulous Gloria Swanson introduces top-rung Hollywood stars and occasionally takes a lead role herself. Running Time: 30 minutes. Cost: \$85-\$3000. Number Available: Twenty-six. Produced by: Bing Crosby Enterprises—Basil Grillo, executive producer. Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Curtain Call

Best of the Lux Video, G.E. Theatre, and the Steinbeck Omnibus Shows. Drama, action, comedy, by big name stars. Ann Sheridan, Thomas Mitchell, Joan Bennett, Gene Raymond, Lew Ayres, and others. Running Time: 30 minutes. Cost: On request. Number Available: 13. Produced by: Gross-Krasne, Bing Crosby Enterprises. Submitted by: United Television Programs, Inc., 650 N. Bronson Ave., Hollywood, Calif.

Famous Playhouse

A series of half-hour films of drama, mystery, comedy, starring leading Hollywood favorites. Running Time: 30 minutes. Cost: On request. Number Available: 228. Produced by: Revue Productions. Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Favorite Story

With Adolph Menjou acting as host, narrator, and frequent star, Favorite Story brings to the TV screen history's best-loved classics by such masters as Poe, Kipling, Tolstoy, and others. Each production is a dramatic achievement. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 78—more in production. Produced by: Ziv Television Programs, Inc. Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Frank Leahy Show

A dramatic program using sports as a background. It will encompass great American stories concerning the influence high school coaches have had upon the careers of some of the nation's top citizens and will not be limited exclusively to sports features. After the dramatic story a name guest, drawn from all fields of endeavor, will be interviewed by Frank Leahy. Running Time: 30 minutes. Cost: On request. Submitted by: American Broadcasting Company, 7 West 66th St., New York, N. Y.

Guns of Destiny

A television series which, as its title implies, presents each week a vivid dramatization of the role that a particular gun played in shaping the destiny of a person, a state, or even a nation. The guns and the stories which accompany them have been accumulated over a period of several generations. Each week the collector of these guns (Paul Cavanagh) selects a gun around which an unusual story is based. The stories will cover adventure, romance, intrigue, mystery and even comedy. Running Time: 30 minutes. Cost: \$22,500 net (on basis of a minimum of 39 first runs, 6 to 13 re-runs are available at \$7,250 net). Produced by: Hal Roach, Jr. Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

Harbor Patrol

A series of the "Harbor Police," based on the files of the harbor police departments and other law enforcement agencies operating on the waterfront. Running Time: 30 minutes. Cost: Upon request. Number Available: In production. Produced by: Handel Film Corp. Submitted by: Handel Film Corp., 6026 Melrose Ave., Hollywood 38, Calif.

The Heart of Juliet Jones

Fabulously successful as a King Features newspaper comic strip, "The Heart of Juliet Jones" filmed series combines comedy and drama in a Monday through Friday serialized story based on the devotion of a daughter to her widowed father and the resentment of interference by a younger sister. Running Time: 12:30. Cost: On request.

Number Available: 130 15-minute films.

Produced by: Charles Irving. Submitted by: Motion Pictures for Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Heart of the City

Adventures of Steve Wilson and Lorelie Kilbourne of the Illustrated Press in tracking down stories for the paper. Running Time: 30 minutes. Cost: On request. Number Available: 91. Produced by: Gross-Krasne. Submitted by: United Television Programs, Inc., 650 N. Bronson Ave., Hollywood, Calif.

I Led 3 Lives

Richard Carlson stars in the gripping, true-to-life story of Herbert Philbrick, the man who lived nine fantastic years as citizen, communist, and FBI counterspy. The tremendous impact of I Led 3 Lives has won the show acclaim—and high ratings. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 39 completed—39 more in production. Produced by: Ziv Television Programs, Inc. Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Invitation Playhouse

O. Henry type dramas, running time approximately 12:30 minutes with many stars, carefully produced. CBS New York stated it was the highest rated of any fifteen minute show they ever ran. Running Time: 15 minutes. Cost: Open. Number Available: 26. Submitted by: The Teevee Co., 211 S. Beverly Dr., Beverly Hills, Calif.

It Seems Like Yesterday

A nostalgic, tender look into American family life and customs—both yesterday and today. Each episode begins with a present day situation which causes the elderly Todd's, Andrew (James Lydon) and Sue (Mary Anderson), to reflect upon a similar occurrence during their early marriage days. By means of a flashback this incident in their lives is dramatized. Cast in the supporting roles of the Todd children are Michael Hall as Arthur Todd and Maureen Cassidy as Penny. Running Time: 30 minutes. Cost: On request. Produced by: Hal Roach, Jr. Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

The James Mason Show

James Mason makes his television debut in this series of dramatic readings from the great masterpieces of literature. The series also features Richard Burton, who played the leading role in "The Robe" and Pamela Mason. The trio brings to life in exciting reading the world's finest literature from such sources as Shakespeare, the

Bible, Browning, Bronte and Tennyson.

Running Time: 15 minutes. Cost: On request. Number Available: 26. Produced by: Portland Productions. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Janet Dean, Registered Nurse

Each half-hour program is based on an actual case history which is adapted for TV under the expert eyes of Harriet Stambach, R.N. The Veterans Administration, United States Coast Guard and Air Force Nurse Corps cooperate in creating many of the scenes filmed in hospitals or at the battle front. Running Time: 26:30. Cost: On request. Number Available: 39. Produced by: Cornwall Productions. Submitted by: Motion Pictures for Television (MPTV), 655 Madison Ave., New York 21, N. Y.

The Joe Palooka Story

The adventures of Joe Palooka in and out of the prize fight ring add up to warm-hearted melodrama that will be enjoyed equally by youngsters and oldsters. Features Joe Kirkwood, Cathy Downs and Maxie Rosenbloom. Running Time: 30 minutes. Cost: \$60 to \$2000. Number Available: 26. Produced by: Guild Films Co., Inc. Submitted by: Guild Films Co., Inc., 420 Madison Ave., New York, N. Y.

Little Theatre

This quarter hour program contains two O. Henry type dramas of around six minutes each, giving sponsor opportunity for commercial in the beginning, middle and end without breaking drama continuity. Many stars and quality production. Good ratings everywhere shown. Running Time: 15 minutes. Cost: Open. Number Available: 52. Produced by: The Tee Vee Co. Submitted by: The Tee Vee Co., 211 S. Beverly Dr., Beverly Hills, Calif.

On Stage with Monty Woolley

Adaptations of world renown classics done with an interesting and stimulating format, planned for three full commercials starring Monty Woolley with outstanding supporting casts—Blanche Yurka, Lili Darvas, Sheppard Strudwick, Ben Yaffee, Melville Cooper and others. Packed with suspense, drama and humor. Running Time: 15 minutes. Cost: Available upon request—brand new release. Number Available: 13. Produced by: Dynamic Films, Inc. Submitted by: Dynamic Films, Inc., 112 W. 89th St., New York 24, N. Y.

Orient Express

The Orient Express, crack luxury train of Europe, serves also to carry the viewer into a dramatic adventure, complete in itself.

FILM DRAMA

Filmed on actual location in the capitals of Europe. Orient Express brings to the screen such stars as Paul Lukas, Collette Marshand, Jean-Pierre Aumont and Evelyn Keyes, each presented in a drama tailored to his or her own talents. Running Time: 30 minutes. Cost: On request. Number Available: 26. Produced by: John Nasht. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Paradox

There are 26 shows in this series designed to fit a five-minute time slot. Each show is 3 minutes in length, complete in itself, and tells a dramatic story with a twist ending. Allows 1 minute and 20 seconds commercial time in five minute slot. Running Time: 5 minutes. Cost: On request. Number Available: 26. Produced by: Kling Studios, Inc. Submitted by: Kling Studios, Inc., 1058 W. Washington Blvd., Chicago, Ill.

Paragon Playhouse

Formerly "Douglas Fairbanks Present." Narrated by Walter Abel. Top draw TV drama including both classic material and original stories written for this series. Fairbanks stars in nine programs. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Douglas Fairbanks, Jr. Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

The Passerby

"The Passerby," a vivid, yet unseen character, narrates each of this diversified series of television plays. The stories, which encompass comedy, mystery, science fiction, adventure and westerns have cast, which include John Beal, Veronica Lake, Jackie Cooper and Fay Bainter, and are written by such writers as George Axelrod and Robert Anderson. Running Time: 15 minutes. Cost: On request. Number Available: 26. Produced by: Ely Landau, Inc. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Play of the Week

Boris Karloff, Joan Blondell, Terese Wright, James Dunn, Sir Cedric Hardwicke, Pat O'Brien and Joan Leslie are but a few of the outstanding Hollywood stars appearing in each "Play of the Week." Each offering, filmed especially for TV, has a different type of story varied to appeal to every possible type of audience. Running Time: 30 minutes. Cost: On request. Number Available: 26. Produced by: Ed Lewis Productions. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Playhouse 15

Fifteen minute stories—drama, adventure, mystery, comedy—all heightened by a surprise ending twist. Made for TV by Bernard Prockter, the producer of "The Big Story" and "T-Men in Action." Running Time: 15 minutes. Cost: On request. Number Available: 78. Produced by: Bernard Prockter. Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

The Playhouse

Star-studded series featuring Hollywood names such as Ann Sheridan, Sir Cedric Hardwicke, Edmund O'Brien. Produced and directed in Hollywood by outstanding craftsmen of the film industry. Perfect showcases for a variety of excellent performances. Formerly "Schlitz Playhouse of Stars." Running Time: 30 minutes. Cost: On request. Number Available: 52. Produced by: Meridian Pictures, Inc. Submitted by: ABC Film Syndication, Inc., 7 W. 66th St., New York 23, N. Y.

Royal Playhouse

Produced especially for television, and ranging from melodrama to comedy, this series of half-hour dramas feature some of Hollywood's newcomers as well as a variety of capable veteran actors in tightly woven playlets. Running Time: 30 minutes. Cost: \$1750. Number Available: 52. Produced by: Bing Crosby Enterprises. Submitted by: WABD, New York-N. Y.

Second Chance

Story of a rehabilitated convict—from commission of crime to his completion of prison term and eventual return to society. Each story features actual person. First film is titled, "The Man in the Brown Suit." Running Time: 30 minutes. Cost: Nat. or network \$25,000. Syndi.: \$150 to \$4,000 per program. Number Available: Pilot now—13 by September 1st, 1954. Produced by: Times Square Productions, Inc. Submitted by: Times Square Productions, Inc., 145 W. 45th St., New York 36, N. Y.

Secret Service Agent

Series of half-hour adventures based upon actual files of the Secret Service Division of the U. S. Treasury Department, Washington, D. C. Stars Broderick Crawford. Running Time: 30 minutes. Cost: On request. Number Available: Sample film available. Regular production stars August 26, 1954. (26 in series.) Produced by: Bill Broidy Company. Submitted by: Wm. F. Broidy Productions, Inc., 5545 Sunset Blvd., Hollywood 28, Calif.

The Star and the Story

Dramatic series based on stories of the star's own choosing. Thirteen will be Somerset Maugham stories. Series star famous names such as David Niven, Frank Lovejoy, Teresa Wright, Angela Lansbury, etc. Running Time: 30 minutes. Cost: Upon request. Number Available: 39. Produced by: Four Star Productions—Don Sharpe. Submitted by: Official Films, Inc.—Distributor, 25 W. 45th St., New York 36, N. Y.

Star Performance

Basil Rathbone stars in the first of a series of readings from the classics by famed personalities. Rathbone reads Robert L. Stevenson's "The Sire de Maletroit's Door." Running Time: 15 minutes. Cost: On request. Number Available: One. Produced by: Transfilm, Inc. Submitted by: Transfilm, Inc., 35 W. 45th St., New York, N. Y.

Story Theatre

Based on the world's finest works of fiction, Story Theatre presents adventures in human emotions. This television series is carefully written, produced, and cast. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 26. Produced by: Grant-Realm. Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Tales of a Wayward Inn

This dramatic series is based on stories and legends of people from the entertainment and literary fields whose paths lead them to the famed Algonquin Hotel (The Wayward Inn). Brian Aherne portrays the owner and manager, who becomes involved with the lives, loves and ambitions of his guests, because of his untiring understanding of their problems and his loyal friendship. Each episode will be a complete story as told by Brian Aherne. Running Time: 30 minutes. Cost: \$22,500 net (on basis of a minimum of 39 first runs, 6 to 13 re-runs are available at \$7,250 net). Produced by: Hal Roach, Jr. Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

Tales of Tomorrow

Outstanding science fiction dramas which originally appeared once on ABC network now being syndicated by The Tee Vee Co. All name stars beautifully produced. Highly rated in the 20 cities where it ran. Running Time: 30 minutes. Cost: Open. Number Available: 26.

Produced by: George Foley. Submitted by: The Tee Vee Co., 211 S. Beverly Dr., Beverly Hills, Calif.

This Is Charles Laughton

A collection of readings by the foremost artist in his field. The immortal prose of Shakespeare, Dickens, Lincoln, Thomas Wolfe and the Old Testament is given richer and deeper meaning with Mr. Laughton's delivery and his intimate anecdotes and digressions add immeasurably to the entertainment value. High ratings everywhere shown. Running Time: 5 minutes. Cost: Open. Number Available: 26. Produced by: Paul Gregory Associates. Submitted by: The Tee Vee Company, 211 S. Beverly Dr., Beverly Hills, Calif.

This Is the Story

True stories; history through sports; two true vignettes to each show with surprise ending. Running Time: 15 minutes. Cost: Upon request. Number Available: 52. Produced by: Morton Television Productions, Inc. Submitted by: Morton Television Productions, Inc., 64 E. Lake St., Chicago 1, Ill.

Times Square Playhouse

Featuring Herbert Marshall as host and narrator, Times Square Playhouse is a top dramatic series. All-star Hollywood casts and superior technical supervision. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Ziv Television Programs, Inc. Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Treasury Men in Action

This melodramatic series will consist of complete and true stories as taken from the actual cases solved by our Treasury Department. These authentic episodes will tell of the great work our "T-Men" do in aiding and protecting the American people against counterfeiters and frauds. Running Time: 30 minutes. Cost: \$22,500 net (summer re-run 13 episodes \$11,250 net). Produced by: Bernard Prockter Productions. Submitted by: American Broadcasting Company, 7 W. 66th St., New York, N. Y.

FILM DRAMA

The Unexpected

Offering dramatization of stories with surprise endings, *The Unexpected* is a series wherein every half hour is a study in suspense. Scripted by Peabody Award winners Lawrence and Lee. Five sponsor identifications. Running Time: 30 minutes. Cost: On request. Number Available: 39. Produced by: Ziv Television Programs, Inc.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

'Your' Star Showcase

Edward Arnold plays host to 52 star-studded half-hours of top TV plays with a weekly parade of marquee names—good scripts—tight direction—and lavish production. "Your" Star Showcase has an all-family appeal combining comedy, drama, romance, adventure

and mystery and intrigue. Running Time: 30 minutes. Cost: On request. Number Available: 52.

Produced by: Sovereign Productions, Inc.

Submitted by: Television Programs of America, Inc., 477 Madison Ave., New York, N. Y.

Your TV Theatre

Featuring high caliber entertainment at its dramatic best, Your

TV Theatre is an audience winner. Ranking with the top-rated shows in television, this series offers stories ranging from the humorous to the tragic, from adventure to romance. Five sponsor identifications.

Running Time: 30 minutes. Cost: On request.

Number Available: 120.

Produced by: Frank Wisbar.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

1954

FILM EDUCATIONAL

1955

The Answer Man

Based on the famous Answer Man radio series. Authentic and amusing visual answers to questions. Odd facts about people and places never before seen. Unusual aspects of nature and science filmed for the first time by means of high speed cameras, X-ray photography, the microscope and telescope. Running Time: 15 minutes. Number Available: 13 (in weekly production).

Produced by: Bruce Chapman. Submitted by: The Bruce Chapman Company, 55 West 42nd St., New York 36, N. Y.

Canine Comments

Various breeds shown in the field, in kennels, and at some of America's leading dog shows. Documentary, entertaining, and educational programs featuring David Wade, noted authority on dog care and training. Filmed in Dallas, Texas, especially for TV. Running Time: 15 minutes.

Cost: On request. Number Available: Thirteen. Produced by: David Wade. Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

Doctor Fixum-Household Hospital

Formerly this series was broadcast on radio for two to three years and now available for television. Brings home to the viewer how easily the application of many household hints can simplify their problems.

Running Time: 15 minutes. Cost: On request. Number Available: 26. Produced by: Vogue Wright Studio, Chicago, Ill.

Submitted by: George Bagnall & Associates, Inc., 109 North La Cienega Blvd., Beverly Hills, Calif.

The Garden Show

Color film showing author-lecturer Wilbur H. Youngman working at indoor and outdoor gardening with occasional views of nationally famous gardens and others of special interest. Complete information for the amateur gardener. Running Time: 15 minutes.

Cost: On Request. Number Available: 26. Produced by: Milton Hammer. Submitted by: Milton Hammer, Room 930, Washington Building, Washington, D. C.

It's Good Taste

Amy Vanderbilt, arbiter of the etiquette world, presents clear, concise modern approach to manners. Amy, charming and gracious, meets her public from a cozy, fire-placed library where she teaches young and old America alike the "do's" and "don'ts" of etiquette in entertaining, bite-sized films. Running Time: 5 minutes.

Cost: On request. Number Available: Thirty-nine, with 117 more set for production.

Produced by: A-V Film Productions, Inc.

Submitted by: United Film & Recording Studios, 301 E. Erie St., Chicago, Ill.

John Kieran's Kaleidoscope

Absorbing film footage photographed in natural European locales. Subject matter varies to cover all interests, ranging from the aid of kitchen physics to the grace of Olympic stars in action. The humor and wit of the remarkable John Kieran of "Information, Please" fame is the final indispensable charm of this series. Running Time: 15 minutes.

Cost: On Request. Number Available: 104. Produced by: International Tele-Films.

Submitted by: ABC Film Syndication, Inc., 7 West 66 St., New York 23, N. Y.

Junior Science

Using elementary things found in every home (tin cans, string, soap, etc.). Dr. Gerald Louis Wendt, authentic scientist and a master showman with a magnetic personality, explains and demonstrates fundamental wonders of science. Each film treats a single subject: surface tension, sound, magnets, jet propulsion, buoyancy, hydraulics, etc. Running Time: 12:30.

Cost: On request. Number Available: 39. Produced by: Junior Science, Inc. Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

People and Places

Seven or 10 minute versions of world-wide current interest locales. Human interest sequences filmed in the Far East, Europe, Asia, Africa, and South America. Running Time: 7-10 minutes.

Cost: On request. Number Available: 26 programs.

Submitted by: Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

The Sewing Room

For the first time sewing lessons on film in color. First 13 show basic dress from buying a pattern to completed garment. Features Elizabeth Chapin noted home economist. Made with technical assistance of McCall's, Cohama fabrics, Talon zippers, so technically show is perfect. Running Time: 15 minutes.

Cost: On request. Number Available: 13 completed, 13 in preparation.

Produced by: Zahler Films Inc. Submitted by: Zahler Distributors Inc., 918 No. La Cienega Blvd., Los Angeles, Calif.

Spare Time

15-minute open end TV film demonstrating the "Do-It-Yourself" simplicity of the product. Narrated by Inga Rundvold and Russ Nickols. Film directed to the women's market. Running Time: 15 minutes.

Cost: On request. Number Available: 13. Produced by: King's Men Productions Ltd.

Submitted by: King's Men Productions Ltd., 163 Bleecker St., N. Y. 12, N. Y.

Washington Spotlight

Discussions of topics of national interest with political columnist Marquis Childs moderating debate between two Senators, Congressman or other persons of national

reputation. Running Time: 15 minutes. Cost: On request.

Number Available: Unlimited (new one each week).

Produced by: Milton Hammer. Submitted by: Washington Spotlight, Room 930, Washington Building, Washington, D. C.

Watch the World

Each episode is composed of three individual stories ranging from sports and travel to personalities, arts, sciences, etc. Don Goddard narrates. Running Time: 15 minutes. Cost: On request.

Number Available: 26. Produced by: NBC Film Division, under supervision of George Wallach.

Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

What's Your Problem?

Dramatic exchange between a counselor in personal relations and her clients who bring their problems to Lorraine Logan. Pleasant, optimistic show built around realistic situations with realistic solutions. Usable in 5-minute series or with three "problems" tied together in 15-minute series.

Running Time: 5 minutes. Cost: On request.

Number Available: 130. Produced by: Milton Hammer. Submitted by: Milton Hammer, Room 930, Washington Building, Washington, D. C.

FILM QUIZ

Pantomime Quiz

Mike Stokey is the host on this humorous series of charade quizzes, produced specifically for television. Supporting the regular panel of Adele Jergens, Jackie Coogan, Hans Conreid and Vincent Price are such stars as Sonny Tufts, Margo, Leif Erickson and Alan Mowbray. Running Time: 30 minutes.

Cost: On request. Number Available: 13. Produced by: Donlevy Productions. Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Photoquiz

Intriguing film shorts ask the questions and provide clues to the answers in this 15-minute, across-the-board quiz show based upon the famous Look Magazine feature. Local announcer telephones con-

testants and awards prizes for correct answers; a strong local merchandising show.

Running Time: 15 minutes. Cost: On request. Number Available: 52 weeks (260 programs).

Produced by: Telenews Productions, Inc. Submitted by: Telenews Productions, Inc., 630 Ninth Avenue, New York 36, N. Y.

What's Wrong with This Picture

Gimmick show — prizes. Running Time: 15 minutes. Cost: Upon request.

Number Available: 260. Produced by: Morton Television Productions, Inc. Submitted by: Morton Television Productions, Inc., 64 E. Lake St., Chicago 1, Ill.

Adventure Out of Doors

Jack Van Coevering, outdoor editor of the Detroit Free Press and noted sports writer, interviews and goes on expeditions with sportsmen of many fields. Beautiful scenery, bountiful catches, fine hunting, conservation consciousness and good companionship.

Running Time: 15 minutes.

Cost: 25% of A Time.

Number Available: 13.

Produced by: Jack Van Coevering.

Submitted by: Cornell Films, Inc., 1501 Broadway, New York 36, N. Y.

Adventures in Sport

Each release presents fast-paced, outstanding stories in particular sports category. Titles include: "Diamond Gems," "Marine Maniacs," "World in a Pigskin," "Stars in Skirts," "Mayhem in the Ring," "Champs in Action," and many other action-packed stories in every popular sport.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Produced by: Telenews Productions, Inc.

Submitted by: Telenews Productions, Inc., 630 Ninth Avenue, New York 36, N. Y.

All American Game of the Week

A condensation each week of 10-week season of top college football games in the U. S. One game each week. Three additional episodes are: (1) pre-season roundup, (2) post-season roundup, and (3) Bowl games preview. Narrated by Tom Harmon.

Running Time: 26:30 minutes.

Cost: \$50 to \$600 (cost range). Specific market cost, on request.

Number Available: 13.

Produced by: Sportsvision, Inc.

Submitted by: Sportsvision, Inc., 233 Sansome St., San Francisco 4, Calif.

All-American Wrestling

This series of one hour shows features all of the big names in wrestling. Filmed especially for television to give you the best action and photography possible. There is plenty of opportunity for commercial inserts and sponsor identification.

Running Time: 60 minutes.

Cost: On request.

Number Available: 39.

Produced by: Crosley Broadcasting Corp.

Submitted by: Kling Studios, Inc., 1085 W. Washington Blvd., Chicago 7, Ill.

Beat the Experts!

The viewer is given an opportunity to pit his knowledge of popular sports against that of a panel of well-known contemporary sports personalities. The questions are asked and clues are given in exciting scenes of the sports concerned. Each issue presents a different panel of sports-stars.

Running Time: 5 or 15 minutes.

Cost: On request.

Number Available: 52 15-minute shows; 260 5-minute shows.

Produced by: Telenews Productions, Inc., 630 Ninth Ave., New York 36, N. Y.

Big Ten Conference Hi-Lites

Composite of four top games played by Big Ten football teams each week of 9-week season, plus four episodes covering pre-season and post-season roundups, and preview of Rose Bowl opponents. Narration by Tom Harmon.

Running Time: 26:30 minutes.

Cost: \$50 to \$500 (cost range). Specific market cost, on request.

Cost: \$50 to \$500 (cost range).

Produced by: Sportsvision, Inc.

Submitted by: Sportsvision, Inc., 233 Sansome St., San Francisco 4, Calif.

The Bill Corum Sports Show

Bill Corum, the dean of sports columnists, takes the viewers right into the lives of the headline heroes of sport. Each episode shows a highlight from the career of the athlete, as well as showing them off guard — training, playing at home—you even meet their families and their sweethearts. This is not a static sports interview, but an action packed sports story program.

Running Time: 15 minutes.

Number Available: 26.

Produced by: Ely Landau, Inc.

Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Boxing from Rainbo

Narrated by ABC sportscaster Jack Drees, and featuring young contenders in all classes from Chicago's famous Rainbo Arena. The best bouts are taken from each evening's card of boxing to make up a half hour show. Plenty of hard-hitting, action-packed boxing is guaranteed in each show.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: Kling Studios, Inc.

Submitted by: Kling Studios, Inc., 1058 W. Washington Blvd., Chicago 7, 11.

Championship Bowling

Series of one-hour bowling films featuring match elimination games between champions of the bowling world. Filmed on a brand new five camera continuous "live" action method. Joe Wilson, eminent sportscaster does the commentary.

Running Time: 60 minutes.

Cost: On request.

Number Available: 26 weeks.

Produced by: Peter De Met Productions.

Submitted by: Walter Schwimmer Productions, Inc., 75 E. Wacker Dr., Chicago 1, Ill.

Girl Wrestling

Half-hour shows of the biggest names in women's wrestling. A thrill a minute throughout each episode.

Running Time: 30 minutes.

Cost: Upon request.

Number Available: 26.

Produced by: Robert L. Lippert Productions.

Submitted by: Official Films, Inc., Distributor, 25 W. 45th St., New York 36, N. Y.

Goin' Places with Gadabout Gaddis

Starring 'Gadabout' Gaddis, well known fisherman, this series takes the viewer on trips from Florida to Canada, each show a different location, using the fun of fishing there as excuse for the trip. Sponsored with great success, in some 50 local markets, series is available still in many good TV markets.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Produced by: Beacon Television Features, Inc.

Submitted by: Sterling Television Co., 205 East 43 St., New York, N. Y.

Guild Sports Library

510 short sports clips featuring every leading sport personality. Each film individually mounted and catalogued. New releases monthly. Library subscriptions also include three dynamic new sport personality scripts per week. Leased on an annual basis.

Running Time: 30 seconds.

Cost: \$75 to \$140 per month on annual lease basis.

Number Available: 510.

Produced by: Guild Films Co., Inc.

Submitted by: Guild Films Co., Inc., 420 Madison Ave., N. Y. C.

Jalopy Races from Hollywood

"Jalopy Races From Hollywood" is an excellent off beat sports series now available for the first time in markets outside of Los Angeles. A proven sports winner with a three year history and a high rating. Each film contains our special feature, the "Crack Up of the Week," full of excitement and thrills.

Cost: By request.

Number Available: 26.

Produced by: Harriscopes, Inc.

Submitted by: Harriscopes, Inc., 355 North Beverly Drive, Beverly Hills, Calif.

The Jimmy Demaret Show

Golfdoms most popular personality interviews guest stars from every field. His guests include Bing Crosby, Jerry Colonna, Ted Williams, Sammy Snead, Bobby Jones, Gene Sarazen, Lloyd Mangrum and others. Golf instruction is the highlight.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13, with more planned.

Produced by: Cornell Films Inc.

Submitted by: Cornell Films Inc., 1501 Broadway, New York 36, N. Y.

Main Event Wrestling from Hollywood

Wrestling at its finest on film with Lou Thesz, Gorgeous George and all other major wrestlers. One-half the film contain a three minute dressing room interview with the wrestler. Plenty of room for commercial integration.

Running Time: 30 minutes and 60 minutes.

Cost: \$15.00 per film and up.

Number Available: 52.

Produced by: Harriscopes, Inc.

Submitted by: Harriscopes, Inc., 355 North Beverly Drive, Beverly Hills, Calif.

Pacific Coast Conference Hi-Lites

Composite of four top games played by Pacific Coast Conference football teams each week of 10-week season, plus three episodes covering pre-season outlook, post-season roundup and preview of Rose Bowl opponents. Narrated by Tom Harmon.

Running Time: 26-30 minutes.

Cost: \$50 to \$550 (cost range) Specific market cost, on request.

Number Available: 13.

Produced by: Sportsvision, Inc.

Submitted by: Sportsvision, Inc., 233 Sansome St., San Francisco 4, Calif.

Roller Derby

Roller Derby, the world's fastest growing sport is brought to the viewers in a fast moving exciting fashion in this TV series. Each episode brings a complete contest between two of the top teams in the Roller Derby league filmed especially for TV.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: Roller Derby Associates.

Submitted by: NTA, 625 Madison Ave., N. Y. 22, N. Y.

Speed Classics

Complete, exciting stories of championship motor racing events, packed with thrills chills and spills, produced especially for TV. A ready-made audience in the largest paid attendance sport in the country, designed to keep you on the edge of your seats. Each eye-catching episode programmed for the sports audience.

Running Time: 15 minutes and 30 minutes.

Cost: Upon request, some markets still open for first run.

Number Available: 13 available in either half hour or a quarter hour program.

Produced by: Dynamic Films, Inc.

Submitted by: Dynamic Films, Inc., 112 West 89th St., New York, N. Y.

Sports Album

The great moments in sports history, and the immortals who lived them, are seen through motion pictures. No sports fan can resist the attraction of the legendary feast . . . and the legendary names . . . of the world of sports.

Running Time: 5-15 minutes.

Cost: On request.

Number Available: 104.

Produced by: Ziv Television Programs, Inc.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Sports Almanac

Sports Almanac is a 26-film series, each film of which is of one-half hour length and features the highlights of three famous sports events in history. Narration is handled by Vincent Richards, former world tennis champion.

Running Time: 30 minutes.

Cost: Price varies according to market.

Number Available: 26, at the present time, with an additional 26 to be filmed.

FILM SPORTS

Produced by: George Whitlock, in conjunction with Mort Catok.
Submitted by: Radio City Productions, Inc., 525 Lexington Ave., New York, N. Y.

Sports Mirror

This series promises to create and maintain a faithful audience. It carries the suspense of an unfinished mystery and the lift of good comedy—with such names as, Jack Dempsey, Florence Chadwick, Ellsworth Vines, Casey Stengel, Mickey Walker, Johnny Lindell, and many more.

Running Time: 15 minutes.
Cost: On request.
Number Available: 7.

Produced by: Wickam Films Production.

Submitted by: George Bagnall & Associates, Inc., 109 North La Cienega Blvd., Beverly Hills, Calif.

Texas Rasslin'

'Texas Rasslin' is filmed weekly at the Sportatorium in Dallas in front of an audience of averaging over 5000 people. The greatest names in wrestling appear on these films. We specialize in the best known showmen. Running time: 22 to 24 minutes, also 52 to 54 minutes. Running Time: 30 minutes and 60 minutes.

Cost: Quoted on request.

Number Available: 85 and making every week.

Produced by: Ed McLemore.
Submitted by: 'Texas Rasslin' Sportatorium, Dallas, Texas.

This Week in Sports

A sparkling, fast-paced presentation of the sports highlights of the week with feature coverage on famous sports personalities, narrated and MC'd by Harry Wismer. Running Time: 15 minutes.

Cost: On request.
Number Available: Weekly.
Produced by: Hearst Metrotone News Inc.
Submitted by: International News Service, 235 E. 45th St., New York 17, N. Y.

Water World

Series of films designed to show the various activities on, in, and under the waters throughout the world. Each film runs approximately 15 minutes and are in color as well as black and white. Titles include Sea Fever, Holiday Afloat, Cruising The Keys, Water Ski Antics, etc.

Running Time: 15 minutes.

Cost: On request.

Produced by: Victor Kayfetz Productions, Inc.

Submitted by: Victor Kayfetz Productions, Inc., 1780 Broadway, New York 19, N. Y.

1954

FILM NEWS

1955

CBS Television "Newsfilm"

Current news programs daily—five per week.

Running Time: 15 minutes.

Cost: On request.

Number Available: Five per week.

Produced by: CBS Television.

Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Drew Pearson's Washington Merry-Go-Round

Long a coast-to-coast favorite in 600 newspapers and on 280 radio stations Drew Pearson brings to TV a newsworthy weekly show for local, regional and national spot advertisers. Predicting events to come, each week Drew Pearson also has a special interview guest who is currently in the headlines.

Running Time: 12:30.

Cost: On request.

Number Available: 39.

Produced by: MPTV Syndication Corp.

Submitted by: Motion Pictures For Television (MPTV), 655 Madison Ave., New York 21, N. Y.

Fulton Lewis, Jr. Television Program

Fulton Lewis, Jr., outspoken news commentator, is known for his analysis of the factors that make up the daily headlines. Many months in advance of the crises, Mr. Lewis warned his television audiences of the imminent dangers of the Indo-China and Guatemala situations. Filmed weekly in Washington.

Running Time: 15 minutes.

Cost: Per station basis.

Number Available: 39 starting September.

Produced by: Washington Video Productions, Inc.

Submitted by: Washington Video Productions, Inc., 1536 Connecticut Ave., N.W., Washington 6, D. C.

INS—Telenews Daily News Film Service

An average of 15 minutes per day of 16 mm. footage, shipped Monday through Friday bringing in top news stories of national and international importance.

Running Time: 15 minutes.

Cost: On request.

Number Available: Daily.

Produced by: Hearst Metrotone News Inc.

Submitted by: International News Service, 235 E. 45th St., New York, N. Y.

INS Telenews Weekly News Review

A fast-paced review of the news highlights of the week, completely voiced and scored. Shipped Friday, for release upon receipt.

Running Time: 15 minutes.

Cost: On request.

Number Available: Weekly.

Produced by: Hearst Metrotone News, Inc.

Submitted by: International News Service, 235 E. 45th St., New York 17, N. Y.

Sands of Time

An unusual series showing newsreel highlights of exciting events of the past; the tragic dramatic explosion of the Hindenburg — the four horsemen of Notre Dame—great storms of the past. The outstanding events covered by newsreel cameramen are all tied into a series of questions concerning the events shown, with the audience given ten seconds to answer.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Produced by: Transco TV.

Submitted by: NTA, 625 Madison Ave., N. Y. 22, N. Y.

Varied Viewpoints

Washington commentary—across-the-board—with five nationally-

known syndicated correspondents—four men, one woman. Two are liberal in interpretation, two are conservative, and the woman is middle-of-the-road. Each program to feature interview with political celebrity.

Running Time: 15 minutes.

Cost: Network or national—\$5000 per program—Syndi. \$40 to \$450.

Number Available: Pilots now available—39 week run released one per day.

Produced by: Times Square Productions, Inc.

Submitted by: Times Square Productions, Inc., 145 West 45th St., New York 36, N. Y.

Weather Forecast Jingles

The prize winning radio spots brought to TV with marionettes that really "live." 51 different spots covering every possible weather forecast. Available in black and white or color. Can be used on a program or as a one-minute commercial.

Running Time: 30 seconds.

Cost: Based on number of sets in market.

Number Available: 51 different ones.

Produced by: Harry S. Goodman.
Submitted by: Harry S. Goodman Productions, 19 East 53rd St., New York 22, N. Y.

DRAMA SERIAL

Heart of the City

The filmed adventures of fighting editor Steve Wilson and his girl Friday.

Running Time: 30 minutes.

Cost: \$1,850.

Number Available: 91.

Produced by: Gross-Krasne.

Submitted by: WABD, N. Y., N. Y.

Mayor of the Town

"Mayor of the Town" brings to television film one of the all-time greats among character actors in a most basic American portrayal. Thomas Mitchell portrays the First Citizen of a grass-roots government, taking some of his troubles home to "Marilly," played by Kathleen Freeman, and "Butch," played by Billy Chapin.

Running Time: 30 minutes.

Cost: \$30,000.

Number Available: 39.

Produced by: Rawlins-Grant, Inc., in association with Gross-Krasne, Inc.

Submitted by: Rawlins-Grant, Inc., California Studios, 650 N. Bronson Ave., Los Angeles 4, Calif.

Unity Serials

Twenty-two varied serial packages are offered with such titles as "Hurricane Express," "Miracle Rider" and "Lost Jungle" with such stars as John Wayne, Tom Mix and Clyde Beatty.

Running Time: 1st chapter 28 minutes, subsequent chapters 18 minutes, also available 15 minute segments.

Number Available: 22.

Submitted by: Unity Television Corp., 1501 Broadway, New York 36, N. Y.

RELIGIOUS FILMS

Frontier Parson

"Humble Heart," "Reads The Bible," and "God's Animals" are three titles.

Running Time: 20-26 minutes.

Produced by: Herman Hack.

Submitted by: Herman Hack Productions, 535 N. Laurel Ave., Los Angeles 48, Calif.

Hymnalogues

World renowned religious hymns are sung by talented choral singers, with the words super-imposed on appropriate scenic backgrounds. These subjects are available either in black and white or color.

Running Time: 3 minutes.

Number Available: 38.

Submitted by: Post Picture Corp., 115 W. 45th St., N. Y., N. Y.

The Living Book

A series of inspired stories taken from the greatest book ever written. The Living Book offers a fine reproduction of biblical times. Five sponsor identifications.

Running Time: 30 minutes.

Number Available: 13.

Produced by: Crusader Films for Forest Lawn.

Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

One God

Colorful, dramatic picturization of the World Parliament of Religions world tour to places holy to all recognized religions.

Running Time: 30 minutes.

Cost: \$10,000.

Number Available: 6.

Submitted by: Alton Alexander Productions, Inc., 595 Madison Ave., N. Y. 22, N. Y.

Art Linkletter and the Kids

General interviewing of non-professional children by Linkletter results in uproarious replies which are spontaneous.

Running Time: 15 minutes.
 Cost: \$40-650.
 Number Available: Thirty-nine.
 Produced by: John Guedel Productions — Maxwell Shane, producer.
 Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Bob Elson's Interviews of the Century

Interviews with famous people who are about to board the 20th Century Ltd. in Chicago. Program is actually filmed in LaSalle St. Railroad Station. Films feature such well-known personalities as: Jimmy Durante, Sen. Kefauver, Abbe Lane, Red Grange, etc.

Running Time: 15 minutes.
 Cost: Varies with market.
 Number Available: 17 produced, future films to be produced from 1 to 5 per week currently.

Produced by: Academy Film Productions, Inc.
 Submitted by: Academy Film Productions, Inc., 123 West Chestnut St., Chicago 10, Ill.

Hollywood on the Line

This Hollywood-produced TV series tells what everyone naturally wonders: what his favorite movie stars is really like, off screen.
 Running Time: 15 minutes.
 Cost: \$20-40.
 Number Available: Twenty-six.
 Produced by: Gene Lester Productions—Gene Lester, producer.

Submitted by: CBS Television Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

The Lilli Palmer Show

Interviews with famous persons in the theater, music, literature, the dance, etc. A prestige show for a discriminating audience.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: 26.
 Produced by: Lilli Palmer.
 Submitted by: NBC Film Division, 30 Rockefeller Plaza, New York City.

Holiday

Joan Fontaine, Edmond O'Brien and Ida Lupino personally takes the viewer on a romantic journey to faraway places. We go along with these stars as they visit glorious Switzerland, gay Paris, delightful Denmark, quaint Japan, and many other intriguing places in all the corners of the earth.
 Running Time: 30 minutes.

Cost: On request.
 Number Available: 26.
 Produced by: Filmmakers.
 Submitted by: NTA, 625 Madison Ave., New York 22, N. Y.

Sightseeing with the Swayzes through Vacationland America

Sightseeing with John Cameron

Swayze, his wife, son and daughter throughout the United States and Canada.
 Running Time: 11 mins., 25 secs.
 Cost: Upon request.
 Number Available: Thirteen.
 Produced by: Robert Lawrence Productions, Inc.
 Submitted by: Robert Lawrence Productions, Inc., 418 West 54th St., New York 19, N. Y.

Stars on Parade

Twenty 10-minute shorts featuring leading stars of the entertainment world in a series of informal, behind-the-scenes, singing, dancing and comedy sequences.
 Running Time: Approximately 10 minutes.
 Cost: On request.
 Number Available: 20.
 Submitted by: Unity Television Corporation, 1501 Broadway, New York 36, N. Y.

BMI TV CLINICS

NEW YORK
 (Hotel Biltmore)
 Monday & Tuesday
 AUGUST 2 & 3

CHICAGO
 (Hotel Sheraton)
 Thursday & Friday
 AUGUST 5 & 6

LOS ANGELES
 (Hotel Statler)
 Monday & Tuesday
 AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE — but please enroll your staff in advance. Allied industry personnel invited to attend.

Every Important Phase of TV Will Be Thoroughly Covered

BRASS TACKS OF LOCAL PRODUCTION
 FILM BUYING AND PROGRAMMING
 PUBLIC SERVICE AND ALLIED SUBJECTS

LOW-COST LOCAL PROGRAMMING
 TV FILM CLEARANCE
 LOCAL TV NEWS AND SPECIAL EVENTS

OPERATING FOR PROFIT
 CAMERA TECHNIQUES — ART SCENIC EFFECTS, etc.
 LOW-COST MUSIC PROGRAMMING

(Plus discussions, open forums and bull sessions)

BROADCAST MUSIC, Inc.
 589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TV FILM PRODUCERS PREDICT BANNER YEAR

(Continued from Page 137)

plus for the station in its being able more effectually to merchandise and promote, for example, a telecast of a top prize ring bout whose outcome is already known.

Other than for athletic events, the half-hour program has become the standard acceptable length of film insofar as co-op sales are concerned.

The use of film in cooperative program sales is presently on an upswing which, with constant addition in number of stations nationally, should continue indefinitely. This trend is strikingly reflected in our own shop whose filmed co-op programs have doubled over the course of the year.

There is an interesting analogy to be drawn between the feature produced for newspapers, and the cooperative filmed TV program.

Take our "Marge and Jeff." This popular situation comedy is, for all practical purposes, an electronic comic strip of the same genre as a "Blondie." "The Plainclothes Man," in his crime chasing pursuits, has many pen and ink counterparts: matrix and teletranscription each geared to a public taste, manufactured in quantity and distributed nationally. Each contributes to the feature make-up of station and paper, respectively, which otherwise would be unable to satisfy a feature-minded public.

The analogy goes even further. In "Wrestling From Chicago" and the "Monday Night Fights," stations in cities whose own athletic events are infrequent, have their weekly sports features, even as the local newspaper has its reams of wire service sports copy and syndicated sports cartoons and pictures. Our "Meet Your Congress" suggests an editorial page of the air, while "Johns Hopkins Science Review" provides the local station in Tucumcari or Great Falls with a science feature for its viewers whose tastes for that subject have been whetted by syndicated stories in the local Gazette.

IT'S ONLY THE BEGINNING

By Don Fedderson

President

Don Fedderson Productions

IT'S only the beginning. By that I mean that television is still in the growing stage, with perhaps the technical side further advanced than programming and selling. Of course color will re-emphasize the technical advancement but I believe that we who are so close to the television industry do not fully realize the tremendous strides made by programming, in all its forms, during the past year or so. There have been many firsts in the treatment of news, drama, comedy, etc. Yet the real standards of the industry have not yet been achieved.

I don't think that there is any restricted desire on the part of the American public for special program categories, whether mystery, comedy, or any other special type of show, but I do believe a fresh approach in presentation is the key. It seems likely that within the next year we will be living in a color-frenzy period and the sponsor's wife will be asking if it's in color before she asks what the program is. But surely following this period there will be a settling and the show will be the thing. Then color will be used only if it emphasizes the beauty or enhances the interpretation of the production.

It seems to me that thirty minutes will remain the most popular time segment for the dramatic show, because of cost factors. And this is a shame because a sixty-minute treatment would surely aid the writer, producer, director, and actors in developing mood and characterization more effectively and provide the audience with more than the bone structure.

There is surely a definite place for the syndicated as well as the network program in television, dependent on price and format. I am very fortunate in being associated with two packages, Liberace and "Life With Elizabeth," which have been tre-

mendously successful via Guild Films Company syndication. I am also fortunate in being associated with Betty White on NBC, which is strictly a personality show. The Betty White Show, because of the expense involved in developing a personality five days weekly, would have to be a network show to be successful. Once a personality (and there are so few) is accepted by the American public, they have a longevity potential and a loyalty potential that far outstrips any other type of show. A dramatic show, today, must have more than just good writing and acting, it must have extra exploitation value to create excitement and sustained interest, to make it live as a topic of conversation at the lunch table or in the television home.

DEMAND FOR QUALITY PRODUCTS UNDIMINISHED

By Dwight Martin

Film Division

General Teleradio, Inc.

THE Film Division of General Teleradio is one of the newer entrants in the fields of film distribution and production.

Consequently it is difficult, indeed, to compare this year's buying trends and policies with those of 1953. However, the 1954 sales figures indicate that TV stations throughout the country are leaning heavily upon the philosophy that film presentation in their major programming source.

The saleability of feature film depends upon its inherent merit. The demand for quality products in the industry has not lessened despite the continuing criticism voiced by the ever-present habitual critic. Our experience has indicated that where quality films are available, there is always a ready market no matter if the product is a feature or short subject. Accordingly the Film Division of General Teleradio will continue to emphasize quality in the films we distribute and, we feel quite confident we will enjoy success as long as we continue to merchandise such products.

We have been impressed with the fact that television stations are willing to consider a change in programming habits to the extent of building their program format around quality feature films when such become available. This represents a significant change from the traditional attitude that stations have had of treating feature films as mere "filler" material.

However, a series of 13 episodes of the "Greatest Drama" programs are in production in addition to a series of "Gangbusters" films. The "Gangbusters" property recently was acquired by General Teleradio from the Phillips Lord and Visual Drama, Inc. organizations. Also being readied for distribution is a series of 13 children's programs which will be released shortly.

FILM EMERGES AS TV'S TOP SALES TOOL

By M. J. Rifkin

Vice President in Charge of Sales

Ziv Television Programs, Inc.

THE most significant development in television in 1954 was the emergence of the motion picture film as the dominant sales and programming device in television.

Film has solved the problem of the advertiser in getting the highest ratio of sales per TV dollar spent. In the type of film program that Ziv offers such as Mr. District Attorney, Cisco Kid, Favorite Story, I Led Three Lives and Boston Blackie, an advertiser gets, whether on a full or shared sponsorship basis, high consistent quality, proven audience appeal and talent that not only is merchandise at the point of sale but also has the prestige of the best network program at a price the local or regional advertiser can afford to pay in his market or markets.

(Continued on Next Page)

TV FILM PRODUCERS PREDICT BANNER YEAR

That advertisers appreciate the effectiveness of the TV film series is apparent in the tremendous increase in production and sales volume since the beginning of last year. In the past year and a half the total film product handled by Ziv Television Programs, Inc., has increased 350% and the volume of business with stations and sponsors has jumped 138%.

Ziv TV has enjoyed a substantial expansion in its sales activity and its sales organization since the start of 1954. Part of the reason for the increase has been the tremendous rise in multi-market sales to national and regional advertisers which itself increased over 300% over the last year.

Advertisers, of course, are concerned with the entertainment tastes of the consumer. Ziv shows satisfy any and all tastes and reach all or any specific consumer category. However, mystery-drama like Mr. District Attorney and I Led Three Lives which Ziv recently acquired have the edge in TV film preference.

The rest of 1954 will see an even greater period of sales health than the first half did. In addition to sales in the United States, Ziv has, for the past year, carried out an extensive export business in film products in Latin America and has already announced the dubbing in, in its Mexico City studios, of Spanish sound tracks on Cisco Kid, Mr. District Attorney, Favorite Story, The Unexpected, Boston Blackie and Yesterdays Newsreel. In addition Ziv made the first sale of an American television film series to the British Broadcasting Company when the BBC purchased Cisco Kid for viewing in Great Britain earlier this year. Plans are now being set for dubbing in of French, Italian and German sound-tracks on Ziv TV Films.

There's no doubt about it, film is carrying the load in television programming not only in the United States but abroad. With more and more stations coming into being every day in every part of the world the future of television film production is very bright indeed.



NATIONAL AD BUSINESS SPURS FILM SYNDICATION

By Wilbur S. Edwards
General Sales Manager
CBS Television Film Sales, Inc.

WHEN an organization like CBS Television Film Sales, Inc. can have an increase in excess of 300% over the preceding year, as indicated by the business done in the first six months of 1954, there can be no question about the health of the total industry of which we are a part. This great industry increase is accounted for by the fact that the television film syndication business is more and more embracing national advertisers who are buying film shows to be placed in multi-markets across the country. Through film syndication a national advertiser has the opportunity of making his television advertising follow his sales and distribution patterns. He also has the added advantage of flexibility in that he can add markets as his distribution expands or as competition develops. With film syndication the national advertiser has the opportunity of choosing a time in each market that is acceptable to him. In order to get this time, he can purchase the network stations or strong independent stations. All of this adds up to a forceful and relatively new dimension in film syndication. The backbone of the business is, of course, the market-by-market sales of film to local advertisers, but with the many advantages of film syndication to the national advertiser, recent months have seen this new dimension expand and begin to come into its

own. In January, Canada Dry started "Annie Oakley" in 70 markets throughout the country; Carter Products, International Harvester, Ballentine Ale, Langendorf Bakeries, Falstaff Beer and Fairmont Foods are a few others who have bought syndicated shows on a national or a large regional basis. TV Time Popcorn has just concluded what is probably the largest contract in film syndication, to buy "Annie Oakley" on a national basis.

The type of programs in demand today depends upon the advertiser. National, regional and local advertisers desire different types of programs, depending upon the audience they wish to reach. Each syndicated film company has the job of deciding what it needs most in the way of program type to meet the advertisers demands and fill out its catalogue.

With a large array of family programs (Gene Autry, Range Rider, Annie Oakley, and the soon to be released Buffalo Bill, Jr. show) our attention at CBS TV Film Sales, Inc., is directed at the moment toward the adult field. After an exhaustive examination of the program type we thought was most desired in the adult field today, we decided upon "The Whistler," long a highly successful radio show. "The Whistler" is now available for national, regional and local advertisers. Our plan is to follow up the "Whistler" with another adult show—"Adventure." Our 15 minute "How To" show is in production and we are well along towards producing a 15 minute dramatic show, with many others in the drawing board stage.

These new shows combined with "Amos 'n' Andy," "Crown Theatre" and "Jeffrey Jones," give an advertiser a great variety in the selection of adult entertainment.

We are emphasizing the 30 minute syndicated show, with plans for some 15 minute shows, as we believe the heavier demand today is for 30 minute programs.



BUSINESS GOOD AND GETTING BETTER

By Jerry Fairbanks
President
Jerry Fairbanks Productions

THE television film business is good and getting better all the time, with more money being spent on better productions. We expect our firm to show improved business over last year.

We are finding that the trend in programming today is for the situation comedy featuring name players. The most popular length is 30 minutes, and so that is the type production we are currently emphasizing. Jerry Fairbanks Productions has two and possibly three new series planned for this year.

While we are producing most TV commercials in color, we have no plans yet for filming programs in color. Neither do we anticipate any foreign productions.

The demand for feature films, even those produced before 1950, has apparently not lessened at all. The very first films turned out for TV by this company are still selling very well in new markets and as re-runs.

In all, the business picture looks rosy from where we sit. We confidently expect our new productions to be ready, starting this Fall, to be as successful as our established programs. Although we film only commercials in color now, as the market expands we will change all our production from black and white to color.

ABC Film Syndication

7 W. 66th St., New York
Distributor of films.

Academy Film Prods., Inc.

123 W. Chestnut St., Chicago
Producer of film commercials and programs.

Acme Film Laboratories

1161 N. Highland Ave., Hollywood
Producer of films.

Acus Pictures Corp.

165 W. 46th St., New York
Distributor of films.

A. F. Films, Inc.

180 E. 60th St., New York
Distributor of foreign and domestic shorts.

Aladdin Television Prods., Inc.

165 N. La Brea Ave., Los Angeles
Producer of series films.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs, Colo.
Producer of commercials.

M & A Alexander Prods., Inc.

6040 Sunset Blvd., Hollywood
Producer, distributor of features, Westerns, shorts.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood
Producer of programs, commercials.

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Calif.

Silent film for disc jockeys; dramatic films planned.

Allen & Allen Prods.

3947 W. 59 Place, Los Angeles
Package programs.

American Film Co.

1329 Vine St., Philadelphia
Distributor-producer of commercial and educational films.

American Film Producers

1600 Broadway, New York
Producer-distributor of films.

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood
Producer of films.

Animated Productions, Inc.

1600 Broadway, New York
Producer of commercials, programs, cartoons.

Animation Service Co.

1780 Broadway, New York
Producer of maps, charts, cartoons.

Evan J. Anton Prods., Ltd.

60 W. 46th St., New York
Producer of commercials, spots, documentary films.

Argyle Television Films, Inc.

60 W. 46th St., New York
Distributor of feature films.

Arrow Productions, Inc.

7324 Santa Monica Blvd., Los Angeles
Producer-Distributor of series, "Ramar of the Jungle."

Associated Program Service

237 W. 54th St., New York
Distributor of Encyclopaedia Britannica catalogue.

Association Films, Inc.

347 Madison Ave., New York
Distributor of industrial, educational, entertainment films.

Astor Pictures Corp.

130 W. 46th St., New York
Producer-distributor of feature films.

Atlantic Television Corp.

130 W. 46th St., New York
Producer-distributor of features, shorts

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Producer of 16 and 35 mm. films.

Atlas Television Corp.

15 W. 44th St., New York
Producer-distributor of features, shorts.

A. T. V. Film Productions, Inc.

1600 Broadway, New York
Producer of films.

Audio Master Corp.

17 E. 45th St., New York
Distributor of music films.

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto, Ont.
Producer of films.

Audio Productions, Inc.

630 Ninth Ave., New York
Producer of commercials.

Autry Studio

6920 Sunset Blvd., Hollywood
Producer of series films.

B & R Enterprises, Inc.

846 N. Cahuenga Blvd.
Producer of "The Ray Bolger Show."

George Bagnall & Associates, Inc.

109 N. La Cienega Blvd., Beverly Hills, Calif.

Distributor of features and series.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood
Producer-distributor of films.

Tom Bailey Prods., Inc.

722 N. Fourth Ave., Tucson, Ariz.
Producer-distributor of films.

Barnett International Forwarders

723 Seventh Ave., New York
Distributor of foreign films.

Basch Radio & Television Productions

17 E. 45th St., New York
Producer of commercials, programs.

Beacon Television Features, Inc.

420 Boylston St., Boston
Producer of programs, commercials.

Blinkey Prods., Inc.

106 West End Ave., New York
Producer of programs, commercials.

William Boyd Prods., Inc.

8901 Wilshire Blvd., Beverly Hills, Calif.

Producer of Westerns.

Brandon Films, Inc.

200 W. 57th St., New York
Distributor of foreign features, documentaries, shorts.

Bray Studios, Inc.

729 Seventh Ave., New York
Producer-distributor of educational, documentary films, cartoons, shorts.

British Information Services—Film Div.

30 Rockefeller Plaza, New York
Official distributor of British government films.

William F. Brody Prods., Inc.

5545 Sunset Blvd., Hollywood
Producer of package shows.

Al Buffington Prods.

6711 Sunset Blvd., Hollywood
Producer of films.

Calhoun Studios

266 E. 78th St., New York
Producer of films.

Cavalcade Television Programs, Inc.

7904 Santa Monica Blvd., Hollywood
Distributor of feature films.

Campus Film Prods.

14 E. 53rd St., New York
Producer of films for client's specific use.

Caravel Films, Inc.

730 Fifth Ave., New York
Producer of made-to-order films.

Caston Productions

8611 Sunset Blvd., Hollywood
Producer of films.

Cavalier Enterprises

9119 Sunset Blvd., Los Angeles
Producer of package programs.

CBS-TV Film Sales

485 Madison Ave., New York
Distributor of film series.

Central Telefilms, Inc.

Peoria, Illinois
Producer of films.

Hu Chain Associates

40 E. 40th St., New York
Producer of programs, commercials.

Bruce Chapman Co.

55 W. 42nd St., New York
Producer of programs, commercials.

Charter Oak Tele-Pictures

846 Seventh Ave., New York
Producer of color and black and white films.

Jack Chertok Prods.

1040 N. Las Palmas Ave., Hollywood
Producer of "Private Secretary."

Cineffects, Inc.

115 W. 45th St., New York
Producer of trailers, cartoons, song reels.

Cinema Research Corp.

7000 Romaine St., Hollywood
Producer of special effects.

Cinema Service Corp.

106 West End Ave., New York
Producer of films, commercials.

Cineque Colorfilm Labs., Inc.

424 E. 89th St., New York
Producer of special effects in color and black and white.

Cinescope Films

42-45 160th St., Flushing, N. Y.
Producer of films to order.

Cine-Tele Prods.

6325 Santa Monica Blvd., Hollywood
Producer of films.

Clune Studios Co. Werner

Janssen Prods., Inc.
5358 Melrose, Hollywood
Producer of films.

Commodore Prods., and Artists, Inc.

971 N. La Cienega, Hollywood
Distributor of films.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York.
Distributors of Westerns, comedies, cartoons and other films.

Frank Cooper Associates

Agency
6277 Selma Ave., Hollywood
Producer of programs.

Cornell Film Co.

1501 Broadway, New York
Producer-distributor of features and shorts.

Cornwall Productions

30 W. 56th St., New York
Producer of "Janet Dean, Registered Nurse."

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood
Producer-distributor of features, Westerns, other programs.

Courneya Productions

633 No. Almond Dr., Hollywood
Producer-distributor of films.

Clayton W. Cousens Prods.

333 W. 78th St., New York
Producer of fashion programs and commercials.

Crest Television Productions

10361 McCormick St., No. Hollywood
Producer-distributor of feature films.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles
Producer of programs.

Crown Cinema Corporation

270 Park Ave., New York
Distributor of films.

Crown Pictures International

961 N. LaCienega Blvd., Hollywood
Producer of package programs.

Crystal Pictures, Inc.

1564 Broadway, New York
Producer of foreign films, distributor of features, Westerns.

Shamus Culhane Productions

207 E. 37th St., New York
Producer of film programs and commercials.

Cummings Productions, Inc.

38 W. 53rd St., New York
Producer of films.

Joan Davis Enterprises

1040 N. Las Palmas Ave., Hollywood
Producer of "I Married Joan."

Gordon M. Day Prods.

108 E. 30th St., New York
Producer of Spots.

De Frenes Co.

1909 Buttonwood St., Philadelphia
Producer of films in color and black and white.

Demby Productions, Inc.

34 E. 51st St., New York
Producer of programs, commercials.

Denmac Productions

1040 N. Las Palmas Ave., Hollywood
Producer of the "Dennis Day Show."

TV Film Distributors-Producers

- Dephore Studios**
782 Commonwealth Ave., Boston
Producer of films.
- Depicto Films, Inc.**
254 W. 54th St., New York
Producer of films.
- Desilu Productions, Inc.**
846 Cahuenga Blvd., Hollywood
Producer of programs.
- Dougfair Corp.**
666 N. Robertson Blvd., Los Angeles
Producer of series programs.
- D. P. M. Productions, Inc.**
62 W. 45th St., New York
Producer of films.
- Sherman H. Dryer Productions**
667 Madison Ave., New York
Producer of programs.
- Dudley TV Corp.**
9908 Santa Monica, Beverly Hills, Calif.
Producer-distributor of educational, promotional films, animated commercials.
- Du Mont Television Network Film—Syndication Dept.**
515 Madison Ave., New York
Distributor-syndicator of features, series.
- Dynamic Films, Inc.**
112 W. 89th St., New York
Producer of commercials, programs.
- Educational Films Corp.**
1501 Broadway, New York
Producer of educational programs.
- Peter Elgar Prods., Inc.**
18 E. 53rd St., New York
Producer of documentaries and other programs.
- Endorsements, Inc.**
500 Fifth Ave.
Producer of testimonials.
- Espana Mexico Argentina, S. A. de C. V.**
Barcelona No. 15, Mexico D. F. 6, Mexico
Producer of documentaries, commercials, spots.
- Excelsior Pictures Corp.**
1564 Broadway, New York
Distributor of films.
- Explorers Pictures Corp.**
1501 Broadway, New York
Distributor of feature films.
- Fair Deal Motion Picture Service**
2040 Chatterton Ave., New York
Distributor of package film shows.
- Jerry Fairbanks Prods.**
6052 Sunset Blvd., Hollywood
Producer of package programs, spots.
- Don Fedderson Prods.**
120 El Camino, Beverly Hills, Cal.
Producer - distributor, "Liberace," "Life With Elizabeth."
- Federal Telefilms, Inc.**
1041 N. Formosa Ave., Hollywood
Producer-distributor of films.
- Paul J. Fennell Co.**
404 N. La Cienega Blvd., Los Angeles
Producer of films, live and animated.
- Frank Ferrin Prods.**
6528 Sunset Blvd.
Producer of films.
- Filmack Corp.**
1327 S. Wabash Ave., Chicago
Producer of commercials.
- Filmcraft Productions**
8451 Melrose Ave., Los Angeles
Producer of series and other films.
- Filmeffects of Hollywood**
1153 N. Highland Ave., Hollywood
Producer of special effects.
- Films for Industry, Inc.**
135 W. 52nd St., New York
Producer of packages, commercials.
- Films of the Nations, Inc.**
62 W. 45th St., New York
Producer of films.
- Five Star Productions, Inc.**
6530 Sunset Blvd., Hollywood
Producer of spots.
- Flying A Pictures, Inc., and Range Rider Prods.**
6920 Sunset Blvd., Hollywood
Producer of Westerns and other series.
- Fortune Merchandising Corp.**
104 S. Vermont Ave., Los Angeles
Producer of commercials.
- Forbes-Goldstone Productions**
Hollywood, Calif.
Producer of films.
- Foundation Films Corp.**
Citizens Bank Bldg., Pasadena, Cal.
Distributor of religious and educational films.
- Four Star Productions**
9336 W. Washington Blvd., Culver City, Calif.
Producer of "Four Star Playhouse."
- Fremantle Overseas Radio, Inc.**
366 Madison Ave., New York
Producer-distributor for foreign stations.
- Hardie Frieberg Television Enterprises, Inc.**
545 Fifth Ave., New York
Producer of programs.
- Leon Fromkess**
Eagle Lion Studios, Hollywood
Producer of feature films.
- William J. Ganz Co.**
40 E. 49th St., New York
Producer-distributor of films.
- Paul Garrison Prods., Inc. (Workshop Prods., Inc.)**
418 S. Robertson Blvd., Los Angeles
Producer of programs, commercials.
- General Film Laboratories**
1546 North Argyle Ave., Hollywood
Producer of films.
- General Teleradio**
1440 Broadway, New York
Distributor of films.
- Glenar Productions**
6618½ Sunset Blvd., Hollywood
Producer of programs.
- Jack Goetz**
1740 Broadway, New York
Producer of films.
- Mel Gold Productions, Inc.**
1639 Broadway, New York
Producer of films.
- Harry S. Goodman Productions**
19 E. 53rd St., New York
Producer of films.
- Governor Television Attractions, Inc.**
151 W. 46th St., New York
Distributor of feature films, shorts.
- Gross-Krasne, Inc.**
650 No. Bronson, Los Angeles
Producer of films.
- John Gudel Productions**
6624 Romaine St., Hollywood
Producer of "Linkletter and the Kids."
- Guild Films Co., Inc.**
420 Madison Ave., New York
Distributor of features, series.
- Hack Productions**
535 N. Laurel Ave., Los Angeles
Producer of religious, educational films.
- Handel Film Corporation**
6926 Melrose Ave., Hollywood
Producer of features, commercials.
- The Jam Handy Organization**
2821 E. Grand Blvd., Detroit
Producer of commercials and spots.
- Harriscopes, Inc.**
355 N. Beverly Drive, Beverly Hills, Cal.
Producer of programs and commercials.
- Hawley-Lord, Inc.**
205 E. 43rd St., New York
Producer of shorts on hunting and fishing.
- Sam Hayes Productions**
6000 Sunset Blvd., Hollywood
Producer of news and sports programs.
- Leslie Helhena**
932 N. La Brea Ave., Hollywood
Producer of spots, commercials.
- Hile-Damroth, Inc.**
270 Park Ave., New York
Producer of commercials.
- Paul Hoefler Productions**
7934 Santa Monica Blvd., Los Angeles
Producer of adventure, travel and special interest shorts.
- Hoffberg Productions, Inc.**
362 W. 44th St., New York
Distributor of features and series.
- Hour Glass Productions**
810 N. Highland Ave., Hollywood
Producer of youth series.
- Lucille Hudiburg Productions**
131 E. 51st St., New York
Producer of programs.
- Hurrell Productions, Inc.**
333 No. Rodeo Dr., Beverly Hills, Cal.
Producer of package programs and commercials.
- HYGO Television Films, Inc.**
60 W. 46th St., New York
Distributor of feature films.
- Ideal Pictures, Inc.**
58 E. So. Water St., Chicago
Distributor of films.
- Imppro Productions, Inc.**
8822 W. Washington Blvd., Culver City, Cal.
Producer of programs, commercials.
- IMPS, Inc., International Movie Producers' Service**
515 Madison Ave., New York
Producer of documentary films.
- Intercinema, Inc.**
1025 Connecticut Ave. N. W., Washington, D. C.
Producer of films.
- Inter-Continental Television Corp.**
200 W. 57th St., New York
Producer of films.
- International Film Foundation, Inc.**
345 E. 46th St., New York
Producer-distributor of documentary films.
- International Geographic Pictures**
1776 Broadway, New York
Producer of educational films.
- International Movie Producers' Service**
515 Madison Ave., New York
Producer-distributor of special interest films.
- International News Service**
235 E. 45th St., New York
Producer of news programs.
- International 16mm Corp.**
165 W. 46th St., New York
Distributor of shorts and features.
- International Tele-Film Productions, Inc.**
331 Madison Ave., New York
Producer of package programs.
- Interstate TV Corporation**
4376 Sunset Drive, Hollywood
Producer-distributor of feature films.
- Jamieson Film Co.**
3825 Bryan St., Dallas
Producer of spots.
- Jason Comic Art**
480 Lexington Ave., New York
Producer of programs, puppet designs.
- Jewell Radio and Television Productions**
185 No. Wabash Ave., Chicago
Producer of package programs.
- Junior Programs, Inc.**
100 King Rd., Madison, N. J.
Producer of package programs for children.
- Bernard Karlen Productions**
270 Park Ave., New York
Producer of package programs.
- Roger Kay Enterprises, Inc.**
60 Sutton Place, New York
Producer of package programs, commercials.
- Victor Kayfetz Productions**
1780 Broadway, New York
Producer of programs, commercials.
- Herbert Kerkow, Inc.**
480 Lexington Ave., New York
Producer of films.
- King's Mens Productions, Ltd.**
163 Bleecker St., New York
Producer of films.
- Kling Studios, Inc.**
601 N. Fairbanks Court, Chicago
Producer of package shows, commercials.
- Knickerbocker Productions, Inc.**
1600 Broadway, New York
Producer of films.
- Larry Kurtze**
360 N. Michigan, Chicago
Producer of programs.
- Lalley & Love, Inc.**
3 E. 57th St., New York
Producer of series and spots.
- Ely Landau, Inc.**
101 W. 55th St., New York
Producer of programs.

TV Film Distributors-Producers

Albert Lang Productions
KTTV, Sunset Blvd., Hollywood
Producer of films.

Larchmont TV Studios
210 No. Larchmont Blvd.,
Los Angeles
Producer of commercials.

Robert Lawrence Productions, Inc.
418 W. 54th St., New York
Producer of commercials and package programs to order.

Leichter, Mitchell
6811 Hollywood Blvd., Hollywood
Producer-distributor of films.

Gene Lester Productions
1487 N. Vine St., Hollywood
Producer of programs, commercials.

Lewis & Martin Films, Inc.
218 S. Wabash Ave., Chicago
Producer of films.

Lewislor Enterprises, Inc.
9336 W. Washington Blvd.,
Culver City, Cal.
Producer of "Letters to Loretta."

Libra Film Producers & Distributors
6525 Sunset Blvd., Hollywood
Producer-distributor of films.

Library Films, Inc.
25 W. 45th St., New York
Distributor of foreign films.

Lion Television Pictures Corp.
1501 Broadway, New York
Distributor of films.

Robert Longenecker Agency
8428 Melrose Place, Los Angeles
Producer of films.

Loucks-Norling Studios, Inc.
245 W. 55th St., New York
Producer of special interest films.

M A C Studios
Hollywood Roosevelt Hotel,
Hollywood
Producer of films.

Major Television Prods., Inc.
9336 W. Washington Blvd.,
Culver City, Cal.
Distributor of feature films.

Marathon TV Newsreel, Inc.
125 E. 50th St., New York
Producer-distributor of news films.

Mark VII, Ltd.
2400 W. Alameda, Burbank, Cal.
Producer of films.

Arnold Marquis Prods., Inc.
717 N. La Cienega Blvd., Hollywood
Producer of films.

Marterto Productions, Inc.
846 N. Cahuenga Blvd., Hollywood
Producer of films.

Robert Maxwell & Associates
1041 N. Formosa Ave., Hollywood
Producer of "Lassie."

MCA, TV, Ltd.
598 Madison Ave., New York
Producer-distributor of films.

McCadden Corporation
1040 N. Las Palmas Ave., Hollywood
Producer of films.

McGowan Productions, Inc.
Kling Studios, La Brea Ave.,
Los Angeles
Producer of films.

Medallion Productions
1570 N. Gower St., Hollywood
Producer of features, commercials.

Mercury International Pictures, Inc.
6611 Santa Monica Blvd., Hollywood
Producer of features, cartoons.

Charles Michelson, Inc.
15 W. 47th St., New York
Distributor of series, spots.

Minot TV, Inc.
509 Madison Ave., New York
Distributor of films.

Carlton E. Morse Productions
1500 N. Vine St., Hollywood
Producer of programs.

Morton Television Prods., Inc.
64 E. Lake St., Chicago
Producer of shorts.

Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood
Producer of film series.

Motion Pictures for Industry
2543 Kelton Ave., Los Angeles
Producer of films to order.

Motion Pictures for Television
655 Madison Ave., New York
Distributor of feature films.

Movie Advertising Bureau
70 E. 45th St., New York
Producer of commercials.

Movietonews, Inc.
460 W. 54th St., New York
Producer-distributor of shorts.

Owen Murphy Prods., Inc.
723 Seventh Ave., New York
Producer of programs, commercials.

Mutual-Telemount Prods.
6052 Sunset Blvd., Hollywood
Producer of films.

Nation Wide Television Corp.
1501 Broadway, New York
Producer of films.

National Productions, Inc.
1001 Connecticut Ave., N. W.,
Washington, D. C.
Producer of features, commercials.

National Screen Service Corp.
1600 Broadway, New York
Producer of commercials, spots.

NBC Film Division
30 Rockefeller Plaza, New York
Distributor of films.

Stanley Neal Productions, Inc.
45 Rockefeller Plaza, New York
Producer-distributor of films.

Ted Nemeth Studios
729 Seventh Ave., New York
Producer-distributor of films.

Newsreel Service
5 Centre Market Place, New York
Producer of news films.

Nola Studios, Inc.
1657 Broadway, New York
Producer of films.

Norvin Productions, Inc.
846 N. Cahuenga Blvd., Hollywood
Producer of features.

Norwood Studios
Warner Bldg., Washington, D. C.
Producer of films.

Nothing New Under the Sun Prods.
240 S. Beverly Dr., Beverly Hills, Cal.
Producer of short features.

Official Films, Inc.
25 W. 45th St., New York
Producer-distributor of films.

Olio Video Television Prods., Inc.

115 Christopher St., New York
Producer-distributor of features, Westerns.

Harry Owens Television Prods.
6710 Melrose Ave., Hollywood
Distributor of feature films.

Packaged Programs, Inc.
634 Penn Ave., Pittsburgh
Producer of news films.

Paramount Television Prods., Inc.
1501 Broadway, New York
Producer of package programs.

Paul Parry Productions
7557 Sunset Blvd., Hollywood
Producer of commercials.

Parsonnet TV Film Studios, Inc.
46-02 Fifth St.,
Long Island City, N. Y.
Producer of films.

Lindsley Parsons Prods., Inc.
5746 Sunset Blvd., Hollywood
Producer of features, commercials.

Pathescope Productions
580 Fifth Ave., New York
Producer of commercials, cartoons.

Ray Patin Productions
4201 Sunset Blvd., Los Angeles
Producer of animated commercials.

Peerless Film Processing Corp.
165 W. 46th St., New York
Distributor of films.

Pictorial Films, Inc.
1501 Broadway, New York
Producer-distributor of features, shorts.

Polaris Pictures, Inc.
5859 W. Third St., Los Angeles
Producer of films.

Post Pictures Corp.
115 W. 45th St., New York
Distributor of features, shorts.

Princess Pictures, Inc.
11 W. 42nd St., New York
Producer of films.

The Princeton Film Center, Inc.
270 Park Ave., New York
Producer-distributor of films.

Producers Representatives, Inc.
1270 Ave. of the Americas,
New York

Distributor of features, Westerns, shorts.

Radiovision Corp.
1125 S. Elm Dr., Los Angeles
Distributor of sport films, cartoons.

Reid Ray Television Prods., Inc.

2269 Ford Parkway, St. Paul, Minn.
Producer of programs, commercials.

Reader's Digest—de Rochement (RD-DR Corp.)
35 W. 45th St., New York
Producer of features, educational films, commercials.

Roland Reed Productions
8822 W. Washington Blvd.,
Culver City, Cal.
Producer of films.

Regal Television Pictures Corp.
151 W. 46th St., New York
Distributor of features, shorts.

Regency Productions, Inc.
112 W. 48th St., New York
Producer of sequences, commercials.

Republic Television Features
64 E. Lake St., Chicago
Producer-distributor of films.

Revue Productions
4024 N. Radford Ave.,
North Hollywood
Producer of features.

Stuart Reynolds Prods.
9120 Sunset Blvd., Los Angeles
Producer-distributor of films.

RKO Pathe, Inc.
625 Madison Ave., New York
Producer of shorts and features to order.

Hal Roach Studios, Inc.
8822 W. Washington Blvd.,
Culver City, Cal.

Producer of commercials, programs.

R. S. Robbins
163 Bleeker St., New York
Distributor of films.

Bob L. Roberts Prods.
152 W. 54th St., New York
Producer of package programs.

Rocket Pictures, Inc.
6108 Santa Monica Blvd., Hollywood
Producer of programs.

Frederick E. Rockett Co.
6063 Sunset Blvd., Hollywood
Producer of films.

Rogell Productions, Inc.
8949 Sunset Blvd., Los Angeles
Producer of package films.

Roy Rogers Productions
101 N. Formosa Ave., Hollywood
Producer of Westerns.

Rosamond Productions, Inc.
8913 Sunset Blvd., Hollywood
Producer of films.

Ross-Danzig Productions
6331 Sunset Blvd., Hollywood
Producer of package programs.

Leslie Roush Prods., Inc.
333 W. 52nd St., New York
Producer of programs, commercials.

Danny Rouzer Studio
7022 Melrose Ave., Hollywood
Producer of films.

Ruby Film Company
729 Seventh Ave., New York
Producer of films.

Leo Russel & Alex Haberstroh
111 E. 28th St., New York
Producer of films.

Sack Television Enterprises
Film Exchange Bldg., Dallas
Producer-distributor of films.

Barnard L. Sackett Television Productions
Empire Bldg., Philadelphia
Producer of shorts, commercials.

TV Film Distributors-Producers

Sarra, Inc.
200 E. 56th St., New York
Producer of films.

Scandia Films, Inc.
220 W. 42nd St., New York
Distributor of foreign films.

Sawyer-Wirth Associates, Inc.
430 North Rodeo Dr.,
Beverly Hills, Cal.
Producer of films.

Screen Gems, Inc.
233 W. 49th St., New York
Producer-distributor of films.

Screencraft Pictures, Inc.
341 W. 44th St., New York
Distributor of features and Westerns.

Sherry TV, Inc.
2400 W. Alameda Ave.,
Burbank, Cal.
Producer of features.

Al Simon Productions
1040 N. Las Palmas, Hollywood
Producer of features.

Sixteen Screen Service Co.
6710 Melrose Ave., Hollywood
Producer of films.

Skibo Productions, Inc.
165 W. 46th St., New York
*Distributor of shorts, features, mu-
sicals.*

**The Charles E. Skinner
Productions**
1600 Broadway, New York
Producer-distributor of films.

Stephen Slesinger, Inc.
247 Park Ave., New York
Producer of films.

Fletcher Smith Studios, Inc.
321 E. 44th St., New York
Producer of programs and spots.

Snader Telescriptions Corp.
177 So. Beverly Dr.,
Beverly Hills, Cal.
Producer-distributor of films.

Sound Masters, Inc.
165 W. 46th St., New York
Producer of spots.

Soundac Productions, Inc.
704 Elmwood Ave., Buffalo
*Producer of commercials, animated
programs.*

Sovereign Productions, Inc.
7324 Santa Monica Blvd., Hollywood
Producer of films.

Specialty Television Films, Inc.
1501 Broadway, New York
Producer-distributor of films.

Sportvision, Inc.
233 Sansome St., San Francisco
Producer-distributor of sport films.

Square Deal Pictures Corp.
Pines Bridge Road, Ossining, N. Y.
Producer-distributor of films.

Stage S Productions
1040 N. Las Palmas Ave., Hollywood
Producer of films.

Al Stahl Productions
1600 Broadway, New York
*Producer of film programs, com-
mercials.*

Standard Television Corp.
1501 Broadway, New York
Distributor of feature films.

Star Entertainment Corp.
214 W. 42nd St., New York
Producer of films.

Station Distributors, Inc.
40 E. 51st St., New York
Producer-distributor of films.

Station Films, Inc.
30 Rockefeller Plaza, New York
Distributor of films.

Stempel-Olenick Agency
717 No. La Cienega Blvd.,
Los Angeles
Distributor of films.

Sterling Television Co., Inc.
205 E. 43rd St., New York
*Producer-distributor of features,
shorts, series.*

Mike Stokey Productions
6123 Selma Ave., Hollywood
Producer of package programs.

Wilbur Streech Productions
1697 Broadway, New York
Producer of films.

**Studio City TV Productions,
Inc.**
4020 Carpenter, North Hollywood
Producer of films.

Studio Films, Inc.
380 Madison Ave., New York
Producer-distributor of musical films.

Superman, Inc.
650 N. Bronson Ave., Hollywood
Producer of "Superman."

**Swift-Chaplin Productions,
Inc.**
4316 W. Jefferson Blvd., Los Angeles
Producer of commercials.

T-bar-V Productions, Inc.
5919 Hollywood Blvd., Hollywood
Producer of Westerns.

The TeeVee Company
211 S. Beverly Dr., Beverly Hills, Cal.
Producer-distributor of films.

Tel Ra Productions
1518 Walnut St., Philadelphia
*Producer of programs, commercials,
sport films.*

Telecast Films, Inc.
112 W. 48th St., New York
Distributor of films.

Telecine Film Studios
Park Ridge, Ill.
Producer of films.

Telecraft Productions, Inc.
6230 Yucca St., Hollywood
Producer of films.

Telefilm Enterprises
38 E. 57th St., New York
Distributor of films.

Telemated Cartoons
70 E. 45th St., New York
*Producer of commercials, animated
cartoons.*

Telenews Productions, Inc.
630 Ninth Ave., New York
Producer of news films, commercials.

Telepix Corporation
1475 Broadway, New York
Producer of films.

**Telescene Film
Productions Co.**
237 First Ave., New York
Producer of series.

Telescene Films
4238 Mommoth Ave.,
Sherman Oaks, Cal.
Producer of films.

Television Exploitation, Inc.
101 W. 55th St., New York
Producer-distributor of films.

Television Films of America
Box 1006, Beverly Hills, Cal.
*Producer of package shows, shorts,
news films.*

Television International Co.
25 W. 45th St., New York
Distributor of series, shorts.

**Television Programs of
America, Inc.**
477 Madison Ave., New York
Producer of films.

**Television Screen Productions,
Inc.**
17 E. 45th St., New York
Producer of programs, spots.

Television Snapshots, Inc.
54 Park Ave., New York
Producer of films.

Ed McLemore "Texas Rasslin"
Cadiz & Industrial Blvd., Dallas
Producer of wrestling films.

Ed Thorgerson
245 W. 55th St., New York
Producer of package programs.

**Times Square Productions,
Inc.**
145 W. 45th St., New York
Producer of programs, commercials.

Transfilm, Inc.
35 W. 45th St., New York
Producer of films.

TV Ads Inc.
3839 Wilshire Blvd., Los Angeles
Producer of commercials.

TV Movie Club, Inc.
1501 Broadway, New York
Producer of programs.

TV-Program, Inc.
10 Washington Place, New York
Producer of films.

TV-Unlimited Inc.
17 E. 45th St., New York
Producer of programs.

United Artists Television Corp.
729 Seventh Ave., New York
Distributor of films.

United Press Associations
220 E. 42nd St., New York
Producer of news films.

United Productions of America
4440 Lakeside Dr., Burbank, Cal.
*Producer of commercials, animated
films.*

**United Television Programs,
Inc.**
650 N. Bronson Ave., Hollywood
Distributor of films.

United World Films, Inc.
445 Park Ave., New York
*Producer - distributor of programs,
commercials.*

Unity Television Corp.
1501 Broadway, New York
*Producer of feature films, cartoons,
series.*

**Unity Television Corp. of
Calif.**
8051 Sunset Blvd., Hollywood
*Producer of feature films, cartoons,
sport reels.*

Van Praag Productions
1600 Broadway, New York
Producer-distributor of films.

Video Drama Productions
505 Fifth Ave., New York
Producer of film series.

Video Pictures, Inc.
41 E. 50th St., New York
*Producer of feature films, com-
mercials.*

Video Pictures, Inc.
1515 No. Western Ave., Hollywood
Producer of commercials.

Video View, Inc.
7557 Sunset Blvd., Hollywood
Producer of films.

Vidicam Pictures Corp.
240 E. 39th St., New York
Producer of programs, commercials.

Visual Drama, Inc.
9713 Santa Monica Blvd., Hollywood
Producer of "Gangbusters."

Visual Media, Inc.
21-29 45th Rd.,
Long Island City, N. Y.
Producer of programs.

Voeller Productions, Inc.
1052 Carol Drive, Hollywood
Producer-distributor of programs.

Volcano Pictures, Inc.
1040 N. Las Palmas, Hollywood
*Producer of feature films, com-
mercials.*

Vonna Productions, Inc.
General Service Studios, Hollywood
Producer of spots, commercials.

Roger Wade Productions
15 W. 46th St., New York
Producer of programs, commercials.

Adrian Weiss Productions
655 No. Fairfax Ave., Los Angeles
Producer of films.

Louis Weiss & Co.
655 No. Fairfax Ave., Los Angeles
Distributor of films.

Whitehead TV Pictures, Inc.
630 Ninth Ave., New York
Producer of commercials, shorts.

Wilding Picture Prods., Inc.
385 Madison Ave., New York
Producer of films.

Frank Wisbar Prods., Inc.
7324 Santa Monica, Los Angeles
Producer of films.

Raphael G. Wolff Studios
5631 Hollywood Blvd., Hollywood
Producer of programs, commercials.

Workshop Productions, Inc.
611 N. Orchard Dr., Burbank, Cal.
Producer of films.

**Workshop TV Distribution,
Inc.**
418 S. Robertson Blvd., Los Angeles
Distributor of films.

Emerson Yorke Studio
245 W. 55th St., New York
Producer of films.

Zahler Productions, Inc.
418 S. Robertson Blvd., Los Angeles
Producer of films.

Ziv Television Programs, Inc.
488 Madison Ave., New York
*Producer-distributor of films for syn-
dication.*

Zorro Productions
2400 W. Alameda Ave.,
Burbank, Cal.
Producer of films.

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1954

LIVE TV VARIETY

1955

Around

Informality, music, and chatter takes over on "Around." Guests often drop in on this channel 74 feature and they may include anything from square dancers to astronomers. Vince Ford M. C.'s. Availability: Live Talent. Running Time: 15 minutes. Cost: \$100 each or \$270 per week on 26 week contract. Number Available: Tuesday, Thursday, Saturday. Produced by: WMGT. Submitted by: WMGT, Pittsfield, Mass.

The Betty White Show

"The Betty White Show" is a sprightly half-hour of songs, smiles, music and guests, not trying to prove anything except that TV can be fun in the middle of the afternoon. Monday through Friday, 4:30-5 p.m. EDT. Running Time: 30 minutes. Cost: About \$9,718 per 15-minute segment, gross; 15-minute segments available on various days. Produced by: Bandy Productions. Submitted by: NBC, New York, New York.

The Bob Smith Show

Bob Smith, singer, musician, commentator and raconteur, is the star of this daytime variety show, which features Clark Dennis, vocalist; the Honeydreamers, vocal quintet; and Bobby Nicholson and his orchestra. Monday through Friday, 12 noon-12:30 p.m. EDT. Running Time: 30 minutes. Cost: About \$10,000 per 15-minute segment. 15-minute segments available on various days. Produced by: NBC. Submitted by: NBC, New York, N. Y.

Breakfast at the Sheraton

Remote telecast from Garden Room of Hotel Sheraton-Biltmore, Providence. Features merchandising and home economy expert Nancy Dixon as hostess with comedian-singer Peter Carew as MC. Audience interviews and participation games, beauty hints, fashion shows, shopping news, music with vocals by Carew and Marianne Shay. Frequent guest acts. Availability: Live Talent. Running Time: 60 minutes. Cost: \$85 per 1 minute participation. Submitted by: WJAR-TV, Providence 2, R. I.

Carnival of Youth

Top juvenile and teen age talent of Chicago in fast moving variety show. This is not in the amateur category. Complete show carefully staged, costumed and presented to a live audience. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: Unlimited.

Produced by: James E. Jewell. Submitted by: Jewell Radio and Television Productions, 185 N. Wabash Ave., Chicago 1, Ill.

Carousel

Hal 'n Nancy co-star in this bright show featuring Nancy's unbelievable pantomiming; Hal's cartooning; a clown puppet; phone quiz; news, weather and sports. Hal 'n Nancy were voted Number One in TV Guide's popularity poll and quoting TV Guide: "Carousel is produced with a network flair rarely encountered in local TV." Availability: Live Talent. Running Time: 75 minutes. Cost: Participations \$50; features class A price card. Number Available: 5 times per week, 52 weeks. Produced by: Hal Berg. Submitted by: WILK-TV, Wilkes-Barre, Pa.

Carroll Caravan

An armchair trip around the world through the Ralph Carroll movie camera lens. Guest personalities with unusual exhibits. Availability: Live Talent. Running Time: 10 minutes. Cost: \$120.00 per one-minute participation, gross for time and talent. Number Available: 5 times weekly. Produced by: WBNF-TV. Submitted by: WBNF-TV, 40 Wall Street, Binghamton, N. Y.

Channel 2 Soda Shoppe

Fred and Fae Taylor star as fountain soda jerks in a teen-age variety show, including musical numbers and teen-age guest participants. Availability: Live Talent. Running Time: 60 minutes. Cost: Participations of one full minute, Class C time, \$50 base. Number Available: Commercials may be live or film. Produced by: Dick McDaniel. Submitted by: KFEL-TV, Denver, Colorado.

Club '43

Club '43 features Harry Harris, well-known local personality. The show takes place at imaginary supper club with both live talent and film clips providing the entertainment. May Pulse rating 10.8. Availability: Live Talent. Running Time: 15 minutes. Cost: \$70.00 per program for time and talent. Number Available: Five weekly, 6:30 to 6:45, Monday through Friday. Produced by: WSBA-TV. Submitted by: WSBA-TV, York, Pa.

Country Squire

Informal easy-going personality of "Country Squire" brings him and his friends right into the home. "Squire" is a prominent Eastern attorney with a wide acquaintance. Program originates in his country home with his friends, the famous

and the little known neighbors dropping in singly or in groups for lively conversation and to hear "Squire" play serious or jazz piano and to join him as instrumentalists, singers and raconteurs.

Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Number Available: Half - hour weekly. Produced by: Oliver W. Nicoll Productions.

Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

Dr. Shoemaker und sei Friends

Television's only Pennsylvania Dutch program originating and produced in the heart of the Penna. Dutch country, featuring Dr. Alfred L. Shoemaker of Franklin and Marshall College and his friends. Little known folklore is discussed along with Penna. Dutch cooking demonstrations and entertainers with songs and stories in the native dialect. Availability: Live Talent. Running Time: 30 minutes. Cost: \$115. Number Available: One per week or two per month. Produced by: WEEU-TV. Submitted by: WEEU-TV, 433 Penn St., Reading, Penna.

Ed Scott Chats

Genial Ed Scott is proving that a program of simple chatter can be a success. Ed chats each weekday morning at 10:45 a.m. about various and interesting subjects on a layman's level. His topics cover everything from quotations to little known facts. Availability: Live Talent. Running Time: 15 minutes. Cost: \$40.00 per participation, 3 participations per program. Number Available: 5 per week. Produced by: Dick Barber & Bob Heskitt. Submitted by: KLZ-TV, Denver, Colo.

Elbaf's Fables

Original fables of humor, wisdom and whimsy for young and old, starring name performer as Elbaf—a droll story-teller, dancer, pantomimist, supported by the Five Fableers, talented choral-speaking group plus dramatic cast. Elbaf is modern thurberesque Aesop. Staging unusual with class showmanship; treatment offers wide range of exciting visual elements—pantomime, ballet, staging tricks and devices new to TV. Original musical score composed for each fable. Availability: Live Talent. Running Time: 30 minutes. Cost: Available on request. Number Available: Half - hour weekly. Produced by: Oliver W. Nicoll Productions. Submitted by: Television and Radio Features of America, 37 W. 46th St., New York 36, N. Y.

The George Skinner Show

An early morning (9-10 a.m.) program of music, small talk and anything else that might appeal to the housewife who is ready to take a break for a second cup of coffee. George Skinner, combination humorist, emcee, story-teller, philosopher, entertainer and salesman, leads the hour of relaxation with the assistance of the Mort Lindsey Trio, and singers Tommy Furtado and Betty Cox. Availability: Live Talent. Running Time: 60 minutes. Cost: \$500 per one minute participation—subject to station discounts. Submitted by: WCBS-TV, 485 Madison Ave., N. Y. C.

Hi Time

Dottie Hansen talks to and jittersburgs with a group of teenagers from a selected Bay Area high school or junior college. Availability: Live Talent. Running Time: 30 minutes. Cost: \$175 talent, plus \$360 time. Number Available: One per week. Produced by: Dottie Hansen. Submitted by: KGO-TV, San Francisco, Calif.

Hobby Shop

Handsome Mike Olds presents all kinds of hobbies—model railroad-ing, rugtufting, shellcraft, figurine painting, aluminum craft, miniature old-timer car—and explains it to the folks. A simple show, but an extremely effective one with the audio and video presentation catching whole-family interest. Running Time: 15 minutes. Cost: \$75.00. Number Available: Continuous. Submitted by: WGEM-TV, Quincy, Ill.

Hometown Jamboree

An hour-long variety of home-spun western, folk and popular music, with humor comedy skits. This series features Cliffie Stone and his deluxe gang, all top recording or network stars in their own right. Availability: Live Talent. Running Time: 60 minutes. Produced by: Milt Hoffman. Submitted by: KCOP, Hollywood 38, Calif.

The Honest John Show

Long a favorite on radio before TV came to area, Jack Lewis as "Honest John" performs informally in a homey setting. He introduces the latest fishing reports from his viewers, together with poetry, special guests, and visiting talent. Availability: Live Talent. Running Time: 30 minutes. Cost: 1½ minutes live participating spot at regular "Class A" minute rate. Number Available: One weekly. Produced by: Jack Lewis. Submitted by: KHOL-TV, Kearney, Nebr.

1954

LIVE TV VARIETY

1955

The Jimmy Wakely Show

An hour-long variety revue with the emphasis on western music. Jimmy Wakely, assisted by Jack Rivers and the Dreamers puts on a musical show telecast directly from the Riverside Rancho. Availability: Live Talent. Running Time: 60 minutes. Produced by: Jimmy Wakely. Submitted by: KCOP, Hollywood 38, Calif.

Man Around the House

Alan Newcomb plays philosopher, comedian, stuntman, and jack-of-most-trades on "Man Around the House." This is a Wednesday and Friday variety—type show including Dorris Hagler, vocalist, a pianist, and a studio audience of twelve civic club women. Quizzes, stunts, and games plus Alan's bubbling personality makes for a lively half-hour show.

Availability: Live Talent. Running Time: 30 minutes. Cost: \$90.00 per telecast per one minute participation gross for time and talent. Produced by: Dan Givan. Submitted by: WBTV, Charlotte, N. C.

Meet Your Neighbor

Hank Hancock interviews regional and nationally-known personalities. News reports, weather forecasts, social notes. For at-home children, a daily story illustrated with running-action cartoon sketches.

Availability: Live Talent. Running Time: 15 minutes. Cost: \$60.00 per one-minute participation, gross for time and talent.

Number Available: 5 times weekly. Produced by: WBNF-TV. Submitted by: WBNF-TV, 40 Wall St., Binghamton, N. Y.

The Mel Jass Show

Talented MJ conducts 15-minute Monday through Friday variety show, featuring viewer-participation contests and games. Music (piano, organ, vocal) by Toby Prin, veteran showman and TV personality. Emphasis upon write-in response. Time: 11 to 11:15 a.m. weekdays.

Availability: Live Talent. Running Time: 15 minutes. Cost: Card rate. Produced by: Mel Jass-George Anderson. Submitted by: WCCO-TV, Minneapolis, Minn.

Melody Street

A musical variety show on which each week the entertainers are drawn from a permanent company to sing and dance against the background of colorful sets and costumes.

Running Time: 30 minutes. Cost: \$7,500. Produced by: Roger Gerry. Submitted by: Du Mont Television Network, 515 Madison Ave., N. Y., N. Y.

The Merry Mutes Show

The Merry Mutes combine with songstress Janie Ford for a comedy hour. This varied show, ranging from record pantomimes with casual and/or pointed humor to comedy routines and songs, Mutes' unique skits, antics, and questionable quizzes.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Produced by: Taylor Lumpkin. Submitted by: WSB-TV, Atlanta, Ga.

Party at Ciro's

Top night club entertainers perform and host, Herman Hover interviews guest stars from the motion picture, sports, political and entertainment worlds. 16 piece orchestra.

Availability: Live Talent. Running Time: 30 minutes. Cost, Complete: \$1,850. Produced by: George Schlotter. Submitted by: KABC-TV, Hollywood 27, Calif.

The Paul Dixon Show

A personality show built around zany Paul Dixon, and his team of Sis Camp and Wanda Lewis. Music is pantomimed against realistic settings; gags and comedy situations, featuring Len Goorian, Mad Artist, etc. Monday through Friday, 1:30-4 p.m.

Running Time: 150 minutes. Cost: Participating. Produced by: Len Goorian. Submitted by: WCPO-TV, Cincinnati, Ohio.

The Pinky Lee Show

"The Pinky Lee Show" is designed to appeal to both adults and children. It features songs and dance by Pinky, amusing interviews with youngsters from the audience, top variety acts, and games for the adults. Monday through Friday, 5-5:30 p.m. EDT.

Running Time: 30 minutes. Cost: About \$6,528 per one-minute participation, one minute participations available on various days. Produced by: NBC. Submitted by: NBC, New York, N. Y.

Popular Pals

Dog training in your home is the current theme for "Popular Pals" conducted by "Uncle Dan" Dudley, secretary of the Humane Society of Berks County. Mr. Dudley's long and expert experience in dogdom and his many contacts assures a program of top viewing with an informal but authoritative personality.

Availability: Live Talent. Running Time: 15 minutes. Cost: \$75. Number Available: One per week. Produced by: WEEU-TV. Submitted by: WEEU-TV, 433 Penn St., Reading, Penna.

Redwood Camera

Redwood Camera—Daily participating show consists of a parade of people and events throughout the Land of the Big Tree—California's Giant Redwoods. Program features interviews and demonstrations of recreational hobbies, new products and services. Handled by Program Manager Jerrold R. Poulos.

Availability: Live Talent. Running Time: 15 minutes and 30 minutes. Cost: 1 week, \$30; 2 week, \$50; 3 weeks, \$60; 4 weeks, \$80; 5 weeks, \$100.00 (participations). Produced by: KIEM-TV Staff. Submitted by: KIEM-TV, Channel 3, Eureka, Calif.

Rocky Mountain Barn Dance

Western variety, for the whole family. Western humor, music, and dancing Star of the show is "Uncle Ira" Kelly, and he presents his gang from Mythical Mountain Top, Colorado. Square dancers, and the Mountain Toppers musical group. Saturday, 8-9 p.m.

Availability: Live Talent. Running Time: 60 minutes. Cost: \$110 per one-minute participation. Gross time and talent. Produced by: KBTU. Submitted by: KBTU, Denver, Colo.

Spade Cooley

"The Spade Cooley Show" is the first television show that successfully intermingled western entertainment with that of a regular show. This affords Spade top names, in all fields of entertainment, to appear as his guests. A list of guest stars that have appeared on the show could make up a "Who's who" in show-business.

Availability: Live Talent. Running Time: 60 minutes. Cost: \$1000 per 15 minutes. Number Available: Weekly. Produced by: KTLA. Submitted by: KTLA, Los Angeles, Calif.

Stork Club

Celebrities, music and glamour direct from the Cub Room of the world-famous Stork Club. Host is the celebrated owner Sherman Billingsley himself and his guest include top names from the world of theatre, movies, music and sports.

Running Time: 30 minutes. Cost: \$12,000 Net. Produced by: American Broadcasting Company. Submitted by: American Broadcasting Company, 7 West 66 St., New York, N. Y.

Strictly Informal

Larry Finley, emcee of this star-studded, celebrity-packed variety and interview program. Larry interviews the Hollywood stars and many of them perform. Sundays, 10:30 p.m.—Midnite.

Availability: Live Talent. Running Time: 90 minutes. Cost: On request. Submitted by: KNXT, Hollywood 28, Calif.

Today in Georgia

Don Elliott threads together news events, human interest stories, interviews, and special Georgia features. Interest, informality keynote other items including homemakers' hints, cartooning, and the Children's Corner.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Produced by: Jay Durham and Deloney Hull. Submitted by: WSB-TV, Atlanta, Ga.

Versatile Varieties

Fast paced variety program. Guest stars. Terrific Track record on NBC. Program title may be changed to point up sponsor identification for new client. Kinescopes available.

Availability: Kinescopes. Running Time: 30 minutes. Cost: On request. Produced by: Basch Radio & Television Productions. Submitted by: Basch Radio & Television Productions, 17 East 45 Street, New York 17, N. Y.

The Walter Phillips Show

A zany show Monday through Friday featuring Walter Phillips and his unusual type humor. Each day, on a rotating basis, WLW-Television talent is used backed by one of the 3 station orchestras. Musicians, announcers, singers and occasionally the audiences are used in various funny skits. Popular with children and adults alike.

Availability: Live Talent. Running Time: 60 minutes. Cost: Single participation: \$45 WLW-TV (Cincinnati) or \$113 for 3 WLW-TV stations. Number Available: 5 times weekly. Produced by: Robert Boulware. Submitted by: WLW-TV, Cincinnati, Ohio.

The Workshop

Louis Clements, well known local architect, in a half-hour Sunday 'do-it-yourself' show designed to show homemakers how they can give their household improvement projects a truly professional touch . . . without bankrupting the budget.

Running Time: 30 minutes. Cost: \$75.00 per participation. Number Available: Single participation up to 52-week campaign or longer. Produced by: WDSU-TV. Submitted by: WDSU-TV, New Orleans 16, La.

You're Never Too Old

Harry Koplan and Marilyn Hare are co-emcees of program which is devoted to performing "oldsters" who top 60 years of age. Wednesdays, 10-11 p.m.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Submitted by: KNXT, Hollywood 28, Calif.

Northwest School Places Graduates

Portland, Ore.—While most trade schools are buying advertising to solicit more students, the Northwest Radio and Television School here has just initiated an advertising program to help its graduates find employment.

According to William Sawyer, president of Northwest, the school is spending almost as much money to secure jobs for its students as it is to encourage new enrollments in this pioneer radio and television training institute.

A three-color ad entitled "Green Hands or Red Hot Flashes," is the initial gun in the campaign to acquaint radio and TV executives with the abilities of its budding broadcasters, Sawyer says.

"Green Hands," and "red hot flashes" are the two occupational diseases harassing every TV executive today, according to Sawyer. "Green hands" is manifest in the form of inexperienced neophyte who wants to be in television because it is glamorous and would be great fun.

"Red hot flashes" are those experts with the big front and vast experience who in reality are floaters with all the answers except the one on how to do a good job and hold it.

Northwest provides graduates for radio and television, according to the ad copy, who are competently trained in all phases of production, engineering and broadcasting. All students learn to "double in brass" and nobody is so specialized that he doesn't know what the other departments are doing.

The school trains for production, engineering arts and talent, covering radio speech, control room operation, writing, news editing, research lighting, make-up, etc.

"We instill in the student the realization that radio and television are serious businesses, demanding hard work at all times. Our concern is not to develop experts, but to give graduates a workable, fundamental background plus proper attitude toward television so that they blend into the operation of a TV station," Sawyer declared.

Arnold And Opperman Upped At DuMont Net

(Continued from Page 1)

procurement for the network was announced over the week end by Jas. L. Caddigan, DuMont's programming and production chief.

Arnold, until now assistant to the network's business manager, succeeds Richard Gerner, recently named executive assistant to Ted Bergmann, DuMont managing director. Prior to joining the network, he served as television traffic supervisor for BBD&O.

Opperman has been associated with DuMont since 1952 serving first as account executive for WABD, then manager of the account managers group for the network sales department, and finally, his most recent post as supervising producer.

★ D. J. CHATTER ★

● ● ● Three Western disc jockeys won savings bonds, in M-G-M Records' contest conducted on behalf of the Sheb Wooley recording of "Blue Guitar." They are Gene Fondren, KTEA, Taylor, Tex.; Smokey Smith, KRNT, Des Moines, Ia., and "Slope Along Catastrophe," KNOR, Norman, Okla. . . . Tin Pan Alley has a new wonderboy in Jimmie Komack. This prolific kid is already represented on wax by Janet Brace's Decca etching of "Popcorn For You." He is also represented by Artie Wayne's "Over and Under," on Mercury. Add to this his own disc pact, just signed with Bob Thiele of Coral, which has the kid singing two more of his own songs, "Nic-Nick-amine" and "Cold Summer Blues." . . . Songwriter Pinkey Herman, got enthusiastic response for his new song, "Where Can You Be" from Don Larkin, Paul Brenner and Jerry Roberts, WAAT, Newark, N. J., platter spinners, when he visited them the other day. This is the first pop record issued by Savoy.

★ ★ ★

● ● ● A song called "Spindrift" is currently one of the pop tunes getting a lot of attention in London. It's a song written by Gene Cines, head of CBS TV record library, who selects the background music for "Studio One" each week. Recorded on Melodisc and published by Edition Lynx, the song is getting a lot of plugs on BBC. Gene sailed Tuesday for Europe to attend recording sessions in England of two more of his songs. . . . Martin Block heads up the list of disc jockeys in the "Meet the Disc Jockeys" section of the new national magazine "Recordland," which hits the stands on August 5. A short close-up of Block including the story of his first New York audition, appears in this new magazine devoted to anything and everything about records and those who make, sell and play them. . . . Paul E. X. Brown, dee jay of WERD, Atlanta, Ga., will spend a few days in New York, from August 3 to 11, on his way to the Shriners convention in Atlantic City, the 18th.

★ ★ ★

● ● ● Tin Pan Alley's oldest established society, G.T.P. P.B. (Get That Plug or Bust) has moved its annex over to 1440 Broadway, where Ted and Doris Steele, are operating a music-filled 3-hour show on WOR-TV. With the Steeles on a pop kick, the GTPs have found a home. . . . Bill Silbert's popular "In Person" record shows from Palisades Park, N. J., attracted over 34,000 people, when Julius LaRosa was among the guests. It was the largest mid-week crowd in the 57-year history of the amusement center. The show airs via WMGM, New York.

★ ★ ★

● ● ● A local-level contest for RKO's "Susan Slept Here" is being run by Bell Records, through the nation's disc jockeys. Bell recorded Dick Powell who stars in the picture singing the title tune. Since Powell hasn't recorded in at least nine years, the promotion will be handled as a "Mystery Voice" contest. Clues to the identity of the singer, as well as a plug for RKO are being supplied by Bell. Free tickets to the show will be given to first few who identify the voice. Dee jays who have agreed to run the contest so far are: Don Bell, Des Moines; Tommy Edwards, Cleveland; Roy Perkins, Denver; Mike Wolson, Norfolk, Va.; Mort Naussbaum, Rochester, and Frank Sims Dearborne, Mich.

★ ★ ★

● ● ● Capitol Records doubly protecting its Hi Fi records with a soft inner envelope to prevent the sleeve from scratching the disc. RCA Victor has something up its sleeve along the same line. . . . "Ask Me," sung by Chris Connor for Bethlehem Records, has been banned in Boston. . . . Georgia Gibbs next record for Mercury will be different. . . . Epic Records signed 'baseballer' Willie Mays for an appearance on their, "Say Hey" disc.

—PERSONS

First Sponsor Signed For NBC TV 'Tonight'

(Continued from Page 1)

dered eight participations in the program, beginning Monday, Sept. 27, date on which the new hour-and-a-half program is scheduled to hit the air waves.

In addition to being the first sponsor to order participations on "Tonight," Polaroid is also the first to be associated with all three of NBC-TV's daily magazine concept programs. The company is a frequent advertiser on "Today," NBC-TV's early morning news and special events program, and also was a first-day sponsor on "Home," the network's women's service show.

"Tonight," which will star Steve Allen, will be seen Monday through Friday from 11:30 p.m.-1 a.m. EST, and from 11 p.m.-12 midnight CST.

CJON Adds 70 Package Shows To Its Schedule

Toronto — Adding 70 transcribed dramatic programs from the library of All-Canada Program Division to its schedule, radio station CJON, St. Johns, Newfoundland, has made one of the biggest programming moves in the history of Canadian radio. Announcement of the step was made by R. F. Tait, manager of the program division of All-Canada Radio Facilities, Ltd., one of Canada's largest distributors of packaged shows.

The agreement covers five-minute, 15-minute and half-hour programs. CJON makes wide use of transcribed programs, having had 24 and three-quarter hours of All-Canada programming on its schedule before the present deal was concluded.

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'Mandrake' TV Series Readied For Aug. 15

(Continued from Page 1)

in conjunction with top business men and financiers of Bermuda.

Robert Mann, former CBS program director, and John Allen, former radio and TV head of Lever Brothers, will head up production of the series, which will be distributed by ABC Film Syndication. It is based on the comic strip created by Lee Falk and Phil Davis in 1934 and now runs in about 400 U. S. and Canadian newspapers, syndicated by King Features.

Mandrake, to be initially comprised of 26 half-hour shows, went into production in Bermuda last week. Shupert added that Bermuda was selected as a production site because of its climate, opportunity for unlimited exterior shooting and proximity to New York, making it possible for close liaison between producer and syndicator.

After screening hundreds of applicants, the Gibbs' office selected for the principal roles the three players who most closely resemble the public's conception of the comic strip characters.

Mandrake will be played by Coe Norton, a well-known TV actor and magician. Lisa Howard has been signed to play "Princess Narda," Mandrake's fiancée. Woody Strode will play "Prince Lothar," Mandrake's friend and constant companion.

It is expected that the first Mandrake film will be delivered about August 15, and since the series is being shot in blocks of four, it will be available for late fall programming.

ABC Film Syndication is readying a promotion and merchandising campaign to launch simultaneously with the series and plans to include many exciting premiums which will be developed in conjunction with King Features Syndicate.

MBS Plans Coverage For Notre Dame Games

Both home and away football games played by Notre Dame this fall will be aired over the coast-to-coast facilities of the Mutual Broadcasting System. The broadcasts will be made available to local advertisers on a co-operative basis.

The Notre Dame schedule, comprising the network's Saturday "Game of the Day" starts September 25 when the University of Texas game takes place at South Bend, Indiana.



By TED GREEN

● ● ● Robert H. Harris, who plays Jake on "The Goldbergs," is one of the very few actors in television today who does his own make-up. Harris, a very versatile emoteur, is asked for advice by the regular members of the pancake and powder crews at the networks, regularly. His gamut of roles is so wide that once he spent almost six hours making up for a part in a half-hour television show.



● ● ● Kay Armen takes leave of absence from her NBC radio show sponsored by Coca-Cola on August 12. Reason: Starting August 16 in "Hit the Deck" for Joe Pasternak at M-G-M. Incidentally, Kay presented her manager, Jack Beekman, with diamond studded cuff links spelling out "faith," after he wrapped up the "Hit the Deck" deal at Metro. . . . Fred Robbins, who has just completed another series of commercials for Coca-Cola at Universal Studios in Hollywood, has been renewed as host of the Eddie Fisher "Coke Time" show. . . . Mal Braveman Associates, snagged Orson Bean for a client. . . . ABC's platter king, Martin Bloch, heads the "Meet the Disc Jockeys" section of the new "Recordland" magazine. . . . Natch!



● ● ● HOW THEY GOT STARTED: THE GAYLORDS, Mercury Records' hottest vocal trio for one year now, hit the bell with "Ramona" and have kept it ringing with discs like "From the Vine Came the Grape" and their latest spinner, "The Little Shoemaker." The three Gay-Lords are Burt Bonaldi, Billy Christ and Don Rea, who combined forces while studying at the University of Detroit, to play at Connor's Bar for their 3 and one-half years of undergrad work. Also had their own TV show on WXYZ-TV, five times a week, which resulted in their signing with Mercury in 1953. Have since made numerous TV guest shots and are currently on a cross-country junket before returning to our Big Town again.



● ● ● Howard Barry, president of the UFA, vacationing at Montauk Point, reports no bass, no blue. Final score: 20 fluke. . . . Incidentally, Howard, kudos to you for that heroic rescue in a rough sea last week. . . . Wonder if Tex and Jinx know that Alvin Perlmutter of their staff is quite a fine baritone? . . . Too bad Ernie Kovacs can't get a cigar sponsor? He spends a fortune weekly on stogies. . . . TV songstress Elise Rhodes is getting great revues in her Summer stock tour. . . . Henry Jerome, the Hotel Edison maestro, cut a series of spot announcements for Chrysler to exploit 1955 models. . . . NBC's Monty Morgan dating Kaye Ballard at the White Turkey Restaurant. . . . Singing star Lillian Roth's autobiography, "I'll Cry Tomorrow," which was finally released to the public because of all the heart-warming mail Lillian received from viewers after her, "This Is Your Life" appearance, is the current number two best-seller throughout the nation, selling at a fantastic 3,000 copies per week clip.



Ministers To Attend NBC Radio-TV Clinic

(Continued from Page 1)

technical aspects of broadcasting, will meet at RCA Institutes in the Americas Building. The afternoon session, in the Johnny Victor Theater, will be given over to talks by NBC personnel. Kinescope clips illustrating various formats used on the NBC-TV religious program, "Frontiers of Faith," will be shown, and an NBC-TV studio rehearsal opened to the clinic members.

The group will hear at the afternoon session Edward Stanley, manager of NBC public service programs; Doris Ann, supervisor of religious programs for NBC-TV; Marilyn Kaemmerle, supervisor of religious programs for NBC Radio; Martin Hoade, director of "Frontiers of Faith"; Ed Bennett, who will speak on TV design, costumes and graphic arts, and Bob Smith, who will speak on the art of television makeup.

The Religious Radio and TV Workshop is sponsored by Union Theological Seminary, the National Council of Churches of Christ in the U. S. A., the Protestant Council of the City of New York, and the World Committee for Christian Broadcasting.

WNBC Salutes WNYC

To honor station WNYC on its 30th anniversary on Saturday, July 31, WNBC radio presented a special program "WNBC Salutes WNYC."

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Unity Television Realigns Sales Dept.

To provide for deeper penetration of all markets and maintain closer contact with the 389 television stations on the air, Unity Television Corporation has realigned its sales department and added to its field force, it was announced recently by Arche Mayers, general manager of Unity.

Len Firestone, sales manager of Unity has appointed Jerry Weisfeldt as Western division manager with offices at 8951 Sunset Boulevard, Hollywood, Calif.; Noah Jacobs, former Southern representative, is now Eastern district manager; Harry Stern, Southwestern district manager; Frank Opra, Northwestern district manager; Keith Goldsmith, New England district manager; Bill Young, North Central district manager; Al Shepard, Southeastern district manager. Sid Weiner has been upped to national TV film booker with Vince Fiumano assisting at the Coast office.

Highly Competitive

Mayers stated "the days of telephone and mail orders are gone. Today there exists a highly competitive situation in firm selling requiring intense concentration and service. In order to render the best service to station film buyers, highly trained field men must visit each station almost weekly to keep pace with the station's problems and cater to their particular needs. We are cognizant of the local needs for each market and we have revamped our forces to satisfy these requirements. As a special service and sales promotion feature, our field men will go out in teams of two, during the month of August, visiting every station in the nation to hold open film clinics for the welfare of the stations. This is in reverse of the usual clinic for salesmen. We believe our vast experience of the past seven years in TV may be of immense value to station operators, particularly the newer stations. This will be an exchange of information, from our visiting teams—so that the Western stations will know what Eastern stations are doing to build programs, develop time and spot sales and create more good will in their respective markets."

WKY's Sugg Named To Gov't. Committee

Washington Bureau of RADIO-TV DAILY
Washington—Proctor A. Sugg of WKY, Oklahoma City, has been named by the Commerce Dept. as chairman of its five-man advisory committee to aid its Weather Bureau set up and carry out a program to encourage and develop the field of meteorology.

Appointment of the committee is in line with recommendations made some months ago by a special advisory committee which said development of private meteorology is essential to security and national defense, and said Commerce, it will help the efficiency of the weather bureau itself.

★ ★ TELE TOPICS ★ ★

● **SKITCH HENDERSON** sitting along side his wife, Faye Emerson, on his **WNBT** program the other night was sporting some Bermuda shorts . . . maybe the shorts made Skitch a conversational topic but his fat-legged appearance added nothing to the TV picture. . . . **John Cameron Swayze** gets a word in for radio and television at every opportunity. Swayze in his **Camel TV** newscast on **NBC** pointed out that the political candidates in the primaries in Texas, Oklahoma and other states used radio-TV heavily in their campaigning.

● **FATHER EDWIN BRODERICK**, the personable and practical priest who serves as radio and TV director for the Archdiocese of New York, has written an informative book under the title of "Your Place in TV, A Guide for Young People." The manual was developed to give high school and college grads an insight into the opportunities in television and the best way to get started. Book makes a good reference volume for libraries.

● **POPS WHITEMAN** appearing on the Art Linkletter program from Hollywood the other day should have doffed his chapeau when he was being interviewed by guests in the XBS-TV studios. Instead Paul kept his pork-pie at a jaunty angle and this even after Linkletter had suggested to him that he was wearing his hat. Whiteman, by the way, directed an all-Gershwin concert at the Hollywood Bowl and is conducting a similar program in Denver this week-end.

● **TODAY'S TV PERSONALITY: JAMES H. CONNOLLY**, ABC vice-president in charge of the San Francisco office, heads up ABC's most important operations in that city, KGO and KGO-TV. Jim has over 28 years of advertising experience, most of it in the broadcasting field. He began his career as an assistant space buyer with N. W. Ayer & Son, immediately after graduating from the University of Pennsylvania. Two years later he added radio to his other agency duties. In 1936, he joined the Branham Co., basically a newspaper representative. He became a vice-president of the firm and remained with it until 1942 when he joined ABC. He became key man in the station relations department, established the station relations office in Chicago, then returned to New York. In January 1951, Jim was elected station relations vice-president and a month later, when ABC divided radio and TV functions, he was named vice-president in charge of ABC-owned radio stations. In March, 1952, he was selected to head ABC's San Francisco division and assumed his present duties.



CONNOLLY

● **IT IS INTERESTING** to note the progress being made in television towards combatting juvenile delinquency. Stations both on the network and local level are devoting considerable time this Summer to shows designed to keep the teen-agers occupied. Some are disc jockey shows and others deal with sports. One of the best contributors in this category is Frankie Frisch, the old Fordham flash, who interviews high school and PAL athletes on **WCBS-TV**.

● **BOB CROSBY'S SUMMER SHOW** on **CBS TV** makes for relaxed musical listening and while Bob hasn't the personality of **Der Bingle** he manages to do a first rate job of emceeing. Seeing Crosby on TV reminds us of the time when he broke in as a singer with the old **Anson Weeks** band in Chicago and later when he fronted his own band which was formerly the old **Ben Pollock** aggregation. Bob has come a long way since his break-in days in the early thirties in **Chicago-land**.

● **WONDER IF PETER POTTER** and his "Juke-Box Jury" will have a TV sponsor this Fall? Here's a personable young disc jockey that knows his recordings and has many guest artists at his command. At present the show is heard on **CBS radio**.

First "Spectacular" An Original Musical

First of the NBC-TV color "Spectaculars," scheduled for televising on Sunday, Sept. 12, will be an original musical comedy, "Satin and Spurs," starring Betty Hutton.

Written specially for TV by Max Liebman, the producer, and Billy Friedberg, the program will mark Betty Hutton's TV debut. Music and lyrics for the show are being written by Jay Livingston and Ray Evans, Academy Award winning song-writers.

Liebman will produce 26 of the 39 scheduled "Spectaculars." All but six of the productions will be telecast in color.

Scheduled to appear in the Liebman shows are such stars as Judy Holliday, Ann Southern, Steve Allen, Jeanmaire, Dick Shawn, Nanette Fabray, Henry Fonda, Frank Sinatra, Janet Blair, Bil and Cora Baird, Jack Lemmon, Jack Buchanan, Jean Carson, Eileen Barton, Rod Alexander and Bambi Linn and Jacques Tati.

Cleghorn Is Named V-P Of General Teleradio

(Continued from Page 1)
Memphis, Tenn., recently acquired by GT.

General manager of **WHBQ** since 1949, and of **WHBQ-TV** since it went on the air in September 1953, Cleghorn is a veteran of 25 years in broadcasting, having transferred from the newspaper to the radio side of the **Memphis Commercial Appeal** in 1929, when he became program director of **WMC**, Memphis.

Seven years later he moved to the Southwest, working as an announcer and continuity writer for **WKY**, Oklahoma City, and as program manager of **KARK**, Little Rock. He returned to **WMC** as program manager in 1937.

After two years of war service in the Navy, Cleghorn became general manager of **WRBC**, Jackson, Miss., moved back to Memphis shortly thereafter as general manager of **WHBQ**.

He is a former chairman of the Mutual Affiliates Advisory Committee and former director of the Tennessee Association of Broadcasters.

New Montreal-Quebec Microwave Relay Opened

(Continued from Page 1)
Players Canadian Corporation's TV station in Quebec City.

The Montreal-Quebec link, built by Bell Telephone Company, is an extension of the microwave relay linking Montreal, Ottawa and Toronto with Buffalo, New York. The new extension is composed of terminal stations in Montreal and in Quebec and five relay-tower points—at Routemont, St. Nazair, Arthabaska, Villeroy and St. Gerard.

Owned by Bell Telephone, it has been leased to the Canadian Pacific Communications and Canadian National Telegraphs which in turn are packed to air **CBC** programs.

★ ★ ★ COAST - T O - COAST ★ ★ ★

Tax Man Wins on KSJO

San Jose, Cal. — When KSJO awarded the first prize in a recently concluded contest, the income tax collector was right there. Winner of the expense-paid three day vacation in Los Angeles was Remo Cipolla, local supervisor of collections for the Internal Revenue Service.

WGLV Sets Record

Allentown, Pa.—WGLV was recently notified that it has established a distance record for UHF signals at the Frequency Measuring Laboratory of RCA Communications, at Riverhead, L. I. WGLV is 130 air miles from Riverhead and operates with 100,000 watts ERP.

KYW Promotes Swimming

Philadelphia — KYW is awarding swimming improvement certificates to youngsters attending the public swimming classes held this summer as a public service. Nearly 5,000 children attend the classes, and the certificates are awarded weekly for outstanding improvement.

WNBK Runs 'Cisco Kid'

Cleveland — WNBK is televising the original Cisco Kid productions, starring Gilbert Roland, on its "Hollywood Theater" late evening program. Because of new productions of the Cisco Kid being filmed for TV, the name "Chico" has been substituted for Cisco in the Gilbert Roland films.

New Staffers on KGMB

Honolulu — KGMB has recently acquired two new staff additions, Lorraine Crabtree Miller, radio copywriter, and Don Haggerty, staff announcer. Miss Miller was formerly with KOOS, Coos Bay, Ore., and Haggerty came from KPOA, Honolulu.

Gilsons New Show

New Haven, Conn.—Brace Gilson, veteran broadcaster at WNHC radio and TV, has taken over the early morning "Clock Watcher" show. A regular feature on the station, it is heard at its new time, 6:45 a.m., and will continue each weekday to 8:30 a.m.

WABI-TV Adds Power

Bangor, Me.—WABI-TV will increase its transmitter power to 30,000 watts effective August 4, it was announced recently by Leon Gorman, general manager.

WNHC-TV Pays Bill, Costs Itself Money

New Haven, Conn.—WNHC-TV recently paid a bill on time and found itself losing money as a result. Henry Plouffe received a \$100 check from Lee Manson, program director of WNHC-TV, and when he cashed it he found one of the dollar bills was redeemable for \$100 by none other than WNHC-TV. Each week the station offers \$12,600 for "Lucky Bucks" winners.

Chevrolet To Sponsor CBS Radio Coverage Of Soap Box Derby Races

Akron, O.—Semi-final and championship races of the 17th All-American Soap Box Derby at the Derby Downs course here on Sunday, August 15, will be given exclusive CBS radio coverage, 4-4:15 p.m., EDT, under the sponsorship of Chevrolet Motor Division of General Motors Corporation, Detroit. Harold L. (Red) Hagemon, announcer for WADC—CBS radio, in this city, will report the derby. The contest will present winners of the 150 preliminary races now being held throughout the country.

Johnson Interviewed

Sacramento, Calif.—During a recent visit to Sacramento, Clem D. Johnston, newly elected president of the United States Chamber of Commerce, was interviewed over KCCC-TV. With KCCC-TV moderator Mal MacIntyre presiding, Johnston participated in an informal group discussion of the integrated relationship between city and state chambers of commerce with the U. S. Chamber of Commerce.

Farm Show On WQAN

Scranton, Pa. — As a service to farm listeners, WQAN's "Bill Pierce" morning show has added a special farm section three times a week. Jess Landenberger, Lackawanna County Farm Agent will discuss all aspects of dairy farming, poultry farming, and crop production, on Monday, Wednesday, and Friday mornings at 6:10 a.m.

Board Accepts Gift

Akron, O.—The Akron Board of Education has accepted a gift of radio transmitting equipment for an educational FM station, and hopes to obtain a federal license for operating such a station. The gift, valued at \$10,000, includes a 1,000-watt transmitter and necessary monitors. It was presented by Mrs. John Crawford, who bought it from an unidentified Texas station.

Craig Named ABC TV's Western Div. Prog. Dir.

West Coast Bureau of RADIO-TV DAILY Hollywood — Kenneth B. Craig, former director of business affairs for the CBS network in Hollywood, has been appointed program director for the Western division of the ABC television network, according to an announcement by Donn B. Tatum, director of TV for ABC's Western division.

Craig will headquarter at the ABC network TV center in Hollywood.

Prior to joining CBS here, the new ABC appointee served as executive assistant to H. Leslie Atlas, vice-president in charge of CBS' Mid-West division, and later as manager of that network's WBBM-TV in Chicago. Earlier, his principal associations were with McCann-Erickson, Inc., in Chicago, as radio and television director and assistant to the manager, radio station KSFO in the Bay City as production manager, and at KNX, Hollywood, as announcer and assistant director.

WSAZ Appoints Webb

Huntington, W. Va.—Mark Webb, Jr. was recently appointed sales representative of WSAZ, it was announced recently by L. H. Rogers, vice-president.

KNX Premieres Show

Los Angeles—KNX recently premiered a new across-the-boards afternoon variety show, "Matinee." The 70-minute show is hosted by John Jacobs, with Max Roby making brief newscasting appearances during the show. An instrumental trio, Ramona Gerhard, Art Shutt, and Bob Laine, furnishes music and vocals.

ANA Survey Provides Important New Data

(Continued from Page 1)

practices in merchandising their advertising. The survey, "What Sales & Advertising Managers Think & Do About Merchandising Their Advertising," is based on questionnaires returned by 128 advertising managers and 82 sales managers and was conducted by the Merchandising the Advertising Steering Committee of A.N.A.

Chairman of the A.N.A. Merchandising Committee, Lauren K. Hageman, director of advertising and sales promotion, Congoleum-Nairn, Inc., commenting on the survey in the foreword stated, "With advertising costs continuing to rise yearly . . . it is necessary for our advertising dollars to work harder and more efficiently than ever before." Hageman added that with this premise in mind, "the study can be of real assistance because it gives, for the first time, information about the way a representative group of companies in nearly all major industries handle their merchandising the advertising. The study also provides some facts to back up efforts to get greater recognition and cooperation necessary to do this important job more effectively."

The 33-page report contains three charts and 15 tables which tabulate answers broken down into 12 major industries plus a miscellaneous category. The report is divided into three major parts. One section contains an analysis of the sales managers' and advertising managers' responses, the second part deals with tabulations of the answers to some of the most important questions asked in the advertising managers' survey and the third part contains the conclusions reached by the A.N.A. Committee.

Shelton Jr., Elected

Danville, Va.—G. A. Shelton, Jr., account executive with WLVA, has been elected Commander of the Fifth District, Department of Virginia, American Legion. Shelton served during the past year as 2nd Vice-Commander of the Fifth District, and is a past Commander of his home post—number 97—in Danville.

Wheeler Appointed

Detroit, Michigan — Edwin K. Wheeler, general manager of WWJ-AM-FM-TV, has been appointed to the Detroit-Tomorrow Committee, a group of civic leaders who will blueprint plans for the Detroit of the future, according to a recent announcement by Mayor Albert E. Cobo.

Show Moves to KDKA

Pittsburgh—"Cordic & Company," popular local morning show, will move to KDKA on September 6, it was announced last week by L. R. Rawlins, general manager. "Cordic & Company" has been heard on WWSW.

WEAV Appoints Kelly

Plattsburgh, N. Y.—Leon E. Kelly has recently been appointed program director of WEAV. For the past fourteen years Kelly has been program manager of WRAK, Williamsport, Pa.

WTRI Shows Golf Tourney

Schenectady, N. Y.—Highlights of the Northeastern New York women's golf championship tournament were shown on WTRI recently. Steve Davis, host of the station's weekly golf show, "Tee off with the capital district pros," interviewed the winner and runner-up at the conclusion of the tournament.

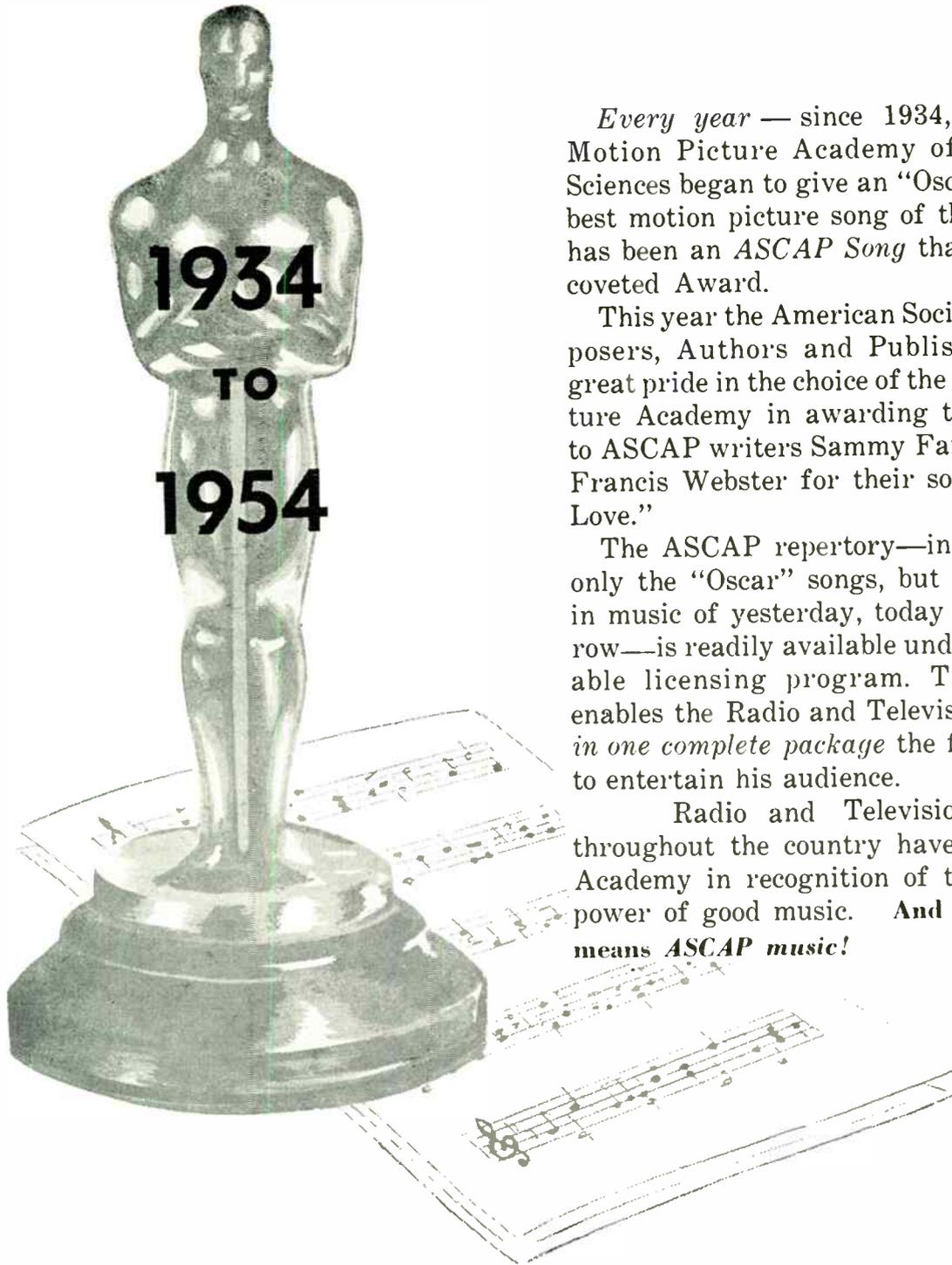
TV To The Rescue

Providence, R. I.—Warren Walden of "TV Sports Page" on WJAR-TV, has been credited with the discovery of a lost child. When a 9 year old Providence, R. I. boy was discovered missing from his home, the parents asked Warren if he would make an announcement of this on his TV show. During the program a telephone call came in from a woman in Warwick, R. I., telling Warren she had seen the boy near her home. The boy was returned home safely.

WIP To Aid Sneezers With Pollen Reports

Philadelphia—As a public service to hay fever victims among its listeners WIP will report the pollen count here twice daily. Beginning August 4, official reports covering six sections of the city will be received from health officials and relayed to listeners. Dr. Norman R. Ingraham, acting commissioner of the department of health anticipates the pollen problem will last until October.

ASCAP SONGS WIN THE "OSCARs"



Every year — since 1934, when the Motion Picture Academy of Arts and Sciences began to give an "Oscar" for the best motion picture song of the year—it has been an *ASCAP Song* that won that coveted Award.

This year the American Society of Composers, Authors and Publishers takes great pride in the choice of the Motion Picture Academy in awarding the "Oscar" to ASCAP writers Sammy Fain and Paul Francis Webster for their song, "Secret Love."

The ASCAP repertory—including not only the "Oscar" songs, but all the best in music of yesterday, today and tomorrow—is readily available under a reasonable licensing program. This license enables the Radio and Television Station *in one complete package* the finest music to entertain his audience.

Radio and Television Stations throughout the country have joined the Academy in recognition of the drawing power of good music. **And good music means ASCAP music!**

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

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